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Ymddiriedolaeth Brifysgol GIG  
Gwasanaethau Ambiwylans Cymru  
Welsh Ambulance Services  
University NHS Trust

**MINUTES OF THE OPEN SESSION OF THE CORPORATE TRUSTEE  
OF THE WELSH AMBULANCE SERVICES UNIVERSITY NHS TRUST CHARITY  
HELD ON 29 NOVEMBER 2024 IN CARDIFF AMBULANCE STATION AND VIA TEAMS**

**Meeting started at 14:20**

**MEMBERS PRESENT:**

|                            |  |
|----------------------------|--|
| Colin Dennis               | Chair of Corporate Trustee                             |
| Jason Killens              | Chief Executive  |
| Rhiannon Beaumont-Wood     | Non-Executive Director                                 |
| Jayne Beeslee              | Non-Executive Director                                 |
| Lee Brooks                 | Executive Director of Operations                       |
| Peter Curran               | Non-Executive Director                                 |
| Bethan Evans               | Non-Executive Director                                 |
| Professor Hayley Hutchings | Non-Executive Director                                 |
| Ceri Jackson               | Non-Executive Director and Interim Vice Chair          |
| Rachel Marsh               | Executive Director of Strategy, Planning & Performance |
| Hannah Rowan               | Non-Executive Director                                 |
| Chris Turley               | Executive Director of Finance & Corporate Resources    |
| Andy Swinburn              | Executive Director of Paramedicine                     |

**IN ATTENDANCE:**

|                 |  |
|-----------------|--|
| Wendy Herbert   | Assistant Director of Quality and Nursing                |
| Estelle Hitchon | Director of Partnerships and Engagement                  |
| David Hopkins   | Head of Charity  |
| Carl Kneeshaw   | Director of People                                       |
| Angela Lewis    | Director of Culture Change                               |
| Trish Mills     | Director of Corporate Governance/Board Secretary         |
| Steve Owen      | Corporate Governance Officer (Via Teams)                 |
| Hugh Parry      | Trade Union Partner                                      |
| Alex Payne      | Corporate Governance Manager                             |
| Leanne Smith    | Assistant Director of Digital Services: Data & Analytics |
| Damon Turner    | Trade Union Partner                                      |

**APOLOGIES:**

|               |   |
|---------------|---|
| Jonny Sammut  | Director of Digital                     |
| Liam Williams | Executive Director of Quality & Nursing |

### **13/24 Welcome, Apologies and Minutes**

- 13.01 Apologies were recorded for Jonny Sammut and Liam Williams.
- 13.02 The minutes of the meeting held on 30 May 2024 were agreed and confirmed as a correct record.

**RESOLVED: The minutes of the meeting held on 30 May 2024 were presented and agreed as a formal record.**

### **14/24 Declarations of Interest**

- 14.01 There were no declarations of interest above those already recorded in the Trust's Register of Interests for the members of the Trust Board for the Welsh Ambulance Services NHS Trust.

### **15/24 APPROVAL OF CHARITY VISUAL IDENTITY**

- 15.01 David Hopkins was introduced to the meeting by Estelle Hitchon, and it was noted that he has been with the charity for about seven weeks. His primary task has been to relaunch the charity, starting with the creation of a new visual identity.
- 15.02 David worked with graphic designers Savage and Grey, who were previously involved in other projects with the Trust. The process began with a fact-finding session involving a subgroup of the Charity Committee to define the charity's ambitions and identity.
- 15.03 The design team presented a long list of options, which were reviewed and sense-checked by the same subgroup. This process included discussions about preferences and resulted in a shortlist of options.
- 15.04 The recommended visual identity, referred to as the "hoops concept" or "flower," was chosen for its distinct yet related identity to the Trust. Practical applications of the identity, such as letterheads and banners, were also considered.
- 15.05 The Corporate Trustee agreed to adopt the proposed Charity visual identity.

**RESOLVED: The Corporate Trustee approved the Charity Committee's recommendation that the Hoops Concept (Appendix 1: pages 2-6) should be adopted as the new visual identity for the Charity.**

### **16/24 CHARITY COMMITTEE AAA – 8 OCTOBER 2024**

16.01 Ceri Jackson presented the Chairty Committee meeting AAA report from the 8 October meeting as read.

**RESOLVED: The update was noted.**

### **17/24 CHARITY COMMITTEE MINUTES – 22 AUGUST 2024**

17.01 The Minutes of the Charity Committee from 22 August 2024 were received.

**RESOLVED: The Minutes of the Charity Committee dated 22 August 2024 were received.**

### **18/24 DATE AND TIME OF THE NEXT MEETING**

18.1 The date of the next meeting is 30 January 2025.

Meeting closed at: 14:25