



Charitable Funds Committee
2 July 2015

Members:

Erfana Mahmood (EM)	Chairman of Charitable Funds & Non-Executive Director
Mary Wareing (MW)	Non-Executive Director
Rod Barnes (RB)	Chief Executive
Alex Crickmar (AC)	Associate Director of Finance
Elaine Gibson (EG)	Head of Corporate Communications
Maria Amos (MA)	Fundraiser
Chris Sharp (CS)	Head of Leadership and Learning
Cath Cox (CC)	Head of HR Business Partners

Apologies:

Alexis Keech (AK)	Environmental & Sustainability Manager
Adrian Harris (AH)	Paramedic

In Attendance:

Anne Allen (AA)	Corporate Secretary
Ann-Marie Walker (AMW)	Head of Transactional Processing
Jason Carlyon (JC)	Resuscitation Manager, Education & Standards

Minutes:

Jo Wilson (JW)	Executive PA
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The meeting commenced at 1345 hours.

1.0	<p>Introduction & Apologies Apologies were received as above.</p> <p>Mary Wareing (MW), Non-Executive Director, was introduced as a new member of the Committee, replacing Elaine Bond.</p> <p>Ann-Marie Walker (AMW), Head of Transactional Processing was introduced to the Committee. Ann-Marie is observing the Committee today with a view to becoming a member.</p>	
2.0	<p>Declaration of Interests for any item on the agenda There were no declarations of interest relating to items on the agenda. However, MA would be asked to leave the room whilst the Committee were discussing Item 19, Increase in working hours for the role of Fundraiser.</p>	
3.0	<p>Minutes of last meeting The minutes of the meeting on 5 March 2015 were agreed as a true representation.</p>	

4.0	<p>Action Log & Matters Arising The Action Log was noted and updated.</p> <p><u>Action 2013-29</u> Discussion took place regarding possible sponsorship options towards the running cost for the Community Medical Unit (CMU).</p> <p>MA to take advise from the Finance team on how sponsorship received for the CMU will be dealt with. Action remains open.</p> <p><u>Action 2014/2</u> MA advised that upon checking with Barclays, the existing current account can be moved so that no bank charges will be incurred. The ownership of these accounts will be with the Financial Accounts Team. Action closed.</p> <p><u>Action 3014/15</u> EG confirmed that the ParaTed logo is used on a huge amount of publications. Action remains open until full launch is complete</p> <p><u>Action 2014/20</u> EG to move the strategy split into quarters forward to cover the current year 2015/16. Action remains open</p> <p><u>Action 2014/21</u> EG confirmed that a new Corporate Communications Officer started July 2015 and one of the duties within this role is to support Charitable this week – just planning her work and one item is to support charitable funds. Action closed.</p> <p><u>Action 2014/24</u> MA advised that Jo Liles does not have the capacity to set up a Sports & Social club at the moment. Action closed.</p>	
5.0	<p>Charitable Funds Workplan The updated workplan was reviewed, noted and agreed by the Committee.</p>	
6.0	<p>Charitable Funds Cashbook reconciliation, Income and Expenditure report and Project Summary MA and AC presented this report, including a summary of approved projects.</p> <p>It was noted that the June amount on the cashbook was still to be reconciled. Therefore, income as of 31 May 2015 stands at £242,971.50</p> <hr/> <p>Action [REDACTED] name is to be anonymised from any items on the reconciliations.</p>	<p>MA 2015/17</p>

	<p>EM questioned the presentation within the accounts of the purchase of defibrillators in terms of income into the account and cheques written but not yet released. MA confirmed that this will be discussed at Item 13.</p> <p>MA confirmed that the benevolent fund granted the first successful application for the sum of £5,000. Erfana Mahmood and Maria Amos have visited the family in person.</p> <p>The re-claiming of gift aid on appropriate donations from HMRC to date totals £886.21.</p>	
7.0	<p>Donation & Legacy Update The donations and legacy update will be included in Item 10.</p>	
8.1	<p>Review Charitable Funds Committee Terms of Reference The Committee reviewed and approved the wording of the previously circulated Terms of Reference.</p>	AA 2015/18
8.2	<p>Review Charitable Funds Committee Constitution The Committee reviewed and approved the wording of the previously circulated Constitution.</p>	
	<p>Action AA to review the wording of the Charitable Funds Annual Report regarding governance of celebrities prior to this being submitted to the Trust Board meeting.</p>	
9	<p>Communications Action Plan EG tabled promotional posters and application forms produced the forthcoming Golf Day, adding that the new branding for Charitable Funds is being used on a large amount of promotional material.</p> <p>The new YAS Intranet will provide a fresh platform for the re-launch of Charitable Funds.</p> <p>The ParaTed logo has been used on all promotional material instead of coins. Corporate Induction sessions will be provided with Charitable Funds leaflets promoting the work of the charity.</p> <p>Charitable Funds events continue to be promoted in Operational Update and therefore raising the profile of the Charity.</p> <p>EM suggested that she did not feel that promotion of the charity was hitting the market required and that this should be more staff focused.</p> <p>AA arrived at the meeting at 1425.</p>	

	<p>AMW suggested that a message could be enclosed inside payslips promoting the charity.</p> <p>It was suggested that different distribution groups should be tapped into eg station led, Headquarters led or via Community First Responders. These groups could be led by charity champions in lots of different areas focused on raising the profile.</p>	
	<p>Action A briefing note to be produced regarding how the charity can be promoted with more of a staff focus.</p> <p>Copies of the final flyer for the Benevolent Funds and general leaflet to be brought to the next meeting or circulated if available before the meeting.</p> <p>EG to produce an editable leaflet for MA to use when going out to target different audiences.</p>	<p>EG 2015/19</p> <p>EG 2015/20</p> <p>EG/MA 2015/21</p>
10	<p>Charitable Fundraising Group Update MA presented this update providing an overview of fundraising activity since the last meeting in March 2015.</p> <p>MyDonateBT continues to go from strength to strength with donations online of £3,701.68 since set up in August 2014 to date. Text to donate service, £88.00 received since set up in August 2014.</p> <p>CS suggested the charity setting up an account with the Virgin Money. The annual cost for this is £120.00.</p> <p>Action It was agreed that MA should progress setting up this account with Virgin Money.</p> <p>Joint working with Yorkshire Air Ambulance with the clothing bins project has raised £673.02 to date so the 50/50 split is £336.51 for YAS. The most used sites are Haxby, Todmorden, Wakefield, Thirsk, Bridlington, Skipton & Settle. Monthly updates will be monitored by MA so that this can be tracked and promoted accordingly.</p> <p>Vinyl's have been produced for the Community Medical Units (CMU's) by Corporate Communications in June and have been forwarded to both units. These vinyl's note that the unit(s) have been donated by YAS Charitable Funds (YASCF) and include details of how service users can make a donation to the fund using our Text to Donate service.</p> <p>MA continues to contact and attend various groups and associations across the region with a view to offering talks/presentations about the</p>	<p>MA 2015/22</p>

	<p>work of YASCF, which hopefully lead to further donations.</p> <p>MA is working with the Corporate Communications team in the production of various printed materials which can be used/adapted to suit the various audiences and the production of a generic pull up banner.</p> <p>MA presented a detailed overview of recent and forthcoming events and significant donations received.</p> <p>Due to reduced numbers of members currently on the Fundraising Group it was agreed that this group should be promoted. Dave Jones, Community Defibrillation Officer has offered his support to this group.</p> <hr/> <p>Action MA is to work with EG to promote this group and ask for volunteers to join.</p> <hr/> <p>The Committee noted this update and the work undertaken by MA.</p>	<p>MA/EG 2015/23</p>
<p>11</p>	<p>Projects/Disbursement Update <u>Development of KS2 Learning Resources</u> CS circulated the final version of the booklet First Aid Heroes – Your Amazing Body, highlighting that this booklet was also available in a print friendly format online. CS is keen to incorporate the ParaTed logo into the publication.</p> <p>CS advised that a community engagement exercise was carried out at Paradise Primary School in Dewsbury and that this was well received.</p> <p>The templates used for the production of this booklet can easily be moved into KS3 if required, which would incorporate Re-start a Heart.</p> <p>Internal assurance regarding the clinical content of the publication was questioned. CS confirmed that once the text is produced this is passed through to the Clinical team for their input.</p> <p>Further development of this resource will continue in terms of the downloadable and interactive application.</p> <p>The committee noted this update.</p> <p><u>Re-start a Heart</u> CS provided the Committee of an update of this scheme, including confirmation that this event will cover over 100 schools and 30,000 students.</p>	

	<p><u>Restart a Heart Wristbands</u> MA requested funding for ordering 30,000 double branded wristbands for all students taking part in the 2015 Re-start a Heart project. The cost for these wristbands would be 15p each, totally £4500.00. It is hoped that these wristbands would raise the brand awareness of the YAS charity to KS3 students.</p> <p>It was questioned whether these students are the correct target market for promoting the charity?</p> <p>AA highlighted duty of care and diligence of this proposal, and questioned whether a risk assessment had been carried out, eg allergies to latex? She added that the Chairman had raised that same point and that schools may not want anyone wearing wristbands.</p> <p>AA noted that this instance confirmed that importance of the Fundraising Group, as questions such as these would already have been discussed prior to ideas being brought to the Committee for agreement.</p> <p>EG confirmed that YASCF logo will be incorporated on the certificates given out to students which will promote the charity. MA added that donation tins and leaflets could also be taken into schools for the number of volunteer's permits.</p> <p>Agreement/Decision Whilst EM confirmed that she did not want to lose enthusiasm for this project, she did not feel that the Committee could agree to this spend at this time.</p>	
12	<p>Working to become Dementia friendly CS provided an update the Committee on the work undertaken by the Trust as part of our commitment to provide Dementia Friendly services. In order to build upon the work already undertaken it was requested that Dementia Friendly initiatives can be added to the YASCF key areas of support for 2015/16, specifically:</p> <ul style="list-style-type: none"> • A total of £4500.00 to provide patient reception centres with dementia friendly resources (professional reminiscence books, artwork in picture frames, clock with day and date, houseplants, playing cards, dominoes and colouring books and crayons for younger visitors). • A total of between £3000 - £4000 to roll out professionally printed copy of reminiscence resources for all non-emergency ambulances. This resource would incorporate key information regarding falls awareness and prevention. <p>The YASCF support of this would be very visible to both service users and the public in the PRC areas. As PTS are making over a</p>	

	<p>million journeys per year, the profile of the YASCF would also be further enhanced with fully branded support of the resource in their vehicles.</p> <p>EG questioned whether infection prevention and control issues have been thought about with regard to the reminiscence resources to be placed in PTS vehicles. CS confirmed that these would be produced with a softer feel and laminated.</p> <p>EM highlighted the risk of an accident occurring using the materials placed in the PRCs. RB added that careful thought was required as to what items would be included in these areas.</p>	
	<p>Action A breakdown of costings to be brought back to the next Committee or circulated for agreement due to timescales.</p>	<p>CS 2015/24</p>
13	<p>Purchasing of Defibrillators using Charitable Funds MA provided the Committee with an update on the processes and procedures around the purchase of medical equipment on behalf of a third party, where a designated donation has been made to the YASCF.</p> <p>EM questioned whether this is something that the charity should be undertaking? RB added that as this was helping to save lives, and he had no issue in purchasing these items for those raising funds.</p>	
	<p>Action MA to contact Legal Services to ensure the process adopted by the charity is correct.</p>	<p>MA 2015/25</p>
	<p>MW questioned whether a reduction in the cost of buying these items was given if buying in bulk? MA confirmed that the CFR team can obtain these items at a reduced cost for bulk buying but VAT is still to be paid.</p>	
	<p>Action MA to produce a complete listing of all these defibrillators purchased to date.</p>	<p>MA 2015/26</p>
14	<p>Community CPR Centre Jason Carlyon (JC), Resuscitation Manager, arrived at 1530 to present the Committee with a previously circulated proposal, and to request funding for a Community CPR centre to be set up as a 3 year Trial in York. This centre is to be set up to improve cardiac arrest outcomes and improve community engagement, through bystander CPR Training.</p>	

RB added that he had met with JC and Ian Hinitt, Head of Estates, to discuss the possibility of linking with the public sector for health in York to source a better location as the council will waiver 80% of business rates and the other 20% is discretionary.

MW noted that she felt that this was a fantastic ambition and ground-breaking in the UK. She added that the problem that she could foresee would be that we wouldn't know the uptake for this service that we couldn't prove the concept would be successful and therefore justify the cost before the Committee gave this their full commitment. JC advised that this concept had been proven elsewhere and in terms of early discussions with York CCG the uptake of this service would not be a struggle.

RB added that the model presented is based on three members of staff and questioned whether there could be an option to have phased implementation? JC confirmed that there would be a lead time to get the building set up and in that time we should know the uptake for the service. He added that a number of roadstaff have already agreed to volunteer to provide this training. CS advised that a member of staff within his Commercial team has the capacity and skills to deliver this first aid training.

EM confirmed that she is very supportive of this project and agreed that with the right focus and right attention this would fit comfortably with the YASCF aims. However, the amount of money requested is outside of the remit of the charity and this would have to be escalated to Trust Board level, but it may be possible for the charity to support the administration costs.

RB questioned that in terms of discussions with British Heart Foundation and the CCGs, are they prepared to put money into this project, maybe match funding? JC confirmed that he did not know the scale of their input and support at this moment in time.

MA reiterated that this was a fantastic opportunity for this project to be branded.

RB advised that he thought that this support should not be part of NHS provision and that this should be supported by charitable means. He suggested that there could be a statement of support pending a firming up of the costs and clarification of what level of support can be sought from external organisations.

MW suggested discussions take place with CCGs asking for their viewpoint with other support for such initiatives within the health economy. JC advised that the difficulty he faces with having conversation with other partners is not knowing what is expected from them.

	<p>AA added that to enable JC to have these conversations with potential partners, he would need to know what envelope of financial request he would be putting to them.</p> <p>EM asked JC if he needed a lead from YAS to work with him? JC advised that he had been working with Simon Murphy in Business Development with regard to working up the business case.</p>	
	<p>Action JW to circulate the business case and attachments for the Committee to review and for comments to come back to EM</p>	<p>JW 2015/27</p>
	<p>AC questioned how staff recruitment would be managed? JC advised that these roles would go out to advert. A training package has been created and just needs to be delivered.</p> <p>EM thanked JC for attending the meeting and he left at 1553.</p>	
15	<p>Pennies From Heaven (change of charity donation) When Pennies from Heaven (PfH) was launched, it was agreed that after three years, consideration would be given to whether monies should be donated to a second charity, in addition to YAS Charitable Funds.</p> <p>EG advised that PfH has changed its logo slightly so once this new logo is received this will be amended on the application forms and re-launched to staff via payslips. Tax implications have also changed so this changed need to be communicated to staff.</p> <p>EM questioned whether there was a deadline for changing this split of donations. EG confirmed that there was no deadline and this was something that the charity agreed to undertake.</p> <p>MA advised that the Online team are supportive of setting up an online vote for staff.</p>	<p>MA/EG 2015/28</p>
	<p>Action MA/EG to circulate the new application form for comments when available.</p>	
16	<p>Risk Register It was agreed that there are no further risks to be added to the register.</p>	
17	<p>Training Needs No training needs were requested.</p>	
18	<p>Legislation & Charitable Funds Governance Update AA, EM and MA have attended a course in administering NHS charities.</p>	

AA provided the Committee with an update regarding the response to a consultation around reviewing NHS charities and governance and the new options available for structuring NHS Charities.

The new options are:

- 1. To make the charitable fund entirely independent of the NHS Trust
- 2. Remain as you are
- 3. Take the funds from the independent charitable fund and commit them to a community foundation model

Action

AA to bring a paper back to the next meeting to enable the CFC to make a recommendation to the Trust Board (The Trustees), through the Committee Chairman, for the structure of the YAS' NHS Charity.

19

Increase in working hours for role of Fundraiser

The wording from this section has been redacted due to the confidential nature of discussion.

[Redacted text block containing multiple lines of blacked-out content]

	<p>[REDACTED]</p> <p>[REDACTED]</p>	
	<p>Action AC to look at possible support in Finance to undertake the administration and to discuss these options with EM.</p>	<p>AC 2015/29</p>
	<p>Date and Time of Next Meeting 1 October 2015 – 1345-1545 Post-Meeting – Revised meeting date 5 November 2015 – 1300-1530.</p>	

The meeting closed at 1650.

CERTIFIED AS A TRUE RECORD OF PROCEEDINGS

CHAIRMAN