

**CONFIRMED MINUTES OF THE
CHARITABLE FUNDS COMMITTEE MEETING
HELD AT 09.00AM TUESDAY 13 JUNE 2017
CORPORATE MEETING ROOM, UNIVERSITY HOSPITAL OF WALES**

Martyn Waygood	Chair
Margaret McLaughlin	Independent Member – Third Sector
Akmal Hanuk	Independent Member - Community
Stuart Egan	Independent Member – Trade Union
Christopher Lewis	Deputy Director of Finance

In Attendance:

Peter Welsh	Director of Corporate Governance
Katie Mallam	Fundraising and Communications Manager
Alun Williams	Head of Financial Services
Mike Jones	Chair, Charitable Funds Bids Panel
Joanne Brandon	Assistant Director of Communication and Engagement
Alison Watkins	Communications Programme Manager

Apologies:

Robert Chadwick	Executive Director of Finance
Fiona Jenkins	Director of Therapies and Health Science

Secretariat:

Leanne Miles

CFC 16/100 WELCOME AND INTRODUCTIONS

The Chair welcomed all present to the meeting.

CFC 16/101 APOLOGIES FOR ABSENCE

Apologies for absence were noted.

CFC 16/102 DECLARATIONS OF INTEREST

The Chair invited Members to declare any interests in the proceedings. None were declared.

CFC 16/103

UNCONFIRMED MINUTES OF THE MEETING HELD ON 21 MARCH 2017

The Committee **RECEIVED** and **APPROVED** the minutes of the meeting held on 21 March 2017.

UNCONFIRMED MINUTES OF THE SPECIAL MEETING HELD ON 30 MARCH 2017

The Committee **RECEIVED** and **APPROVED** the minutes of the special meeting held on 30 March 2017.

CFC 16/104

ACTION LOG - MEETING OF 21 MARCH 2017

The Committee **RECEIVED** the Action Log from the meeting of 21 March 2017 and **NOTED** the following:

CFC: 16/083 6 month marketing report – **ONGOING**. Peter Welsh to organize a meeting to review situation before September 2017.

ACTION LOG - SPECIAL MEETING OF 30 MARCH 2017

The Committee **RECEIVED** the Action Log from the meeting of 30 March 2017 and **NOTED** the following:

CFC: 16/098 Provision of Support Workers from Mental Health Matters to provide therapeutic activities for cognitively impaired inpatients on C7 UHW - **ONGOING**

CFC 16/105

ROOKWOOD HOSPITAL – UPDATE

Christopher Lewis, Deputy Finance Director presented an oral update on Rookwood Hospital and gave an overview of the position for Alison Watkins, Communications Programme Manager. Chris Lewis suggested that an updated paper should be presented to the next meeting of the Trustees to brief them on the anticipated outcome of the sale of Rookwood, to discuss and suggest how the money is to be managed separately to the rest of the charitable funds. Chris Lewis suggested setting up a separate investment portfolio so that there is a clear demarcation between Rookwood funds and the rest of the investment portfolio.

The Committee:

- **NOTED** the verbal update.

Joanne Brandon, Assistant Director of Communications tabled a Six Month Marketing Report and gave an oral overview of the report that had been written by Alison Watkins, Communications Programme Manager. Joanne Brandon stated that Alison Watkins had been working with the Communications Team for five weeks and set out the objectives. The purpose is to develop a marketing strategy fit for purpose.

There was an in-depth discussion on the report with the following being noted:

- **Strategic Direction:** Joanne Brandon stated that there is currently no clear marketing strategy or action plan in place and no defined audiences. A plan needed to be developed to examine these three key areas as part of the strategic overview in line with priorities. Joanne Brandon also stated a clearly defined vision and mission was a must to move forward.
- **Website:** The website was discussed and there was a recommendation to review and launch the new website as a matter of urgency. Katie Mallam stated that the website needed some tweaking. It now accommodated a lot of the priorities that were required. The recommendation was to launch the website and review to fix any issues. The Committee agreed a launch date of 30th June 2017 and a beta version (offline version) to be available to the Communications Team and members of the Committee within seven days to test functionality.

Action: Katie Mallam to inform the website provider of deadlines.

- **Visibility of the charity** was discussed across the UHW sites. The recommendation is to work with estates and communications to identify opportunities for raising the profile of the charity. Joanne Brandon stated that a Health Charity banner will be put in the Concourse in place of the Noah's Ark poster. A number of areas are being looked at with regards to increasing the visibility of the Charity.
- **Branding** was discussed and it was stated that the branding guidelines should be made visible to everyone on the Committee. Recommendation is to review the current branding and mascot and a final version of the branding guidelines to be taken to the committee for approval.

Action: Katie Mallam to bring branding guidelines to the next meeting.

- WiFi was also discussed and a copy of the landing page was tabled. It was stated that there was no reason why the landing page couldn't go live. Alison Watkins stated that when you now log on the only network that comes up is the Cav Health Charity Free WiFi.

The Committee:

- **NOTED** the oral report.
- **APPROVED** the recommendations

CFC 16/107 RECRUITMENT UPDATE – FUNDRAISING OFFICER

Alun Williams, Finance Manager, presented an oral update on recruitment. He stated that there had been 38 applications received and 13 would be interviewed. Katie Mallam stated that the additional Fundraising Officer position had been designed to further support the development of the charity. Katie outlined the structure of the team and the role that the new Fundraising Officer would undertake. The position was advertised as a band 5.

The Committee:

- **NOTED** the oral update.

CFC 16/108 BENCHMARKING EXERCISE

Alun Williams gave an oral update on the Benchmarking Exercise. He stated that he, Katie Mallam and Lucie Barrett visited Southampton Hospital to see how they relocated from their Finance Department to a space similar to our concourse. The move gave the Fundraising Team more presence, visibility and a greater identity. Footfall had also grown with an increased number of people visiting the office. Alun stated that they had undertaken the visit as the PFI agreement of our Concourse is ending in 2018 and a marker was being put down for this charity to have a presence in Concourse. Mike Jones expressed his disappointment that Llandough still had three empty shop spaces and would assist as much as possible to get the charity based in the concourse. He also felt the charity should not pay any money to the Health Board for a space in the Concourse due to the good causes that we fundraise for. Peter Welsh stated that there are opportunities to build charity presence into any future planning for a revamped concourse.

Action: Peter Welsh to approach Geoff Walsh regarding using a vacant space at Llandough for Charity use and make him aware of the intention for space for the charity in a revamped Concourse. Update at the next meeting.

The Committee:

- **NOTED** the oral report

CFC 16/109**BIDS PANEL PAPER**

Mike Jones presented a Bids Panel Paper. He reiterated that we are working on the lower limit of £10,000. Mike stated that several bids were approved at the last meeting in April 2017. Mike also stated that Katie Mallam and Lucie Barrett did a night shift walk around to drum up support for the lottery and signed up an additional 30 people.

Martyn Waygood thanked Mike Jones for the work that he and the Bids Panel are doing and is a good example of how we deal with these bids in a prudent and considered manner. He also commented on the way the bids are managed evenly between staff and patients. Akmal Hanuk asked if there was any information regarding where the bids were coming from? Katie Mallam and Mike Jones to provide the information.

ACTION: Katie Mallam/Mike Jones to bring information regarding where bids are coming from.

The Committee:

- **APPROVED** the expenditure outlined in the application.

CFC 16/110**LOOKERS UPDATE**

Alun Williams gave an oral update on Lookers.

The Committee:

- **NOTED** the oral update.

CFC 16/111**EXPENDITURE GREATER THAN £25K**

Alun Williams presented a paper on Expenditure greater than £25k - purchase of 17 blood pressure monitors £30,000. The money for the funding of the monitors has been specifically donated to our Charity from the South Glamorgan Special Care Baby Association Charity (511056) and the staff at UHW advise the group of what equipment is needed. These monitors are specifically for the new "Daisy Special Care Nursery" within the Neo natal intensive Care Unit.

The Committee:

- **APPROVED** the expenditure outlined in the application.

CFC 16/112**FINANCE MONITORING REPORT**

Christopher Lewis, Deputy Director of Finance stated the importance of bringing this report to the attention of the Committee as it's the draft year-end report. Chris made reference to the Statement of Financial Activities on page two of the report and the fund Balance which now stands at £10.548m. This was the first time the Charity fund has been over the £10m mark. Chris also made reference to the investment portfolio information which showed market value gain for the period of £0.946m

The Committee:

- **NOTED** the financial position of the charity.

CFC 16/113 FUNDRAISING REPORT

Katie Mallam, Fundraising and Communications Manager, presented the Fundraising Report.

Katie made particular reference to the Lottery income that has already increased by £37k this year and legacies are also doing well. With regard to appeals Peter Welsh stated that in one night for the Breast Centre an event raised £44k.

The Committee:

- **NOTED** the progress and activities outlined in the report.

CFC 16/114 ITEMS TO BRING TO THE ATTENTION OF THE BOARD / OTHER COMMITTEES

- Potential use of Concourse.
- Marketing and Strategy

CFC 16/115 DATE OF NEXT MEETING

The next Charitable Funds Committee meeting is scheduled to take place on **Tuesday, 19 September 2017 9.30am** in the Corporate Meeting Room, Headquarters, UHW.