



Betsi Cadwaladr University Health Board (BCUHB)
Minutes of the Health Board Trustees Meeting Held in Public on 24.1.19
in Porth Eirias, Colwyn Bay

Present:

Mr M Polin	Chair
Mr G Doherty	Chief Executive
Cllr C Carlisle	Independent Member
Mr R Favager	Executive Director of Finance
Mrs S Green	Executive Director of Workforce & Organisational Development (OD)
Mrs J Hughes	Independent Member
Cllr M Hughes	Independent Member
Mrs M W Jones	Vice Chair
Mrs G Lewis-Parry	Board Secretary
Mrs L Meadows	Independent Member
Dr E Moore	Executive Medical Director
Miss T Owen	Executive Director of Public Health
Prof M Rees	Associate Board Member, Chair of Healthcare Professionals Forum
Mrs L Reid	Independent Member
Mrs B Russell-Williams	Independent Member
Mr C Stockport	Executive Director of Primary Care & Community Services
Ms H Wilkinson	Independent Member
Mr M Wilkinson	Executive Director of Planning & Performance

In Attendance:

Ms S Hill	Finance Director, Operational Finance
Ms E Jones	Fundraising Support Manager
Mrs L Jones	Assistant Director, Corporate Governance
Ms K Thomson	Head of Fundraising – Awyr Las
Mrs N Williams	Partnership Support Manager
Translator, Observers.	

Agenda Item	Action By
19.33 Chair's Introductory Remarks The Chair opened the meeting.	
19.34 Apologies for Absence Apologies were noted for Mrs M Edwards, Prof J Rycroft-Malone, Mrs G Harris, Mr A Thomas, Mr F Williams, Mr J Cunliffe and Mr A Roach.	
19.35 Regulatory update – The Essential Trustee 6 Main Duties	

<p>19.35.1 The Executive Director of Finance introduced this agenda item, reminding the Board that it was a legal trustee of the Awyr Las charity registered in November 2010. He presented the Charity Commission's Essential Trustee guidance, outlining key duties and legal responsibilities. He added that the charity employed Rothschild to manage its investments.</p> <p>19.35.2 It was resolved to note the guidance document and legal duties presented.</p>	
<p>19.36 Charitable Funds Annual Report and Accounts 2017-18</p> <p>19.36.1 The Finance Director (Operational Finance) presented this agenda item. She explained the key highlights, including the £0.5m reduction in charitable funds as detailed in the statement of financial activity, the 3% decrease in income which was largely due to a reduction in legacies, and an 82% increase in expenditure on grants such as capital projects, leaving restricted and unrestricted funds totalling £7.6m.</p> <p>19.36.2 It was noted that increased expenditure was positive in that it showed that investment in good causes had increased. The Executive Director of Finance stated that the Wales Audit Office had been complimentary regarding the Annual Report. He added that, in his view, too much funding was being held in charitable funds, given that those making donations did so in order for the money to be spent for the benefit of others. The Chair stated that, as the Health Board's overarching plan evolved, it would be necessary to align charitable funds to the strategic direction.</p> <p>19.36.3 It was resolved to receive the Annual Report and financial statements.</p>	
<p>19.37 Overview of Awyr Las</p> <p>The Head of Fundraising and the Partnership Support Manager gave a wide-ranging presentation. The Head of Fundraising explained the background to Awyr Las and its aim to support local priorities above and beyond what the NHS could fund, thus making a real difference to patients and the community. She described outcomes from grants awarded, explained processes and the structure of Awyr Las and its 400 funds, and drew attention to its 4 current priorities. These were older people, early years, mental health and cancer care. The Partnership Support Manager explained how other charities, such as the League of Friends, worked closely with Awyr Las to share fundraising best practice. The Head of Fundraising added that this partnership working had resulted in many improvements for patients since 2010, and the Health Board was fortunate to receive such significant support.</p>	
<p>19.38 Hearts and Minds Grant Scheme</p> <p>19.38.1 The Fundraising Support Manager explained that the Hearts and Minds grant scheme had been established to give frontline staff the opportunity to apply for grants of up to £1000, focused on the four local priorities and strategic goals, with a view to supporting innovation in tackling service problems. The first grants round of the scheme had proved popular, with 52 applications of a high standard. Significant creativity and innovation had been demonstrated by the applicants and 16 applications were successful. Examples of the topics covered by the successful applications included well-being, promoting independence and alleviating boredom</p>	

for patients. Local businesses were being approached to seek support for the remaining unsuccessful applications and a second Hearts and Minds grant funding round would be launched in April.

19.38.2 The Executive Director of Finance thanked all those involved for their work. He stated that the Charitable Funds Committee was focused on monitoring, evaluation and benefits realisation in respect of grants awarded. He added that it was now an appropriate time for Trustees to take a forward look at future priorities.

19.38.3 The Chair commented that £1000 was not a large sum in terms of local project work and he asked if it was sufficient to unlock innovation. The Head of Fundraising responded that staff were still able to apply for standard grants up to £5k; the Hearts and Minds funding was in addition to this. She also advised that Awyr Las would be linking with national initiatives such as the NHS Big Tea annual event to continue to promote the charity and raise awareness.

19.39 Improving the Visibility of Awyr Las

19.39.1 The Executive Director of Finance reiterated that the focus now needed to become more forward-looking and a large-scale campaign that the whole organisation could rally behind needed to be established. The Independent Member Chair of the Charitable Funds Committee acknowledged the generosity of the people of north Wales and highlighted the need to measure the wider social value added as a result of donations. She emphasised the need to demonstrate and communicate the difference that charitable donations had made. In respect of a campaign topic, she suggested that the ICAN initiative would be suitable, as a timely means of supporting mental health awareness.

19.39.2 The Chair stated that he would be happy to support this proposal. An Independent Member suggested dovetailing ICAN with the 'Let's Get Moving North Wales' public health strategy. This idea had the support of the Board. The Head of Fundraising also supported this idea, pointing out that one of the projects recently funded by Awyr Las had involved 'couch to 5k' training, which had contributed to the mental health and well-being of participants. The Vice-Chair pointed out that links could also be made with the ICAN practitioners now located in Emergency Departments. She emphasised the need to ensure that more of the charitable funds were invested in good causes, as that was what donors expected. The Executive Director of Finance gave an assurance that every effort was being made to do this, although restrictions on the use of legacies were a constraint.

19.39.3 An Independent Member suggested commissioning a piece of work to review the potential for reducing the number of separate charitable funds from the existing 400. She also suggested using the Community Voluntary Council infrastructure to spread the message about public facing campaigns. The Executive Director of Finance responded that the issue of the number of funds had been reviewed previously, however it caused some disquiet as donors rightly expect their gifts to be used for the purpose intended, and any change posed a risk of being reported to the Charities Commission.

<p>19.39.4 The Head of Fundraising expressed her support for the concept of a major campaign focused on public facing priorities, with other good causes still being supported in the background. The Executive Director of Workforce & OD supported the ICAN and 'Let's Get Moving North Wales' idea, pointing out that it would be important to relate to a range of different groups within communities. She suggested holding team events and competitions, with a fundraising element.</p> <p>19.39.5 The Chair queried the resources to be marshalled to run a campaign. The Chief Executive suggested that the Corporate Communications Department and ICAN experts would be best placed to advise initially, following which more assistance could be mobilised and the general approach, plus the nature of Board member involvement, could then be determined. An Independent Member advised that, in order to secure full staff involvement, every ward and department would need to understand the campaign cause and how it related to their work.</p> <p>19.39.6 The Chief Executive drew attention to the 'five ways to well-being' to illustrate that there was significant scope to look at other areas not related to ICAN. He suggested starting small and working up to maximum mobilisation with a focus on the campaign priorities.</p> <p>19.39.7 The Head of Fundraising summarised that she would ensure that Awyr Las had more of an internet presence in future and ideas around Mental Health Day in October, Board members visiting ICAN centres in Emergency Departments, and a relay walk would be considered. The Executive Director of Finance asked all Board members to notify him of how they wished to become involved in the campaign, prior to a final decision being made on the nature of Board participation.</p>	All
<p>19.40 Closing comments and questions</p> <p>On behalf of the trustees, the Chair thanked the Head of Fundraising and her team for their work. The Chair closed the meeting.</p>	