

Bundle Corporate Trustee 29 November 2024

Agenda attachments

- ITEM 00 Trustee Agenda
- 0 14:45 – OPENING ITEMS
- 1 Chair's Welcome, Apols and Quorum
- 2 Declarations of Interest
 - ITEM 02 Board Member Register of Interests–Updated 2024.11.28 File replaced
- 3 Minutes of the Last Meeting: 30 May 2024
 - ITEM 03 2024–05–30 Corporate Trustee Board – Draft Minutes
- 4 Action Log and Matters Arising There are no open actions
- 4.1 FOR APPROVAL, ASSURANCE AND DISCUSSION
- 5 14:50 – Approval of Charity Visual Identity
 - ITEM 05 SBAR Corporate Trustee Visual Identity_November 2024
 - ITEM 05.1 Appendix 1 – Visual Identity Concepts
- 6 15:05 – Charity Committee AAA – 8 October 2024
 - ITEM 06 Charity Committee Highlight Report 08 October 2024
- 6.1 CONSENT ITEMS
- 7 Charity Committee Minutes – 22 August 2024
 - ITEM 07 2024–08–22 – Charity Committee Minutes–Confirmed
- 7.1 15:10 – CLOSING ITEMS
- 8 Reflections and Summary of Decisions/Actions
- 9 Any Other Business
- 10 Date & Time of the Next Meeting: 30 January 2025

Length of Meeting: 00:30		Agenda Status:		EXTRAORDINARY CORPORATE TRUSTEE MEETING - 29 NOVEMBER 2024					Deadline: 20 November 2024	
Time	Mins allotted	Agendum	Title	Item for	Item requested by	Format	Paper prepared by	Item presented by	Colleagues to cc	
OPENING ITEMS										
		1	Chair's Welcome, Apols and Quorum	Information	Standing	Verbal	n/a	Chair	n/a	
		2	Declarations of Interest	To State Conflicts	Standing	Verbal	n/a	Chair	n/a	
14:45	00:05	3	Minutes of the Last Meeting: 30 May 2024	Approval	Standing	Paper	n/a	Chair	n/a	
		4	Action Log and Matters Arising There are no open actions	Approval	Standing	Paper	n/a	Chair	n/a	
FOR APPROVAL, ASSURANCE AND DISCUSSION										
14:50	00:15	5	Approval of Charity Visual Identity	Approval	Ad Hoc	Paper	Partnerships	Estelle Hitchon	David Hopkins	
15:05	00:05	6	Charity Committee AAA - 8 October 2024	Assurance	Standing	Paper	CorGov	Ceri Jackson	n/a	
CONSENT ITEMS: The items that follow are for information only. Should a member wish to discuss any of these items they are requested to notify the Chair so that time may be allocated to do so.										
15:10	00:00	7	Charity Committee Minutes - 22 August 2024	Information	Standing	Paper	CorGov	Ceri Jackson		
CLOSING ITEMS										
		8	Reflections and Summary of Decisions/Actions	Discussion	Standing	Verbal	n/a	Chair	n/a	
15:10	00:05	9	Any Other Business	Discussion	Standing	Verbal	n/a	Chair	n/a	
		10	Date & Time of the Next Meeting: 30 January 2025	Information	Standing	Verbal	n/a	Chair	n/a	
15:15	00:30	CLOSE								

LEAD PRESENTERS

Name	Position
Colin Dennis	Chair of the Trust Board
Ceri Jackson	Vice Chair and Non-Executive Director
Estelle Hitchon	Director of Partnerships and Engagement

Name	Position	Declaration	Interest Type	Date Interest Started	Date Interest Ended	Left Trust
BEAUMONT-WOOD, Rhiannon	Non-Executive Director * Member of the Remuneration Committee * Member of the Audit, Risk and Assurance Committee * Member of the Quality, Patient Experience and Safety Committee	Dorset Integrated Care Board (NHS Dorset), Non-Executive Director	Financial Interest	May 2023		
		Nursing and Midwifery Council (NMC), Designated Council Member for Wales	Financial Interest	June 2024		
		RBW Executive and Professional Coaching Ltd, Company Director (Company No 14938585) and Shareholder	Financial Interest	June 2023		
		Currently on coaching framework with Health Education and Improvement Wales	Financial Interest	June 2024		
		Registered Nurse (NMC)	Non-Financial Professional	January 1995		
		Registered Specialist Community Public Health Nurse	Non-Financial Professional	September 1996		
		Member of the Royal College of Nursing	Non-Financial Professional	2007		
BEESLEE, Jayne	Non-Executive Director * Chair of the Finance and Performance Committee * Member of the Remuneration Committee * Member of the Academic Partnership Committee	Employment for interim assignments via Public Sector Resourcing (an agency) regarding the review of major UK government programmes (remunerated net of tax via an Umbrella Company - Danbro Employment Umbrella Ltd)	Financial Interest	01 October 2023		
		Member Representative on the UK Civil Service Pension Board	Non-Financial Personal	01 October 2019		
		Governor on the Finance & General Purposes Committee of Cardiff and Vale Further Education College	Non-Financial Personal	01 February 2024		
		Fellow Chartered Institute of Personnel & Development	Non-Financial Personal	01 April 2006		
BROOKS, Lee	Executive Director of Operations	Partner employed by Welsh Ambulance Services NHS Trust	Any Other Interest	July 2019		
		Member of the Order of St John	Any Other Interest	01 March 2023		
		Volunteer – St John's Ambulance Cymru	Any Other Interest	06 April 2023		
		Council Member – St John's Ambulance Cymru Gwent Council	Any Other Interest	06 April 2023		
CURRAN, Peter	Non-Executive Director * Chair of the Audit, Risk and Assurance Committee * Chair of the Charity Committee * Member of the Finance and Performance Committee * Member of the Remuneration Committee	Trustee of Action for Children [1097940]	Position in Charity or Voluntary Organisation	01 February 2021		
		Company Director - Action for Children [04764232]	Directorships	01 February 2021		
		Company Director - Action for Children (Wales) Ltd [10011497]	Directorships	05 April 2022		
		Trustee of National Youth Arts Wales [1170643]	Position in Charity or Voluntary Organisation	06 May 2021		
		Company Director - National Youth Arts Wales [10449512]	Directorships	06 May 2021		
		Non-Executive Director for Taff Housing	Position in Charity or Voluntary Organisation	01 May 2022		
		Company Director - Team Police Ltd [12518812]	Directorships	01 January 2022	31 October 2024	
		Independent Board Member of the Project Board - National Contemporary Art Gallery for Wales	Any Other Interest	01 January 2024		
		Interim Finance Director for Torfaen Leisure Trust	Directorships	01 September 2023	29 February 2024	
		Interim Independent Member – Kaplan International Colleges UK Ltd [05268303]	Directorships	01 March 2024		
		Independent Member - Kaplan Open Learning (inc member of the Audit & Risk Committee)	Directorships	21 March 2024		
		Chair - Citizen Housing [Charity] (previously WM Housing Group)	Position in Charity or Voluntary Organisation	01 January 2015		
		Company Director - Citizen Treasury PLC (previously WM Housing Treasury Ltd)	Directorships	29 August 2017		
Company Director - Citizen Treasury Vehicle Ltd	Directorships	04 September 2017				
Chair - North Devon Homes	Position in Charity or Voluntary Organisation	01 October 2021				
Company Director - North Devon Homes	Directorships	01 April 2022				
Chair - Green Square Accord (Housing Association)	Position in Charity or Voluntary Organisation	26 March 2024				
Company Director - LowCarbonLiving Homes Ltd [04207671]	Directorships	26 March 2024				
Company Director - Green Square Estates Ltd [8719365]	Directorships	26 March 2024				
EVANS, Bethan	Non-Executive Director * Chair of Quality, Patient Experience & Safety Committee * Member of Finance & Performance Committee * Member of People & Culture Committee * Member of Remuneration Committee	Managing Director (Employed) at My Choice Healthcare Limited.	Any Other Interest	01 June 2019		
		Non-Executive Board Member at RHA (Social Housing Organisation - Community Benefit Society)	Position in Charity or Voluntary Organisation	01 November 2019		
		Company Director - My Choice Healthcare South Wales Limited	Directorships	11 March 2020		
		Company Director - Moorlands Rehabilitation (Staffordshire) Limited.	Directorships	20 December 2019		
		Company Director - Springfield (Bargoed) Limited.	Directorships	12 March 2020		
		Company Director - Homes of Excellence Limited	Directorships	19 March 2021		
		Company Director - Victoria House Care Property Limited	Directorships	05 March 2020		
		Company Director - My Choice Healthcare (Four) Limited	Directorships	27 April 2022		
		Company Director - Luk Ros Property Limited	Directorships	12 March 2020		
		<i>[Previously called Homes of Excellence Healthcare Limited, Company name changed 12.08.2022 - #12513139]</i>	Directorships	12 March 2020		
		Company Director - Hawthorn Court Property Limited	Directorships	27 April 2022		
		<i>[Previously called My Choice Healthcare (Three) Limited, Company name changed 12.08.2022 - #13371375]</i>	Directorships	27 April 2022		
		Company Director - Ocean Living Property Limited	Directorships	22 July 2022		
		Company Director - Hawthorn Court Care Limited	Directorships	22 July 2022		
		Company Director - Glyncomel Property Limited	Directorships	01 July 2022		
		Company Director - My Choice Healthcare (Two) Limited	Directorships	01 July 2022		
		Company Director - Carmarthen Care Limited	Directorships	02 January 2024		
		Company Director - Towy Castle Property Limited	Directorships	01 September 2023		
		HUTCHINGS, Hayley	Non-Executive Director * Member of the Remuneration Committee * Member of the Academic Partnership Committee * Member of the People and Culture Committee	Employed at Swansea University, Professor of Health Services Research	Financial Interest	17 June 1995
HITCHON, Estelle	Director of Partnerships and Engagement	Member of Academi Wales Expert Panel	Position in Charity or Voluntary Organisation	15 July 2024		

Name	Position	Declaration	Interest Type	Date Interest Started	Date Interest Ended	Left Trust
JACKSON, Ceri	Non-Executive Director & Vice Chair of the Trust Board * Chair of the People and Culture Committee * Member of the Charity Committee * Member of Audit Committee * Member of Quality, Patient Experience & Safety Committee * Member of Remuneration Committee	Management Consultant primarily working in third sector	Interest in Companies and Securities	01 May 2019		
		Associate Director of SamKat Consulting Ltd in my capacity as self-employed management consultant	Directorships	01 June 2021		
		Charity Trustee - Stroke Association Trustee, Chair Wales Advisory Group.	Position in Charity or Voluntary Organisation	08 October 2020		
		Charitable Company - Stroke Association - Company Director	Directorships	08 October 2020		
KILLENS, Jason	Chief Executive	Honorary Professor - Swansea University	Personal or Departmental Sponsorship	2019		
		Chairperson - Association of Ambulance Chief Executives (AACE)	Non-Financial Professional	September 2024		
		Company Director of the Association of Ambulance Chief Executives (AACE), Co No. (07761209)	Directorships	September 2024		
		Officer of the Order of St John	Any Other Interest	January 2024		
		Member of the Order of St John	Any Other Interest	2009	2024	
KNEESHAW, Carl	Director of People	Nil Declaration				
LEWIS, Angela	Director of Culture Change [12 September 2022]	Nil Declaration				
MARSH, Rachel	Executive Director of Strategy, Planning and Performance	Nil Declaration				
MILLS, Patricia (Trish)	Director of Corporate Governance/ Board Secretary	Nil Declaration				
PARRY, Hugh	Trade Union Partner	Nil Declaration				
ROWAN, Hannah	Non-Executive Director * Chair of Academic Partnership Committee * Member of Charity Committee * Member of People & Culture Committee * Member of Remuneration Committee	Director, St Martin's Associates (Business consulting and coaching)	Directorships	04 April 2022		
		Non -Executive Director Qualifications Wales (regulator for all non degree qualifications in Wales)	Any Other Interest	01 April 2021		
		Trustee MAE Cymru (Christian charity which champions gender equality in church of Wales)	Position in Charity or Voluntary Organisation	13 November 2021	November 2023	
		Elected member, The governing body of the church in Wales (Parliament of church in Wales - voting member)	Any Other Interest	01 April 2021		
		Relative (Parent) is a Non-Executive Director for Social Care Wales	Any Other Interest	01 April 2017		
SAMMUT, Jonathan (Jonny)	Director of Digital Services [appointed 26.09.2023]	Fellow of the British Computer Society – FBCS	Any Other Interest	04 March 2024		
		Panel Member of the UK CIO Advisory Panel – Digital Health	Any Other Interest	05 July 2023		
		Federation of Informatics Professionals - Leading Practitioner	Any Other Interest	25 April 2024		
SWINBURN, Andrew (Andy)	Executive Director of Paramedicine	Strategic Advisor to College of Paramedics	Any Other Interest	01 January 2020		
TURLEY, Christopher	Executive Director of Finance and Corporate Resources	Treasurer of Royal Gwent Hospital League of Friends.	Position in Charity or Voluntary Organisation	01 February 2022	05 November 2024	
TURNER, Damon	Trade Union Partner	Nil Declaration				
WILLIAMS, Liam	Executive Director of Quality and Nursing [from 01 August 2022]	Chair/Director - Thornbury Carnival Community Interest Company Voluntary	Position in Charity or Voluntary Organisation	01 August 2019		
		Member Royal College Nursing	Any Other Interest	01 August 2022		
		Committee member Royal College Nursing, Nurses in Management and Leadership Forum Steering Committee	Position in Charity or Voluntary Organisation	01 August 2022		



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MINUTES OF THE OPEN SESSION OF THE CORPORATE TRUSTEE BOARD OF THE WELSH AMBULANCE SERVICES UNIVERSITY NHS TRUST CHARITY HELD ON 30 MAY 2024 IN CARDIFF AMBULANCE STATION AND VIA TEAMS

Meeting started at 13:43

MEMBERS PRESENT:

Colin Dennis	Chair of Corporate Trustee
Jason Killens	Chief Executive
Lee Brooks	Executive Director of Operations
Peter Curran	Non-Executive Director
Kevin Davies	Non-Executive Director
Ceri Jackson	Non-Executive Director and Interim Vice Chair
Rachel Marsh	Executive Director of Strategy, Planning & Performance
Chris Turley	Executive Director of Finance & Corporate Resources
Andy Swinburn	Executive Director of Paramedicine
Liam Williams	Executive Director of Quality & Nursing

IN ATTENDANCE:

Angela Lewis	Director of Workforce & Organisational Development
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
Jonny Sammut	Director of Digital Services
Damon Turner	Trade Union Partner

APOLOGIES:

Bethan Evans	Non-Executive Director
Hannah Rowan	Non-Executive Director
Joga Singh	Non-Executive Director

07/24 Welcome, Apologies and Minutes

07.01 Apologies were recorded for Bethan Evans, Hannah Rowan, and Joga Singh. The Chair noted that a minimum quorum of five voting members of the Trust Board was required for Corporate Trustee Board to achieve quorum and that there were sufficient members in attendance.

07.02 The minutes of the meeting held on 25 January 2024 were agreed and confirmed as a correct record.

RESOLVED: The minutes of the meeting held on 25 January 2024 were presented and agreed as a formal record.

08/24 Declarations of Interest

08.1 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.

09/24 CHARITY COMMITTEE EFFECTIVENESS REVIEW AND TERMS OF REFERENCE

09.1 Trish Mills reminded Members that the Trust's Standing Orders and Committee Terms of Reference required that Committees evaluate their effectiveness annually and prepare an annual report to the Trust Board. The Trust Board has received the annual reports and amendments to terms of reference to for all Committees and the Advisory Group; however, the Charity Committee is reporting directly to the Corporate Trustee on their effectiveness for 2023/24.

09.2 The Charity Committee reviewed the output of its effectiveness review activities on 18 January 2024. This was based on a review of a survey of its members, its membership and remit, and how it has discharged that remit. The Committee's Annual Report was agreed at that meeting, as were changes to the terms of reference. Both the Committee Annual Report and proposed changes to the terms of reference were endorsed by the Audit Committee on 30 April 2024.

09.3 The Annual Report highlighted several key changes, particularly regarding governance principles for the Trust Charity, which were aimed at strengthening governance structures, enhancing transparency, and ensuring more robust oversight mechanisms.

09.4 Several agreed changes were incorporated into the Committee's terms of reference and operating arrangements, based on the discussions from the 18 January 2024 Committee meeting. These were set out in full in the accompanying report.

RESOLVED: The Corporate Trustee

- (1) Reviewed the Committee's annual report and assured itself as to its effectiveness for 2023/24.**
- (2) Noted the priorities set by the Committee for 2024/25.**
- (3) Approved changes to the terms of reference.**
- (4) Noted changes to operating arrangements for the Committee in 2023/24.**

10/24 CHARITY COMMITTEE AAA 4 APRIL 2024

Ceri Jackson updated the meeting on the following points from the Charity Committee meeting on 4 April 2024.

- 10.1 Staff Story: The Committee heard from Carolyn Lewis, Well-being Practitioner from the Trust's Well-being Team, regarding the Bids Panel award for charitable funds which was used to provide a holistic therapy for Clinical Contact Centre colleagues based in Vantage Point House.
- 10.2 An update was given on the recruitment process for the Head of Charity position, which is currently undergoing job evaluation and banding.
- 10.3 The Committee acknowledged that in the upcoming fiscal year of 2024/25, the Trust Charity will see an increase in income close to the £250k audit threshold. Consequently, such a scenario would require a full audit, projected to cost approximately up to £16k; in contrast to the c£2k cost of an independent examination.
- 10.4 The first Charity Performance Report was received showing performance against the NHS Charities Together grants which included the Development Grant, Stage 3 Recovery Grant, and Ambulance Grant.
- 10.5 The balance of funds on 29 February 2024 was £552K which comprised of £301K unrestricted funds; £26K in designated funds; and £225K in restricted funds.

10.6 The Bids Panel considered and approved three bids which included Mind over Mountains (£3,300), WISH blankets (£565) and a TV top box recorder (£47). Two applications were referred to the Executive Leadership Team as they were over the £5K threshold for the panel.

Comments:

Peter Curran raised a concern about the audit and its associated costs. It was agreed these concerns would be addressed by Chris Turley at their next one-on-one meeting.

RESOLVED: The update was noted.

11/24 CHARITY COMMITTEE MINUTES

11.1 The Minutes of the Charity Committee from 18 January 2024 were received.

RESOLVED: The Minutes of the Charity Committee dated 18 January 2024 were received.

12/24 DATE AND TIME OF THE NEXT MEETING

12.1 The Chair noted that the date and time of the next meeting is 30 January 2025.

Meeting closed at: 13:50



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AGENDA ITEM No	1
OPEN or CLOSED	Open
No of ANNEXES ATTACHED	1

APPROVAL OF CHARITY VISUAL IDENTITY

MEETING	Corporate Trustee
DATE	29 November 2024
EXECUTIVE	Estelle Hitchon, Director of Partnerships and Engagement
AUTHOR	David Hopkins, Head of Charity
CONTACT	david.hopkins4@wales.nhs.uk

EXECUTIVE SUMMARY

1. The Corporate Trustee is asked to approve the Charity’s new visual identity.

RECOMMENDATION: That the Corporate Trustee approves 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.

KEY ISSUES/IMPLICATIONS

2. Following an exploratory phase including members of Charity Committee, including TU partners, and professional leads in the communications team, a long listing phase and a subsequent shortlisting process, Charity Committee now presents a recommendation to the Corporate Trustee for approval.
3. The visual identity project has been funded by a development grant from NHS Charities Together, which ends on 16 December. For this reason, the Corporate Trustee is being asked to approve the new branding at this meeting, so that further work can be conducted to roll-out the new branding.

REPORT APPROVAL ROUTE

Charity Committee (Chair’s Action) – approved on 20 November 2024
Meeting of the Corporate Trustee, 29 November 2024



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REPORT APPENDICES

Appendix 1 - PDF of recommended options

NB: The PDF outlines the design concepts only, and all text/imagery acts as a placeholder

REPORT CHECKLIST

Confirm that the issues below have been considered and addressed		Confirm that the issues below have been considered and addressed	
EQIA (Inc. Welsh language)	Yes	Financial Implications	Yes
Environmental/Sustainability	Yes	Legal Implications	Yes
Estate	NA	Patient Safety/Safeguarding	NA
Ethical Matters	Yes	Risks (Inc. Reputational)	Yes
Health Improvement	NA	Socio Economic Duty	Yes
Health and Safety	NA	TU Partner Consultation	Yes



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SITUATION / BACKGROUND

4. In December 2022, the Charity was awarded a Development Grant from NHS Charities Together, which included funding towards visual identity design. Following a project adaptation request submitted to NHS Charities Together in August 2023, the project was extended to end on 16 December 2024, with all funding required to be spent by this point.
5. The Charity appointed design agency Savage and Gray to undertake the visual identity project. Savage and Gray conducted an in-person visual identity workshop with members of the Charity Committee on 8 October.
6. Following the visual identity workshop, several options have been presented for consideration. In consultation with members of the Charity Committee, Trade Union colleagues, and with the Trust's communications team, these options have been narrowed down, and a final recommendation was agreed by Charity Committee via Chair's Action.
7. Appendix 1 outlines the recommended concept, plus two further options for comparison, including examples of the branding concepts on letterheads, merchandise and digital marketing. (Please note that the PDF outlines the design concepts only, and all text/imagery acts as a placeholder).
8. Taking into account all feedback received from stakeholders, it is recommended that the Charity adopts the **Hoops Concept** (Appendix 1: pages 2-6) as its new visual identity.



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CHARITY

9. Once the visual identity has been approved, work will commence on rolling out the new brand – including on the Trust's website, internal and external communications, online fundraising platforms, merchandise, display banners and fundraising buckets. Colleagues are planning for this work to be completed by April 2025.



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ASSESSMENT

10. The final options were chosen based on the professional opinions of those consulted. Whilst the design was intended to reflect the values of WAST, care was taken to ensure the design was distinctive. This is consistent with the approach taken with the majority of NHS charities, where the charity logo is distinctive from their parent Trust's branding.
11. The designers were therefore instructed to avoid designs which might look too similar to the Trust's branding, or too similar to existing charities working in the same sector (such as The Ambulance Staff Charity, Wales Air Ambulance, and other NHS charities).
12. The Charity Committee recommends the adoption of the **Hoops Concept** as its preferred choice. It mirrors the brand colours of the Trust, yet provides distinctiveness from the Trust's brand, and emphasises the growth and blossoming of the Charity with its flower-like design.

RECOMMENDATION: That the Corporate Trustee approves 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

WE ARE



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HOOPS CONCEPT

(PREFERRED OPTION)



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CENTRE OPTION (FULL COLOUR)



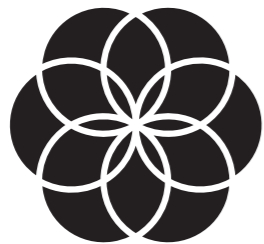
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RANGED LEFT OPTION (FULL COLOUR)



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RANGED LEFT LANDSCAPE OPTION (FULL COLOUR)



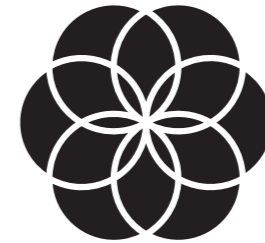
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CENTRE OPTION (SOLID BLACK)



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RANGED LEFT OPTION (SOLID BLACK)



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RANGED LEFT LANDSCAPE OPTION (SOLID BLACK)

POSTER

THIS SAMPLE IS BASED ON PROVIDING SEPARATE ENGLISH AND WELSH LANGUAGE DESIGNS.

Wales' Only NHS Ambulance Charity

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Wales' Only NHS Ambulance Charity

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Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus et voluptates repudiandae sint optio eligendi optio cumque nihil impedit quo minus id quod maxime cumque nihil et molestiae non placeat libero tempore, cum soluta nobis eligendi optio recusandae.



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Beacon House
William Brown Close
Cwmbran NP44 3AB

T: 01633 626262
E: charity@wales.nhs.uk



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CROSS CONCEPT



FULL COLOUR OPTION



SOLID BLACK OPTION

POSTER

THIS SAMPLE IS BASED ON PROVIDING SEPARATE ENGLISH AND WELSH LANGUAGE DESIGNS.

Wales' *Only* NHS Ambulance Charity

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate.

Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus.

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At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate.

Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus.

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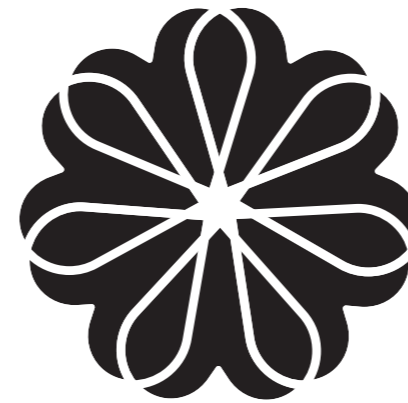
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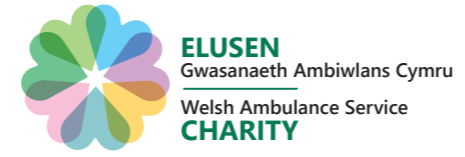
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The image shows a screenshot of the NHS Wales website. At the top, there is a blue header with the NHS Wales logo, the text 'GIG CYMRU NHS WALES', and 'Ymddiriedolaeth Brifysgol GIG Gwasanaethau Ambiwylans Cymru Welsh Ambulance Services University NHS Trust'. To the right of the header are links for 'Skip Navigation', 'Feedback', and 'Cymraeg', along with a search bar. Below the header is a navigation menu with 'Home', 'Welsh Ambulance Services', 'About Us', 'Get Involved with WAST', 'News', and 'Contact Us'. A 'Listen' button is also visible. The main banner features a green background with the text 'Wales' Only NHS Ambulance Charity' in white. Below this is the ELUSEN logo, which is a colorful flower-like shape, and the text 'ELUSEN Gwasanaeth Ambiwylans Cymru Welsh Ambulance Service CHARITY'. A large, stylized image of ambulance staff in a vehicle is shown in a circular frame. Below the logo and image is a green button that says 'Click here to donate'. At the bottom of the banner, there is a light blue box with the text 'Feeling unwell? Please visit the NHS 111 Wales symptom checkers'. Below this are three green boxes: 'Working For Us' with the subtext 'Learn more about working with us and find your new career', 'NHS 111 Wales', and 'Non-Emergency Patient Transport Service (NEPTS)' with the subtext 'Transport is available for patients in Wales needing to get to...'.

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**CHARITY COMMITTEE
HIGHLIGHT REPORT TO CORPORATE TRUSTEE**

This report provides the Trustees with key escalation and discussion points at the last Committee meeting. A full list of items discussed appears at the end of the report to enable members to raise any questions to the Chair which have not been drawn out in the report.

Corporate Trustee Meeting Date	29 November 2024
Committee Meeting Date	08 October 2024
Chair	Ceri Jackson

KEY ESCALATION AND DISCUSSION POINTS

ALERT

(Alert the Trustees to areas of attention)

There were no alerts from this meeting.

ADVISE

(Detail any areas of on-going monitoring, approvals, or new developments to be communicated)

1. David Hopkins has been appointed as the **new Head of Charity** commencing in post on 07 October 2024. David previously worked at the National Youth Arts Wales as the Fundraising and Marketing Manager. A clear set of objectives will be established which are likely to evolve as work to review the charity progresses. David will attend the CEO Roadshows and begin the listening exercise at an operational and strategic level to inform priorities over the coming months. The Fundraising Manager role will be developed by the Head of Charity over the autumn, with the aim of recruiting as soon as practicable.
2. Members of the Committee, with other relevant stakeholders, attended a workshop after the Committee on the 08 October to discuss the **visual identity for the charity**. Graphic design agency Savage and Grey led a workshop session on the development of the Charity's visual identity. It was an interactive session which will inform the development of the Charity's visual identity, work on which will now begin in earnest, and which will be completed by the end of this calendar year. The approval/decision-making process is currently being worked through.

Reflections

3. Members reflected on the positive progress made in the Charity's maturity and particularly with the appointment of the Head of Charity. There was a sense of optimism and enthusiasm for the future of the Charity. Committee agreed that the Lived Experiences will be received at every other meeting, should there not be an appropriate story to receive.

ASSURE

(Detail here any areas of assurance the Committee has received)

Charity Performance

4. The Charity Performance Report was received showing performance against the **NHS Charity Together (NHSCT) grants** as of the 30 September 2024. This included the Development Grant, Stage 3 Recovery Grant, and Ambulance Grant. Interim reports for both the Stage 3 and Ambulance Grants are due November 2024. All grants are being administered according to their conditions and there was nothing to escalate at this stage. Any key risks against the grants will be reported by exception.
5. Work on creating the **visual identity of the Charity** will commence utilising funds within the development grant. **Additional grants** are available through the NHSCT and their partnership with Omaze which will be explored ensuring alignment to the priorities of the Charity.

Charity Finance Update

6. The **balance of funds** held as of 30 September 2024 is £606,000 comprised of £261,541 unrestricted funds; £165,401 in designated funds; and £349,641 in restricted funds. 1,090.14 investment units in the Charity Investment Fund (COIF) are held at a market value of £281,800 which is a gain of £1.6k from the last reporting period. There were no issues requiring escalation to the Corporate Trustee.
7. The Committee was reminded that Audit Wales will undertake **an Independent Examination (IE) of the 2023/24 charity accounts** as opposed to a full audit, as the threshold for such an approach is not met, therefore a full audit is not required. The Trust has agreed the examination schedule with Audit Wales and the draft accounts will be available in late November 2024. It was noted that a meeting had been held with Audit Wales the previous day, where the timeline for the completion of the IE was confirmed. There was one outstanding item within the draft accounts to be resolved, that related to the treatment of funds flow in relation to one or two of the NHSCT grants referenced above, which will be confirmed in the next couple of weeks ahead of when the draft accounts need to be with Audit Wales. The final 2023/24 Annual Report and Accounts will then be presented to the Committee for endorsement in January 2025.

Bids Panel

8. A meeting of the **Bids Panel** was held on Monday 07 October 2024 and so it was not possible to provide a written report ahead of this Committee. Julie Boalch, Chair of the Bids Panel, provided a verbal update for the Committee's assurance noting that two bids were received and approved which included a CFR training defibrillator (£600) and Remembrance Day wreaths (£600). The Committee was assured that the Bids Panel had applied the Healthcare Financial Management Association guidance for use of charitable funds in the NHS when considering applications, to ensure that the bids were considered in relation to the Charity's objects and the public benefit requirements.

Governance

9. The Committee Cycle of Business monitoring report and update on Committee priorities was received with nothing to escalate. It was noted that one of the priorities relates to the appointment of the Head of Charity and Fundraising Officer, and their respective objectives.



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RISKS

New Risks Identified: No new or extant risks were discussed in this meeting. The Cycle of Business Monitoring Report update noted that the full Charity Risk Register will be scheduled for receipt in April 2025.

COMMITTEE AGENDA FOR MEETING

Charity performance report	Finance update	Bids Panel update
Committee cycle of business and monitoring report		

COMMITTEE ATTENDANCE

Name	4 April 2024	22 August 2024	08 October 2024	16 January 2024
Ceri Jackson	Attended	Attended	Attended	
Bethan Evans	Attended	Attended	Attended	
Hannah Rowan	Apologies received	Attended	Attended	
Estelle Hitchon	Attended	Attended	Attended	
Chris Turley	Attended	Attended	Attended	
Lee Brooks	Attended	Attended	Apologies received	
Andy Swinburn	Attended	Attended	Attended	
Liz Rogers	Attended	Apologies received	Attended	
Trish Mills	Attended	Attended	Deputy attended	
Hugh Parry	Attended	Attended	Attended	
Damon Turner	Attended	Attended	Attended	
Marcus Viggers	Attended	Attended	Attended	
Julie Boalch	Apologies received	Attended	Attended	
Jo Kelso	Attended	Apologies received	Attended	

Attended
Deputy attended
Apologies received
No longer member/not member



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CONFIRMED MINUTES OF THE MEETING OF THE CHARITY COMMITTEE HELD ON 22 AUGUST 2024 VIA TEAMS

MEMBERS:

Ceri Jackson	Non-Executive Director (Committee Chair)
Bethan Evans	Non-Executive Director
Hannah Rowan	Non-Executive Director

IN ATTENDANCE:

Julie Boalch	Head of Risk/Deputy Board Secretary
Lee Brooks	Executive Director of Operations
Estelle Hitchon	Director of Partnerships and Engagement
Caroline Jones	Corporate Governance Officer
Trish Mills	Director of Corporate Governance/Board Secretary
Hugh Parry	Trade Union Partner
Andy Swinburn	Executive Director of Paramedicine
Chris Turley	Executive Director of Finance and Corporate Resources
Damon Turner	Trade Union Partner
Marcus Viggers	Trade Union Partner

APOLOGIES:

Jo Kelso	Head of Workforce Education and Development
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35/24 WELCOME AND APOLOGIES

Ceri Jackson, Committee Chair, welcomed everyone to the meeting and noted apologies from Jo Kelso.

36/24 DECLARATIONS OF INTEREST

There were no additional declarations to those already recorded on the Trust Register of Interests.

RESOLVED: That no new declarations were received.

37/24 MINUTES OF PREVIOUS MEETING

The Minutes of the meeting held on 4 April 2024 were approved as a correct record subject to the amendment of the January date, which was incorrect at the top of the minutes.

RESOLVED: That the minutes of the meeting held on the 4 April 2024 were approved as a correct record subject to the amendment of updating the date at the top of the file.

38/24 ACTION LOG

The action log was considered, with a verbal update from Estelle Hitchon on action 24a/24, who spoke of her conversation with Jonathan Webb (Legal & Risk lawyer). The issue was regarding the potential liability for the Charity should a member of staff sustain a severe injury whilst playing in a sports team where kit had been provided by the Charity. The importance of this type of activity for colleagues' well-being was acknowledged, however.

Jonathan confirmed that the risk was extremely low but could not be completely eradicated. The likelihood of a successful claim against the Charity was low; however, the Charity could consider taking out an indemnity policy as a precautionary measure, at a cost of around £500-£600. He also advised ensuring documentation was clear when supporting sports groups to mitigate potential risks.

Estelle agreed to formalise the advice received and share with Committee Members. The action would remain open until the formal note had been received. Trish Mills suggested a further discussion take place outside of the meeting in relation to the potential risk to the Trust both reputationally and financially, appreciating this also small but could not be eradicated.

Actions 24b/24/ 28a/24 and 28b/24 were closed.

RESOLVED: That action log was reviewed and updated set out above.

39/24 BIDS PANEL LIVED EXPERIENCE

Julie Boalch introduced Gill Fleming who had agreed to talk to Members about the experience and process in applying for charitable funds for equipment for Zen Rooms across the Trust. Gill set out the benefits these have had on the wellbeing of staff, and ultimately how that had translated into benefit for patients.

Gill advised that the Zen Rooms provided a safe space for staff to decompress and reduce stress, especially after traumatic incidents; with positive feedback on the benefit of these on staff well-being.

The application process for the funds was straightforward and well received. The feedback as to why some items had not been approved in the bid was appreciated. Eleven thousand pounds was provided for Zen Rooms across the Trust.

Estelle Hitchon offered support to Gill, from colleagues in the Communications Team, to support the promotion of the Zen Rooms across the Trust, if required.

Members discussed the application and importance of staff consultation and evaluation. Members reflected that it would be helpful for those sharing their lived experience to have guidance, perhaps in the form of an evaluation template to support the discussion and the scrutiny requirement of the Committee. This was agreed to be a formal action.

RESOLVED: That

- 1) the feedback on the use of the zen rooms was positive overall with staff being encouraged to use the rooms to decompress and take some time for themselves; and**
- 2) a template evaluation form to be devised by the Chair of the Bids Panel to support the discussion and scrutiny requirement of the Committee for those sharing their lived experience.**

40/24 CHARITY PERFORMANCE REPORT

The Charity Performance Report was received showing performance against the NHS Charities Together (NHSCT) grants, which included the Development Grant, Stage 3 Recovery Grant, and Ambulance Grant as of 31 July 2024. All grants were being administered according to their conditions and there was nothing to escalate.

Committee were made aware of the development grant, applied for to support the promotion of the Charity and which funded the strategic review, with an understanding that the remainder of the funds would be used to support the visual identity work for the Charity. An extension to utilise these funds had been granted until December 2024, and a workshop would be held to progress this work in October 2024.

Also highlighted were the NHS Charities Together and Omaze campaign, which aimed to distribute proceeds equally among ambulance service charities. Further updates would be provided as more information becomes available.

RESOLVED: That the report was noted.

41/24 FINANCE UPDATE

The income and expenditure for the financial year 2023/24, and the fund balances as of 31 March 2024 were highlighted to Members and would form the basis of the 2023/24 accounts. Members were assured that, despite the in-year income of the Charity exceeding £250k in the 2023/24 financial year, an Independent Examination of the Charity's 2023/24 accounts was acceptable and in line with Government advice and would take place in the final quarter of 2024.

The balance of funds as at 31 July 2024 was £605,358 comprised of £228,766 unrestricted funds; £149,031 in designated funds; and £227,561 in restricted funds. 1,090.14 investment units in the Charity Investment Fund (COIF) are held at a market value of £281k which is a gain of £1.5K from the last reporting period. Whilst the market is quite volatile there were no issues requiring escalation to the Corporate Trustee. The Treasurer continued to keep a close eye on the investment fund for fluctuations and any action required.

Members commented on the healthy balances, but were also mindful of the need to see a reduction of balances through spend.

RESOLVED: That

- 1) the contents of the Finance Update Report were noted; and**
- 2) the confirmation that an independent examination of the accounts would be acceptable for 2023/2024 accounts.**

42/24 CHARITY RESOURCING

The report provided an update on the recruitment of the Head of Charity, a position which was agreed upon at the beginning of the year. David Hopkins, currently the Fundraising and Development Manager at National Youth Arts Wales, has been appointed starting with the Trust in this role from early October 2024.

An in-person meeting was suggested for the next meeting of the Committee to introduce David to members of the Trust. It was also recommended that David would attend the CEO Roadshows across Wales in the second week of October, to engage with colleagues and discuss the Charity's role and opportunities.

The process of developing the job description for the Fundraising Manager role would begin once David Hopkins was in post. His objectives would include aligning funding opportunities from charitable bids with organisational goals and exploring Trust and foundation funding. David will report to Estelle Hitchon.

David Hopkins' appointment to the Head of Charity was expected to bring strategic focus and operational efficiency. His initial plans and personal attributes were well-aligned with the charity's needs and goals.

RESOLVED: That the

- 1) appointment of David Hopkins as Head of Charity was welcomed; and**
- 2) the update was noted.**

43/24 RISK MANAGEMENT REPORT

The report described the work to date on the Charity governance risk with additional risks in development. These include resource and capacity, Corporate Trustee statutory duties, compliance and governance. Risks were articulated in an "if, then, resulting in" format, consistent with the Trust's risk articulation method.

The newly appointed Head of Charity would be involved in progressing these risks with colleagues in the Corporate Governance Team, and a more comprehensive update would be provided at the April 2025 meeting, where a comprehensive Risk Register was expected to be presented.

RESOLVED: That work on charity governance risk was ongoing with further updates and a risk register anticipated in April 2025.

44/24 BIDS PANEL HIGHLIGHT REPORT

Julie Boalch confirmed that three Bids Panel meetings had taken place since the last Committee meeting.

Four bids related to replacement TVs were submitted and assurance was provided that ICT had agreed to coordinate these to ensure best value, consistency and quality.

Additional bids were approved for a Training Dummy (£2,219 from CFR funds), the Flu Campaign incentives (£3,440), Specialist Skills CPD (£4,500) and a memorial bench (£1,550).

The flu campaign incentives bid had been received, discussed and approved by a narrow majority (5-4).

The Committee were assured that the Bids Panel had applied the Healthcare Financial Management Association guidance for use of charitable funds in the NHS when considering applications, to ensure that the bids were considered in relation to the charity's objects and the public benefit requirements.

Members thanked the Chair and members of the Bids Panel for their diligence in review and approval of bids.

RESOLVED: That the contents of the report were considered and discussed.

45/24 CONSENT ITEMS

Trish Mills confirmed the Committee Annual Report from 2023/24 and Terms of Reference for 2024/25 which were approved by the Trust Board in May 2024 had been included for Member's records. There was nothing to escalate from the Cycle of Business or the priorities.

RESOLVED: That the items were for information only.

46/24 KEY MESSAGES FOR THE CORPORATE TRUSTEE BOARD AND AGREED ACTIONS

The Committee will report to the Trust Board through the formal route of an Alert, Advise and Assure Report, to provide assurance to the Trust Board that the Committee has discharged its duties in line with its Terms of Reference.

47/24 ANY OTHER BUSINESS

None discussed.

48/24 DATE OF NEXT MEETING

The next meeting of the Committee is scheduled for 8 October 2024.