

## Bundle Charitable Funds Committee 25 June 2020

Taking place virtually via Webex from 10:00 - 12:00

### Agenda attachments

#### Agenda 25.06.20.docx

- 1 CF20/17 Apologies & Declarations of Interest
- 2 CF20/18 Minutes of the previous meeting held on 10th March 2020:
- 3 CF20/18.1 Accuracy  
CF20-18.1.docx
- 4 CF20/18.2 Matters arising and summary action plan  
CF20-18.2.docx
- 5 CF20/19 Covid-19 Appeal Update  
*Ms R Hughes & Ms K Thomson*  
CF20-19.docx  
CF20-19 Appendix 1.docx  
CF20-19 Appendix 2.docx  
CF20-19 Appendix 3.pdf  
CF20-19 Appendix 4.pdf  
CF20-19 Appendix 5.pdf  
CF20-19 Appendix 6.docx
- 6 CF20/20 Future Plans  
*Ms K Thomson*  
CF20-20.docx  
CF20-20 Appendix 1.docx  
CF20-20 Appendix 2.docx  
CF20-20 Appendix 3.docx
- 7 CF20/21 Any Other Business
- 8 CF20/22 Issues of significance to report to the Health Board
- 9 CF20/23 Date of next meeting:  
*24th September 2020 at 9.00am, Carlton Court or Webex*

**Charitable Funds Committee  
Agenda**

**Meeting to be held on Thursday 25<sup>th</sup> June 2020 at 10:00am**

**Webex**

<b>CF20/17</b>	<b>Apologies &amp; Declarations of Interest</b>	
<b>CF20/18</b>	<b>Minutes of the previous meeting held on 10<sup>th</sup> March 2020:</b>  <b>CF20/18.1 Accuracy</b>  <b>CF20/18.2 Matters arising and summary action plan</b>	
<b>CF20/19</b>	<b>Covid-19 Appeal Update</b>  <i>Ms R Hughes &amp; Ms K Thomson</i>	
<b>CF20/20</b>	<b>Future Plans</b>  <i>Ms K Thomson</i>	
<b>CF20/21</b>	<b>Any Other Business</b>	
<b><u>Items for Information</u></b>		
<b>CF20/22</b>	<b>Issues of significance to report to the Health Board</b>	
<b>CF20/23</b>	<b>Date of next meeting:</b> 24 <sup>th</sup> September 2020 at 9.00am, Carlton Court or Webex	

## CHARITABLE FUNDS COMMITTEE

### Draft Minutes of the meeting held on Tuesday 10<sup>th</sup> March 2020 in the Boardroom, Carlton Court

**Present:**

Ms Jackie Hughes	Independent Member (Chair)
Ms Cheryl Carlisle	Independent Member
Dr David Fearnley	Executive Medical Director

**In Attendance:**

Ms Kirsty Thomson	Head of Fundraising
Ms Faye Pritchard	PA to Executive Director of Finance
Ms Rebecca Hughes	Charity Accountant

Agenda Item	Action
<p><b>CF20/01 Apologies for absence &amp; Declarations of interest</b></p> <p>Apologies for absence were noted for Ms Helen Wilkinson (Independent Member), Mrs Sue Hill (Acting Executive Director of Finance) and Mr Mark Wilkinson (Executive Director of Planning and Performance).</p> <p>The Head of Fundraising noted her Declaration of Interest with regards to the Year of the Nurse application for funding (£10k) and the Hearts and Minds Application (£20k) as per agenda item CFO20/10, as she submitted both these applications.</p>	
<p><b>CF20/02 Minutes of the previous meeting held on 4<sup>th</sup> October 2019:</b></p> <p><b>CF19/20.1 Accuracy</b></p> <p>The minutes from the meeting held on 10<sup>th</sup> December 2019 were approved as an accurate record.</p> <p><b>CF19/20.2 Matters arising and review of summary action plan</b></p> <p>The committee reviewed the summary action plan in detail and updated accordingly.</p>	
<p><b>CF20/03 Charitable Funds Finance Report Q3 2019/20</b> <i>Ms R Hughes</i></p> <p>The Charity Accountant presented the Charitable Funds Finance Report for Q3 2019/20. She firstly alerted the committee to the new 'Appendix 6 – Glossary of terms'</p>	

which the committee requested during the last meeting, which outlines and clarifies the legal and technical definitions. The most important definitions to the charity are restricted, unrestricted, designated and general funds.

Donation and fundraising income is up by £126,000 (14%) on the same period last year. The number of donations received has increased by 16% (from 3,602 to 4,181), but the average donation value has fallen slightly from £248 to £243. Legacy income has seen a significant increase this quarter, raising the year to date income and showing growth of £385,000 compared to quarter 3 of 2018/19. Further details of legacies can be seen in Appendix 1.

Overall, total income has increased by £530,000 or 46%, which is a very positive improvement. Income for 2019/20 is now forecast to be higher than in the three previous years, depending on the legacies received and accrued in the final quarter.

In memory donations continue to be our largest donation area to date in 2019/20, totalling £314,000. In aid of events, runs and challenges and Awyr Las events have brought in a higher percentage of income so far during 2019/20 compared to last year as a whole. However overall, the source of donations for the current year follows a similar pattern to last year.

Grant funded expenditure of £1,427,000 is £103,000 (7%) lower than expenditure up to quarter 3 of last year and can be broken down as follows:

- Actual expenditure in year: £758,000
- Commitments awarded in 2019/20 not yet spent: £669,000

Total fundraising expenditure is £25,000 lower than for the same period last year.

The Fundraising Team costs are £54,000 under spent for the year to date. The team currently has one vacancy, a 30 hour Band 6 Fundraising Support Manager, which is resulting in a £31,000 under spend on staff costs. In addition, there is a £23,000 under spend on non-pay costs. Further details on this under spend are included in the Fundraising report.

The gain on investments totals £614,000, which equates to 8% of the brought forward portfolio value. Although this gain is unrealised, it is included in General Funds as income.

Long term investments have increased by £655,000 over the 2018/19 year end valuation, continuing the upward trend. The change in the value of the investments reflects the unrealised revaluation gain on the portfolio plus investment income, offset by investment management costs. The Charity Accountant reminded the committee that interviews are taking place this Friday for the Charitable Funds Investment Manager Tender.

A review of dormant funds is currently being undertaken. Appendix 5 list those dormant and semi dormant funds. Fund Advisors of dormant and semi-dormant funds are being



<p><b>CF20/04 Charitable Funds Fundraising Report Q3 2019/20</b>  <i>Ms K Thomson</i></p> <p>The Head of Fundraising presented the Charitable Funds Fundraising Report for Q3 2019/20, starting with the highlights and good news stories.</p> <p>The BCUHB Staff Lottery Business Case was discussed, with the Chair raising concern over the Fundraising Teams structure and Independent Member Ms Cheryl Carlisle with the gambling issues associated, such as checks in place to ensure an employee can afford to be taking part. The committee reiterated to Ms Cheryl Carlisle that the business case has been approved at the committee meeting with the need to take it through the official routes of board and committee level meetings approval routes.</p> <p>The Chair noted that many of the organisations that preceded BCU had staff lotteries. The committee discussed the importance of clear communications when launched.</p> <p>*ACTION* Head of Fundraising to ensure Trade Union representative on Working Group. KT</p> <p>*ACTION* Head of Fundraising to amend the start date from June to later in year, maybe September or even later, based on recruitment and approvals then in place. KT</p> <p>*ACTION* Head of Fundraising to email Chair and committee members a copy of the lottery EQIA. KT</p> <p>*ACTION* The Chair asked for the Head of Fundraising to check that I.T/ Payroll will support and have the capacity to support this. KT</p> <p>*ACTION* Once the Head of Fundraising has amended the business cases following the committee's comments, lead on the business case going through the correct approval routes, via Ian Howard (Planning Dept.). KT</p> <p>The Head of Fundraising informed the committee that she's just updated the Communications strategy.</p> <p>The committee discussed the role of volunteering in an epidemic, to carry out home based care duties with isolated people who are living alone, and are cut off. The Head of Fundraising confirmed that we have Robins volunteers who are all DBS checked and are provided with uniforms and travel costs only.</p> <p>The Head of Fundraising confirmed that they have community networks that they could draw on to help out in communities with people who may be self-isolating, to support drawing on volunteering.</p> <p>The committee noted the report but requested that the BCUHB Staff Lottery Business Case be revised.</p>	
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--

<p><b>CF20/05 Awyr Las Strategic Priorities</b>  <i>Ms K Thomson</i></p> <p>The Head of Fundraising informed the committee that there's been some huge developments over the past three months. Three of the four representatives came to the December committee meeting to present.  The Head of Fundraising updated the committee on the four areas:</p> <p><u>Cancer Care:</u> A working group has been set up and a draft plan and draft MOU has been drawn up. Shooting Star Cancer Care, an external charity, has offered to help fund the project with a £400+ contribution and lead the fundraising appeal.</p> <p>A scoping paper and/ or business case will be going to the Executive Team meeting within the next month.  The Head of Fundraising informed the committee that all final documents can come to the committee meeting in June 2020, including the Memorandum of Understanding.</p> <p><u>Younger People:</u> <i>'First 1000 Days Campaign'</i> – A business case is currently being pulled together along with a wish list, with a plan to launch in June 2020.</p> <p><u>Older People:</u> No approval has been granted for the virtual learning and training facility and equipment business plan to date. The Business Plans are still being produced, so a small scale £10,000 appeal for activity equipment is being launched in March 2020.</p> <p><u>MHLD:</u> The Awyr Las Support Team continues to encourage donations to the I CAN Campaign (see <a href="https://awyrlas.org.uk/icangrant">https://awyrlas.org.uk/icangrant</a>). The I CAN campaign continues to focus on smaller projects (under £25,000) until a decision on the focus of a large scale campaign is made by the MHLD Senior Management Team.</p> <p>The Head of Fundraising reassured Independent Member, Ms C Carlisle that the applications and requests are for items over and above what BCUHB can provide. If it's decided it has to be core funded then it would need to be re looked at. Everything that is funded is additions to agreed plans of the Health Board.</p> <p>Each area has a nominated Executive lead but the Chair requested that Independent Members are also invited to nominate to become lead IM's on the priority projects.  *ACTION*</p> <p>The committee requested the report to focus on 'better outcomes', therefore changing the current language and presentation. *ACTION*</p> <p>The committee approved the report and the actions being taken.</p>	<p>KT</p> <p>KT</p>
<p><b>CF20/06 Third Sector Groups Report</b>  <i>Ms K Thomson</i></p>	

<p>The Chair agreed that this agenda item conversation was going to occur outside of the meeting. *ACTION*</p>	<p>JH/ KT</p>
<p><b>CF20/07 Legacy Strategy</b> <i>Ms K Thomson</i></p> <p>The Head of Fundraising brought the whole strategy document back to the committee meeting for review and discussion as the committee wanted more information on legacies and restrictions.</p> <p>The Chair asked the Head of Fundraising to confirm the difference between a legacy request and a donation from somebody's will.</p> <p>The committee noted the report.</p>	
<p><b>CF20/08 Charity Risk Register</b> <i>Ms R Hughes</i></p> <p>The Charity Accountant reminded the committee that the full risk register comes to the committee meeting annually in March, with only red risks coming to the committee quarterly.</p> <p>The Executive Medical Director was concerned over the fundraising risk, querying if internal audit need to look at the risk. The Charity Accountant confirmed that it's on internal audits radar. (Thanking and banking process)</p> <p>The committee agreed that they're happy to keep the risks running how they are.</p> <p>The committee reviewed and noted the report.</p>	
<p><b>CF20/09 Rothschild Portfolio Report: Report to 31<sup>st</sup> December 2019</b> <i>Ms R Hughes</i></p> <p>The Charity Accountant presented Rothschild's quarterly report to 31<sup>st</sup> December 2019 to the committee. It's important to note that Rothschild reports in calendar years.</p> <p>The BCUHB portfolio performed strongly appreciating +3.30% in Q4 bringing full year (2019) returns to +14.89% to the 31<sup>st</sup> December 2019.</p> <p>Overall, the portfolio maintains a solid allocation of 70.8% to 'return' assets, and a notable allocation of 29.2% to 'diversifying' assets - these assets are included to provide real diversification and protection in difficult market conditions.</p> <p>A 'Balanced' portfolio is intended to achieve steady growth over the long term through a diversified approach to investment, which the charity has benefited from greatly.</p> <p>The committee noted the positive report.</p>	

<b>ITEMS FOR DECISION</b>	
<p><b>CF20/10 Request for Expenditure Approvals:</b>  <i>Ms R Hughes</i></p> <ol style="list-style-type: none"> <li><b>1. Electro navigational bronchoscopy (ENB)- Funding of Super Dimension Electro Navigational Equipment</b></li> <li><b>2. Complementary Therapy (CT) for Alaw Unit, Shooting Star Unit and North Wales Cancer Treatment Centre for 2020</b></li> <li><b>3. Wigs for Cancer Patients who are receiving treatments that may cause alopecia (12 month period)</b></li> <li><b>4. Ambulatory ECG Monitoring System</b></li> <li><b>5. Wigs for Dermatology Patients that have alopecia (12 month cost)</b></li> <li><b>6. Delivering vital eye care out-of-hours through telecommunications</b></li> <li><b>7. BCU Staff App 2020/21</b></li> <li><b>8. Hearts and Minds Regular Grants Scheme</b></li> <li><b>9. Tecotherm Cooling Machine</b></li> <li><b>10. Replacement of patient bedside lockers - Llewelyn ward, Llandudno Hospital</b></li> <li><b>11. International Year of the Nurse and Midwife (IYNM) Legacy Programme</b></li> <li><b>12. Patient Dalton Containment back armchairs – Acton Ward, Wrexham Maelor</b></li> </ol>	

<p><i>*All of the above 12 applications will be reviewed offline by all members and agreed via Chairs Action*</i></p> <p><b>*ACTION*</b></p>	<p>JH</p>
<p><b>CF20/11 Charity Budget for 2020/21</b> <i>Ms R Hughes</i></p> <p>The Charity's budget for 2019/20 covers the costs of running the Charity, including administration, governance and fundraising.</p> <p>The Charity Accountant informed the committee that there's little change to next year's budget, and all costs to the charity are charged to general funds.</p> <p>Fundraising staff costs have increased slightly to reflect pay awards and increments.</p> <p>The team is forecast to underspend this year, but are anticipating to use full budget next year.</p> <p>The Charity Accountant informed the committee of the Investment management fee listed in the report, if Rothschild are still in place but this may change following Fridays tender investment manager interviews.</p> <p>The committee reviewed and approved the charity budget for 2020/21.</p>	
<p><b>ITEMS OF GOVERNANCE</b></p>	
<p><b>CF20/12 Charity Reserves Policy</b> <i>Ms R Hughes</i></p> <p>The Charity Accountant presented the Charity Reserves Policy document, which is used for calculating the level of reserves held. The Reserves Policy of a charity must be set out and declared in annual report every year. Ask of charity commission.</p> <p>The available unrestricted reserves as at the 31<sup>st</sup> December 2019 totalled £4,959,000. Compared to the target level of reserves of £2,811,000, the Charity is holding higher reserves than it should be. Therefore actions need to be taken to increase expenditure rates.</p> <p>The Charity Accountant informed the committee that this is a standard paper that comes annually to the committee meeting.</p> <p>In previous committee meeting, Independent Member Ms H Wilkinson was concerned at the level of reserves held by the charity.</p> <p>The Committee reviewed and approved the amended Reserves Policy and Target Level of Reserves.</p>	

<p><b>CF20/13 Charity Investment Policy</b> <i>Ms R Hughes</i></p> <p>All of the Charity's investments are held within a portfolio managed by Rothschild Wealth Management Limited. Investment performance is monitored by the Charitable Funds Committee at its quarterly meetings. The Committee receives reports from the investment managers explaining the portfolio's performance, the level of risk seen and expectations for the future.</p> <p>The Charity's Investment Policy includes both the ethical policy and the risk policy.</p> <p>The committee discussed potentially updating the Ethical policy for the committee meeting in June 2020.</p> <p>A balanced portfolio gives us more opportunities to make more returns, and is intended to achieve steady growth over the long term.</p> <p>Independent Member, Ms C Carlisle said that we must remain cautious with whom we invest with.</p> <p>The Executive Medical Director asked how we can be assured what we're investing in, besides it being listed. The Charity Accountant informed the Executive Medical Director that Rothschild carry out site visits in other countries and take company practice very seriously.</p> <p>An ethical issue was investigated further previously, which gave the charity confidence that they do monitor company practice. Luckily in that scenario it wasn't an issue in the end but they investigated and it was flagged to BCUHB.</p> <p>The committee noted the Investment Policy.</p>	
<p><b>CF20/14 Charity Work Plan for 2020/21</b> <i>Ms R Hughes</i></p> <p>The Charity Accountant presented the Work Plan for the year for governance purposes, which is listed as a standard annual agenda item (The Cycle of Business) to the committee.</p> <p>The Charity Accountant noted that the dates of the accounts are based on last year, but we've not yet had confirmation from Wales Audit Office, depending on availability. The accounts are normally take at the December committee meeting but they came to September's committee meeting last year.</p> <p>The Committee approved the Cycle of Business and work plan presented, as a starting point for the work to be undertaken in 2020/21.</p>	
<p><b>ITEMS FOR INFORMATION</b></p>	

<p><b>CF20/15 Issues of significance to report to the Health Board</b></p> <ul style="list-style-type: none"> <li>- The Staff Lottery Business Case.</li> </ul>	
<p><b>CF20/16 Date of next meeting:</b></p> <p>25<sup>th</sup> June 2020 at 9.00am, Carlton Court</p> <ul style="list-style-type: none"> <li>- <i>Strategy session after committee meeting in June (Invite IM &amp; Exec leads for the strategic priorities, Head of Communications and all Charity Support Team members) *ACTION*</i></li> </ul>	<p>KT/ FP</p>

*Betsi Cadwaladr University Health Board is the operational name of Betsi Cadwaladr University Local Health Board*

<b>Actions from 20.06.19 meeting</b>				
K Thomson	<p><b>CF19/20 Charitable Funds Fundraising Report Q4 2018/19.5</b></p> <p>A revised Staff Lottery Scheme paper to come back to the next committee meeting.</p> <p>(NOTE ALL STAFF LOTTERY SCHEME RELATED ITEMS ARE HIGHLIGHTED IN PINK)</p>	01.09.19	<p>The Staff Lottery Scheme has been approved by CFC and at the Annual Trustee Meeting. Given the change in circumstances due to Covid-19, an updated Staff Lottery Scheme (with revised information about the need given the anticipated change in income for 20/21) is included in these papers, to then go to the necessary committees for sign off (KT to ascertain from Ian Howard which committees this document will now need to go to)</p> <p><b>Included in CFC Papers – 25.06.20</b></p>	25/06/20
K Thomson	<p><b>CF19/19 Charitable Funds Finance Report Q4 2018/19.6</b></p> <p>The Estates lead to provide an update by end of July 2019, regarding the number of projects delayed.</p>	01.09.19	<p>10.03.20: Request from committee for E&amp;F to provide paper of where they are up to with any additional costs being incurred listed. E&amp;F need to clarify when all will be completed by (EQIA/ QIA's).</p> <p><b>Outstanding</b></p>	24/09/20
K Thomson	<p><b>CF19/20 Charitable Funds Fundraising Report Q4 2018/19.6</b></p> <p>Ms K Thomson to draft an e-mail on behalf of the Chair to send out to Executives and Independent Members regarding needing an Executive and an Independent Member sponsor for each of the four schemes.</p>	01.09.19	<p>Executive Member Leads have been allocated to all Strategic Appeals, IM have not. All Strategic Appeals have been put on hold whilst the Covid-19 Appeal is active.</p> <p><b>Outstanding</b></p>	24/09/20

<b>Actions from 04.10.19 meeting</b>				
K Thomson	<p><b>CF19/34.1</b> The committee discussed the idea of a newsletter being sent out across the organisation on behalf of the Executive Team to remind divisions about</p>	02.12.19	<p>The Internal Communications Plan presented in 03/20 has not been fully implemented due to Covid-19 Initial Response Period.</p>	25/06/20

<b>BCUHB CHARITABLE FUNDS COMMITTEE</b>				
<b>Summary Action Plan – arising from meetings held in public</b>		10.12.19	A Covid-19 Communications Plan is included in these papers.	
<b>Officer</b>	<b>Minute Reference and Action Agreed</b>	<b>Original Timescale</b>	<b>Latest Update Position</b>	<b>Revised Timescale</b>
			<b>Included in CFC Papers – 25.06.20</b>	
<b>Actions from 10.12.19 meeting</b>				
R Hughes	<b>CF19/56</b> The Executive Director of Finance to draft an e-mail, which will be sent out jointly in Executive Director of Finance and Chair’s names requesting nominees for the Advisory Group.	March 2020	Note all CFAG meetings are on hold due to the Covid-19 Initial Response Period.  <b>Included in CFC Papers – 25.06.20</b>	25/06/20
K Thomson	<b>CF19/49</b> Head of Fundraising to re write and share with committee members prior to the end of February. Committee members to send feedback to Head of Fundraising, and Head of Fundraising to also engage with all people who use spaces, trade unions etc. to address the Chair’s concerns.	March 2020	The ‘use of space’ document was rewritten and circulated, and included in the March CFC papers. Due to Covid-19 this piece of work needs to be re-thought and all stakeholders need to engage with the consultation process again. This is included in the Covid-19 Communications Plan in these papers.  <b>Included in CFC Papers – 25.06.20</b>	25/06/20
K Thomson	<b>CF19/53</b> The committee discussed the role of the independent Shooting Star charity (SSCS) going forward. KT to draw up a draft MoU with the SSCS Trustees.	March 2020	A draft MOU was drawn up but not agreed. The Shooting Star Appeal is on hold due to the Covid-19 Initial Response Period.  <b>Outstanding</b>	24/09/20
K Thomson	<b>CF19/48.4</b> The job will have to go to Job Evaluation panel to agree banding.	March 2020	The recruitment process has been put on hold due to the Covid-19 Initial Response Period. The process will begin again, once approvals have been given to move forward with the Staff Lottery.  <b>Outstanding</b>	24/09/20
K Thomson	<b>CF19/48.1</b> KT to devise a short paper to	June 2020	The Impact Report has not been completed due to Covid-19 Initial Response Period.	

<b>BCUHB CHARITABLE FUNDS COMMITTEE</b>				
<b>Summary Action Plan – arising from meetings held in public</b>		The Impact Report will be completed by December 2020.		08/12/20
<b>Officer</b>	<b>Minute Reference and Action Agreed</b>	<b>Original Timescale</b>	<b>Date Update Position</b>	<b>Revised Timescale</b>
	measure the charity's grants and support services impact and benchmark charity team performance and financial position against others (Impact report) by June 2020.		<b>Outstanding</b>	
<b>Actions from 10.03.20 meeting</b>				
K Thomson	<b>CF20/05.2</b> The committee requested the report to focus on 'better outcomes', therefore changing the current language and presentation.	June 2020	KT will not present the Strategic Campaigns Report due to Covid-19 Initial Response Period. KT will ensure all future Strategic Campaigns Reports focus on Better Outcomes.  <b>ACTION CLOSED</b>	
J Hughes	<b>CF20/10</b> All of the above 12 applications will be reviewed offline by all members and agreed via Chairs Action.	March 2020	<b>ACTION CLOSED</b>	
K Thomson	<b>CF20/04.1</b> Head of Fundraising to ensure Trade Union representative on Working Group.	June 2020	This Working Group has not been set up due to Covid-19 Initial Response Period.  <b>Outstanding</b>	24/09/20
K Thomson	<b>CF20/04.2</b> Head of Fundraising to amend the start date from June to later in year, maybe September or even later, based on recruitment and approvals then in place.	June 2020	See revised Staff Lottery Paper  <b>Included in CFC Papers – 25.06.20</b>	24/09/20
K Thomson	<b>CF20/04.3</b> Head of Fundraising to email Chair and committee members a copy of the lottery EQIA.	June 2020	This has not been done due to Covid-19 Initial Response Period. A revised EQIA will be drawn up for the Staff Lottery as part of the process of approval.	24/09/20

			<b>Outstanding</b>	
K Thomson	<b>CF20/04.4</b> The Chair asked for the Head of Fundraising to check that I.T/ Payroll will support and have the capacity to support this.	June 2020	This has not been done as yet due to Covid-19 Initial Response Period (though initial conversations indicated there is capacity).  <b>Outstanding</b>	24/09/20
K Thomson/ F Pritchard	<b>CF20/16</b> Strategy session after committee meeting in June (Invite IM & Exec leads for the strategic priorities, Head of Communications and all Charity Support Team members).	June 2020	This has not been done due to Covid-19 Initial Response Period. The focus for the next 6 months will be on the Covid-19 Response Appeal and Post-Covid19 Appeals, maintaining support for all funds and completing incomplete actions. Postpone until December.  <b>Outstanding</b>	08/12/20
K Thomson	<b>CF20/03.3</b> The Head of Fundraising volunteered to produce a paper to help engage discussion.	June 2020	This paper has not been completed due to Covid-19 Initial Response Period.  This will be completed by December 2020.  <b>Outstanding</b>	08/12/20

**BCUHB CHARITABLE FUNDS COMMITTEE****Summary Action Plan – arising from meetings held in public**

<b>Officer</b>	<b>Minute Reference and Action Agreed</b>	<b>Original Timescale</b>	<b>Latest Update Position</b>	<b>Revised Timescale</b>
----------------	-------------------------------------------	---------------------------	-------------------------------	--------------------------

## Charitable Funds Committee Report



<b>Cyfarfod a dyddiad: Meeting and date:</b>	<b>Charitable Funds Committee 25/06/20</b>					
<b>Cyhoeddus neu Breifat: Public or Private:</b>	Public					
<b>Teitl yr Adroddiad Report Title:</b>	Awyr Las Support Team Covid-19 Initial Response Period Update					
<b>Cyfarwyddwr Cyfrifol: Responsible Director:</b>	Sue Hill, Executive Director Of Finance					
<b>Awdur yr Adroddiad Report Author:</b>	Kirsty Thomson, Head of Fundraising & Rebecca Hughes, Charity Accountant					
<b>Craffu blaenorol: Prior Scrutiny:</b>	No prior scrutiny					
<b>Atodiadau Appendices:</b>	Appendix 1: Finance Overview Appendix 2: BCUHB Voluntary Support Covid-19 Overview Appendix 3: BCUHB Voluntary Support Covid-19 Plan Appendix 4: Offers of Support Flowchart Appendix 5: BCUHB Covid-19 Leaflet Appendix 6: Awyr Las Covid-19 Grants Summary					
<b>Argymhelliad / Recommendation:</b>						
The Committee is asked to note the report.						
Please tick one as appropriate (note the Chair of the meeting will review and may determine the document should be viewed under a different category)						
<b>Ar gyfer penderfyniad /cymeradwyaeth For Decision/ Approval</b>	<input type="checkbox"/>	<b>Ar gyfer Trafodaeth For Discussion</b>	<input type="checkbox"/>	<b>Ar gyfer sicrwydd For Assurance</b>	<input checked="" type="checkbox"/>	<b>Er gwybodaeth For Information</b>
<b>Sefyllfa / Situation:</b>						
The purpose of this report is to provide the Charitable Funds Committee with an update on the activities of the Awyr Las Support Team during the initial Covid-19 Response Period (March-June 2020). This should be read in conjunction with the Covid-19 Response Second Phase Report.						
<b>Cefndir / Background:</b>						

## 1. General Update

**Appendix 1, Finance Overview**, provides an overview of the financial position, focussing primarily on the Covid-19 Appeal. Key points to note are:

- The Covid-19 Appeal is the first all-services appeal to be launched by the Awyr Las Support Team
- Total income raised between its soft launch on 15<sup>th</sup> March and 8<sup>th</sup> June: £396,564
- Total income from NHS Charities Together to date: £164,500
- Average monthly income in 2020/21 is £217,136, compared to £109,388 in 2019/20
- Income for the Covid-19 fund is 73% of total income in the first two months of 2020/21
- Income for all other funds is 47% lower on average than in 2019/20; £57,583 per month compared to £109,388 in 2019/20

The Awyr Las Support Team's activity during the Covid-19 Initial Response Period (March-June) has been captured in a report for the BCUHB Assistant Director Of Communications And Engagement. See **Appendix 2, BCUHB Voluntary Support Covid-19 Overview**. Key themes of this report include: the systems that the Awyr Las Support Team (ALST) introduced to improve internal and external communications; key meetings and activities during this time; social media and PR performance.

All staff and key stakeholders received an outline of the support Awyr Las could provide during the Initial Response Period, see **Appendix 3, BCUHB Voluntary Support Covid-19 Plan**. The ALST, along with the Engagement Team which joined with the ALST to establish the BCUHB Voluntary Unit during the Covid-19 Initial Response Period, followed the Standard Operating Procedure outlined in **Appendix 4, Offers of Support Flowchart** when managing all voluntary offers of support.

The Awyr Las Support Team have sought the support of Ceidiog PR to help with issuing press releases and Victor Pennington to help make videos to accompany press statements, social media posts and to enhance website content to better summarise the impact of the charity. Examples of press coverage includes:

- <https://www.bbc.co.uk/news/uk-52758683>
- <https://www.bbc.co.uk/news/uk-wales-51907365>
- <https://www.dailypost.co.uk/news/local-news/nhs-coronavirus-dance-top-pops-18326845>
- <https://welshicons.org/freddies-back-garden-ultra-marathon-raises-over-2000-for-nhs-charity/>
- <https://www.dailypost.co.uk/news/north-wales-news/north-wales-mens-hilarious-spoof-18194889.amp>

The Awyr Las Support Team has issued information for BCUHB staff to encourage advocacy for the Awyr Las Covid-19 Appeal and encourage grant requests for the appeal fund. See **Appendix 5, BCUHB Covid-19 Leaflet** as an example of this.

**Appendix 6, the Awyr Las Covid-19 Grants Summary**, highlights where voluntary income given to support the Covid-19 Initial Response Period has been allocated to support patients and staff over the past three months. The information contained in this document has informed the planning for the Covid-19 Response Second Phase.

Please note that the expenditure analysis was carried out when expenditure was at £100,399, two days before the finance overview was produced with updated expenditure figures of £120,197. This expenditure analysis is being updated on a fortnightly basis currently.

## 2. Complaints

The Awyr Las Fundraising Support Team received one complaint regarding fundraising in Quarter 1 2020/21. A family received a letter of condolence because the donation letter has been recorded at source (in the hospital in which it was received) as an in memory donation. An apology and a new card were issued immediately when the family contacted the Awyr Las Support Team and the administrative staff involved were contacted to ensure this will not happen again.

## 3. Awyr Las Events 2020

- Celebration events for the anniversaries of the opening of the North Wales Cancer Treatment Centre (NWCTC) and the Alaw Unit have been cancelled and will be replaced with virtual thank yous.
- Launch events for the four strategic priorities have been cancelled until 2021.
- Christmas Clothing Day 2020 soft launch is on hold.
- Christmas fundraising events will be virtual only.
- Big Tea 2020. The Big Tea has been cancelled for 2020, though the Awyr Las annual NHS birthday cake competition is going ahead. See: <https://awyrlas.org.uk/cake-comp>.

## Asesiad / Assessment & Analysis

### Strategy Implications

*This report is underpinned by the Awyr Las Strategy 2016-21, see <https://awyrlas.org.uk/content/downloads/The-Awyr-Las-Strategy-2016-to-2021.pdf>.*

### Financial Implications

*The items outlined in this report, including the Staff Lottery, are all costed within the agreed Awyr Las Support Team and Fundraising Activity budget.*

### Risk Analysis

*An individual Risk Analysis is completed for all Awyr Las events and activities, and for new processes and ways of working introduced by members of the ALST. The ALST's perceived main risks are included in the Charity's Risk Register.*

### Legal and Compliance

*All items within this report will be monitored and will be updated on at the September 2020 Charitable Funds Committee meeting.*

### Impact Assessment

*Impact Assessments are carried out for all Awyr Las events and activities, and for new processes and ways of working introduced by members of the ALST.*

## Finance Overview – Covid-19 Appeal Funds June 2020 CFC

### 1.0 Overview

The 2019/20 Charitable Funds Accounts will be prepared during the summer. The figures reported for 2019/20 are therefore draft figures and may be adjusted for items identified during the preparation of the accounts.

The Covid-19 fund was launched towards the end of March. Donations totalling £3,776 were received in March, with the bulk of income being received in 2020/21.

### 2.0 Covid-19 Fund

As at the 8<sup>th</sup> June, the summary statement for the Covid-19 fund was as follows:

	<b>£</b>
Income received	354,004
Grants awarded	<u>-120,197</u>
Currently available	<u><b>233,807</b></u>
Income expected not yet received	<u>38,560</u>
Potential available	<u>272,367</u>
Grant applications received but not yet approved	91,858
Total income	392,564

### 3.0 Donations and Fundraising

Donations received and expected at the 8<sup>th</sup> June for the Covid-19 fund have come from the following sources:

Source	Total £
Text Giving	2,370
JustGiving	63,694
Stripe (online)	56,398
Facebook	33,604
Virgin Money Giving	4,687
NHS Charities Together Grant	164,500
Other	67,311
<b>Total</b>	<b>392,564</b>

Comparing full months of income from 2020/21 to 2019/20:

2020/21	2019/20 Average per Month	2020/21 Average per Month		
		Covid-19 Fund	Other Funds	All Funds
Total Donations & Fundraising	£ 109,388	£ 159,554	£ 57,583	£ 217,136
Number of Donations	483	1,357	596	1,953
Average Donation	£ 226	£ 114	£ 102	£ 111

- Average monthly income in 2020/21 is £217,136, compared to £109,388 in 2019/20.
- Income for the Covid-19 fund is 73% of total income in the first two months of 2020/21.
- Income for all other funds is 47% lower on average than in 2019/20; £57,583 per month compared to £109,388 in 2019/20.

#### 4.0 Expenditure

Expenditure approved from the Covid-19 fund is summarised by Division below. Individual grants are detailed in Section 6.

Division	£
BCU Wide	50,723
West	25,445
Central	5,609
East	7,351
YG	220
YGC	14,870
Wrexham	5,081
Mental Health	10,899
<b>Total</b>	<b>120,197</b>

#### 5.0 Impact on Investments

- Investments fell by £942,000 in the three months to the end of March, due to the impact of Covid-19 on financial markets and the economy. However, as at the 8<sup>th</sup> June, the portfolio had recovered £904,000 of this fall.

## 6.0 Covid-19 Detailed Expenditure

Ref:	Description	Department	Division	Amount £
CV.19-73	Items for Well Being Room	Theatres	Wrexham	21
CV-19.25	Scales and publication	Paediatrics	YGC	32
CV.19-81	Microwave	Dental	Central	35
CV.19-74	Plants for garden for patients	Foelas Ward, BYN	MH & LD	38
CV-19.22	Mesen Fach - Enlarged Print	Mesen Fach, BYN	MH & LD	47
CV.19-85	Provisions for SWSS - East	Staff Wellbeing Support Service (SWSS) (East)	East	49
CV-19.64	Mesen Fach - Enlarge a picture	Mesen Fach, BYN	MH & LD	50
CV-19.47	Items for wellness room	Theatres	Wrexham	57
CV-19.24	Volunteer expenses - Medication Home Delivery	Respiratory	East	59
CV.19-89	Volunteer expenses - Medication Home Delivery	Pharmacy	West	67
CV-19.29	Provisions for Covid Ward	Cemlyn Ward	West	74
CV.19-80	Volunteer expenses - Medication Home Delivery	Pharmacy	West	78
CV.19-79	Volunteer expenses - Medication Home Delivery	Pharmacy	West	83
CV-19.8	Baby Monitors	Foelas Ward, BYN	MH & LD	85
CV-19.8	Baby Monitors	Foelas Ward, BYN	MH & LD	85
CV-19.8	Baby Monitors	Foelas Ward, BYN	MH & LD	85
CV-19.68	Rainbow art competition	Hergest Unit	YG	90
CV-19.17	Fridge	ED Secretaries	YGC	90
CV.19-77	Fridge	ED Secretaries - Reception	YGC	90
CV-19.41	East Rainbow Competition	Heddfan Unit	MH & LD	90
CV.19-90	Volunteer expenses - Medication Home Delivery Medication Home Delivery	Pharmacy	West	90
CV-19.67	Self-care goodie bags	Perinatal Mental Health	Central	92
CV-19.40	Volunteer expenses - Medication Home Delivery Medication Home Delivery Medication Home Delivery	Pharmacy	West	94
CV-19.63	Items for wobble room	Eryldon	West	95
CV-19.36	Bottled Water for Staff	ED	Wrexham	96
CV-19.5	Nappies, milk and food	Connahs Quay Clinic - Health Visitor	East	96
CV-19.39	Volunteer expenses - Medication Home Delivery Medication Home Delivery	Pharmacy	West	99
CV-19.48	Wellbeing items for staff	Maternity	East	99
CV-19.46	Food and wellbeing items for staff	Maternity	West	100
CV-19.49	Phone for diabetic child to record readings	Children's Unit	West	100
CV-19.54	Food and wellbeing items for staff	Maternity	West	100

Ref:	Description	Department	Division	Amount £
CV-19.66	Phone for diabetic child to record readings	Children's Unit	West	100
CV-19.35	Drinks for ITU Staff	ITU	Wrexham	125
CV-19.15	Fridge	Admin Staff, Ysbyty Enfys	Central	130
CV-19.16	Clocks	General Medicine	YG	130
CV-19.43	Items for Renal Wobble Room	Renal	YGC	138
CV-19.69	Children's' toy/activity bags	Children's	Central	172
CV-19.34	Toaster and tea/coffee	ITU	Wrexham	293
CV-19.7	Tumble Dryer	Gwanwyn Wd, Heddfan	MH & LD	300
CV-19.2	Provisions for SWSS - Central	SWSS (Central)	Central	313
CV-19.2	Provisions for SWSS - West	SWSS (West)	West	313
CV-19.56	Seca 402 Baby Scales	Children's	Central	340
CV-19.60	Patient record holders and clocks for ward	Foelas Ward, Bryn y Neuadd	MH & LD	351
CV19.30	iPad for staff wobble room	ED, YGC	YGC	370
CV19.27	Blood coagulation monitor	Dental	Wrexham	372
CV-19.62	Training equipment for Community Nursing	Community Nursing	Central	417
CV-19.2	Provisions for SWSS - East	SWSS (East)	East	457
CV-19.3	BP Machines	Cardiology	YGC	600
CV-19.11	Equipment for Practice Development Nurse	Governance - Quality & Assurance	West	634
CV-19.23	Red Tabards	IPT	BCU Wide	664
CV-19.38	Activity Equipment	Heddfan Unit	MH & LD	904
CV-19.14	Rainbow Packs	MH & LD	West	1,000
CV19.18	Garments, staff	Corporate, Admin	Central	1,030
CV.19-83	Garden Furniture	Coed Celyn	MH & LD	1,053
CV-19.52	Portable BP Machines x 20	Children's	Central	1,080
CV.19-84	Wales Council for Voluntary Action Listening Exercise		BCU Wide	1,188
CV-19.55	Phlebotomy Simulation Arm	ED Dept.	YGC	1,275
CV-19.57	Wellbeing boxes for dementia patients in the Community	South Gwynedd Older Adult MHT	MH & LD	1,300
CV-19.12	Scanners for Pharmacy	Pharmacy	West	1,411
CV-19.6	Roller Banners – SWSS	MH & LD	BCU Wide	1,440
CV-19.31	Remote meeting hardware	Dental	Wrexham	1,500
CV.19-78	Additional FIT testing	East Area	East	1,840
CV-19.13	Equipment for Memory Service	MH & LD	East	1,974
CV-19.37	Training equipment for Community Nursing	Community Nursing	Central	2,000
CV-19.21	Materials to support Carers	Patient and Service User Experience Service	BCU Wide	2,135
CV-19.26	Catheterisation models for the practice development nurses	Governance - Quality & Assurance	West	2,300
CV-19.19	Tablets/Headphones/Game consoles/Karaoke/Projectors	Hergest Unit, YG	MH & LD	2,311

<b>Ref:</b>	<b>Description</b>	<b>Department</b>	<b>Division</b>	<b>Amount £</b>
CV-19.45	Portable ECG Machine	CMHT	Wrexham	2,499
CV-19-71	Covid-19 Health Hack - Surgical Mask for Hearing Impairments		BCU Wide	2,500
CV-19-72	Covid-19 Health Hack - Primary Care Service Access		BCU Wide	2,500
CV-19.33	Additional FIT testing	East Area	East	2,778
CV-19.61	2 Recliner chairs	Ward 9	YGC	3,369
CV-19.32	ED CV19 Simulation Suite	ED, YGC	YGC	3,907
CV-19.42	Commercial Dishwasher	Tan Y Coed Rehab unit, BYN	MH & LD	4,200
CV-19.44	Hot Cots	SCBU, YG	West	4,296
CV-19.10	SCBU YG Sinks	SCBU, YG	West	4,316
CV-19.53	Ty Enfys Bangor site (Brailsford Centre)	Planning	West	4,996
CV19.28	Arts in Health and Wellbeing Project	Art Therapies	BCU Wide	4,999
CV-19.50	Skilled Support - Coaching Sessions, Materials and Resource	HMT	YGC	4,999
CV-19.59	Emotional resilience training	Self-care office and EPP Cymru	West	4,999
CV-19.9	3D Visors (additional materials)	PPE	BCU Wide	5,000
CV-19.70	Covid19 Health Hack - Communication Aid		BCU Wide	5,000
CA-20/4	Storage Boxes (patient items)	Covid-19 Response	BCU Wide	5,297
CA-20/7	Bereavement Support	Patient and Service User Experience Service	BCU Wide	20,000
			<b>Total</b>	<b>120,197</b>



GIG CYMRU NHS WALES  
Bwrdd Iechyd Prifysgol Betsi Cadwaladr  
University Health Board



Awyr Las Blue Sky  
Elusen GIG Gogledd Cymru  
The North Wales NHS Charity

**Appendix 2: Awyr Las Support Team Covid-19 Initial Response Period Report**

**COVID-19 INITIAL RESPONSE VOLUNTARY SUPPORT OVERVIEW**  
**Report FAO Associate Director of Communications, 8<sup>th</sup> June, 2020**

**1.0 New systems to improve internal and external communication**

The Awyr Las Support Team:

- Provided WCVA and the Covid-19 North Wales Community Resilience Subgroup with a BCUHB position paper on Covid-19 volunteering and set up a registration and reporting system for the BCUHB Workforce and Organisational Development Team’s BCUHB Covid-19 volunteers’ programme. The system wasn’t fully implemented, but lessons have been learnt and an updated system and policy for all BCUHB volunteers could be implemented in the future. 1,868 BCUHB Covid-19 volunteers registered using the systems that the Awyr Las Support Team set up.
- Established an Offers of Support system for receiving, coordinating, distributing and promoting all of BCUHB’s Gifts in Kind (including voluntary PPE, personnel, food and beverages, transport and building materials). The coordination and distribution was supported by the BCUHB Engagement Team. A total of 1,213 people registered on this system, many offering multiple types of support (e.g. PPE and food & refreshments).

Offer category	#
Accommodation	19
Food and Refreshments	218
Handmade items	154
Miscellaneous or Other	443
Personnel	15
PPE	308
Toiletries	29
Transport	27
<b>Total offers received:</b>	<b>1,213</b>

- Organised an online system for BCUHB staff to request gifts of support or volunteers required for one off activity. Examples of where this system worked very effectively can be seen with voluntary PPE distribution and water bottles requests. The Awyr Las support team received a total of 30 requests for support from staff members, though this is not a true reflection of all requests as most requests came through the Awyr Las email inbox.
- Established Awyr Las’ first all-services, pan-North Wales fundraiser: the Covid-19 Appeal. £383,628 was raised in 12 weeks, and the Awyr Las Support Team is actively encouraging more donations. A new grants fast-track system was put in place by the team before lockdown was adopted, so all staff were able to access charitable funds more promptly.



**GIG  
CYMRU  
NHS  
WALES**

Bwrdd Iechyd Prifysgol  
Betsi Cadwaladr  
University Health Board



**Awyr Las  
Blue Sky**  
Elusen GIG Gogledd Cymru  
The North Wales NHS Charity

- Collaborated with other NHS Charities across Wales to establish the first all-Wales NHS Charities Fundraiser, which has thus far raised over £100,000. This initiative was led by Swansea Bay Health Charity.
- Encouraged an increase in use of digital giving using website, text donations and Facebook donate. The Awyr Las Support Team saw the following increase between 01/03/2020 and 31/05/2020 compared with the same period 12 months prior:

	01/03/19 to 31/05/19		01/03/20 to 31/05/20		Difference		
	Number	Amount	Number	Amount	Number	Amount	%
<b>JustGiving</b>	870	£20,365	3,756	£67,984	+2,886	+£47,619	332%
<b>Website</b>	7	£1,255	2,089	£54,753	+2,082	+£53,498	29743%
<b>Text</b>	5	£25	977	£6,205	+972	+£6,180	19440%
<b>Facebook</b>	31	£444	2,890	£37,316	+2,859	+£36,872	9223%

## **2.0 Regular meetings**

- The Head of Fundraising represented BCUHB at the Covid-19 North Wales Community Resilience Subgroup Meeting on a weekly basis. Representatives from the Police, Local Authorities and Third Sector were in attendance at these meetings.
- The Head of Fundraising became Deputy Chair of NHS Charities Together at the start of March 2020, and has attended weekly Trustee and twice weekly Executive Committee Meetings outside of work hours for the duration of the initial Covid-19 Response Period
- The Awyr Las Digital & Data Manager is part of a UK working group to draw up a new process for impact reporting for NHS Charities.

## **3.0 Additional events and activities**

- The Head of Fundraising supported with the planning of and became a member of the Judging panel on the Wales Covid-19 Health Hack min May 2020: <http://www.m-sparc.com/hackcovid>.
- The Head of Fundraising approached WCVA to ask them to collaborate on a project to identify the health and social care challenges that the Third Sector are identifying as local communities are starting to move into the 'new normal'. An Awyr Las sponsored virtual 'Post Covid-19: Health, social care and the Third Sector in Wales' event took place on 08/06/20 with over 80 representatives from the Third Sector taking part in the online discussion. A 'Post Covid-19: Health, social care and the Third Sector in Wales' Report will be published during the week of 15/06/20 to help Health, Social Care and Third Sector strategy makers determine how best to work together to improve social prescribing and other joint working initiatives post-Covid19
- Awyr Las is setting up its annual Cake Competition to coincide with the NHS Birthday on July 5<sup>th</sup>. This year the theme will be Nurses, to coincide with the International year of the



**GIG  
CYMRU  
NHS  
WALES** | Bwrdd Iechyd Prifysgol  
Betsi Cadwaladr  
University Health Board



**Awyr Las  
Blue Sky**  
Elusen GIG Gogledd Cymru  
The North Wales NHS Charity

Nurse and Midwife, and there will be a specific element of the competition for young people to get involved in. The purpose of the event this year is to thank the wider community for all it did to support the NHS through the initial Covid-19 Response Period, and involve North Wales' communities in a positive project to celebrate the NHS. Details can be found here: [www.awyrlas.org.uk/cake-comp](http://www.awyrlas.org.uk/cake-comp)

- The Awyr Las Support Team co-ordinated the receipt and transfer of 850 BCUHB staff photos for a thank you video and commemorative arts piece for BCUHB premises

#### **4.0 Internal communications & individual external communications**

- The Awyr Las Support Team issued four papers for inclusion in the Daily Update for all staff and the core team of 3 x F/T equivalents issued an average of 750 emails to colleagues per week during the 12 week 'initial Covid-19 response period'
- The Awyr Las Support Team received an average of 15 calls per day during the 12 week 'initial Covid-19 response period' with internal (BCUHB staff member) and external enquiries

#### **5.0 Social media**

During the Initial Covid-19 Response Period, the Awyr Las Support Team saw growth in the following areas on Facebook and Twitter:

<b>Facebook</b>			
<b>Metric</b>	<b>01/03 to 31/05/20</b>	<b>Previous period</b>	<b>Difference</b>
Page likes	11,253	10,146	+1,107
Average reactions, comments, shares	344	84	+260
Average post reach	8,798 (78%)	2,120 (21%)	57%

<b>Twitter</b>			
<b>Metric</b>	<b>01/03 to 30/05/20</b>	<b>01/03 to 30/05/19</b>	<b>Difference</b>
Impressions	192.2k	27.3k	+164.9k
Engagement rate	1.3%	0.4%	+0.9%
Link clicks	536	33	+503
Retweets	283	20	+263



**GIG  
CYMRU  
NHS  
WALES**

Bwrdd Iechyd Prifysgol  
Betsi Cadwaladr  
University Health Board



**Awyr Las  
Blue Sky**

Elusen GIG Gogledd Cymru  
The North Wales NHS Charity

Likes	767	119	+648
-------	-----	-----	------

## **6.0 PR**

- 10 press releases were issued by the Awyr Las Support Team during the 12 week ‘initial Covid-19 response period’, garnering dedicated articles on the BBC website, Daily Post and other local newspapers.
- The Awyr Las Support Team, with the assistance of external videographers, created four different videos to recognise and celebrate the efforts of volunteers, staff and voluntary ‘makers’. These were featured on news sites in Wales, the NHS Charities Together social media platforms and were included on a montage created for GMTV.
- The Awyr Las Support Team arranged for photo-visits with Getty Images and The Sun newspaper, interviews and articles with the Daily Post, and 17 BCUHB nominations for the #playerstogether initiative, which will see Premier League players calling frontline staff and volunteers. The Awyr Las Support Team has provided content of BCUHB staff for four different national (UK wide) NHS Charities Together press pieces and promotional items.

## **7.0 Key lessons learnt and plans for the future**

- COVID-19 APPEAL The Awyr Las Support Team now aims to expand the Covid-19 Appeal, as the demand for funding is increasing. An updated appeal plan will be submitted to the Charitable Funds Committee (publish date 17/06/20).
- NHS CHARITIES TOGETHER FUNDING NHS Charities in Wales anticipate that a further £2.5 million TO £3 million will be awarded to Welsh NHS Charities by NHS Charities Together over the next 18 months. These grants will be awarded to help fund medium and long term recovery and resilience, and the focus will be on partnership working. The Head of Fundraising for BCUHB is drawing up a draft paper with the support of WCVA and others to help inform the strategy for the granting giving in Wales.
- INTERNAL COMMUNICATIONS The Awyr Las Support Team is leading a review of the charity, ‘BCUHB staff perception of its charity’, benchmarking internal awareness against other NHS Charities. This will inform the charity’s communications strategy, which will be updated before September 2020. New recommendations will be drawn up to increase the effectiveness of the charity.
- EXTERNAL COMMUNICATIONS The Awyr Las Support Team is leading an external review of the charity, ‘Does the North Wales NHS Charity provide the ‘blue sky’ the region needs?’ benchmarking against other charities. This will inform the charity’s communications strategy, which will be updated before September 2020. New recommendations will be drawn up to increase the effectiveness of the charity.
- IMPACT REPORTING An Impact Report on the grants given by the North Wales NHS Charity over the past 10 years will be published by December 2020, with recommendations on grant making for the next 10 years.



GIG  
CYMRU  
NHS  
WALES

Bwrdd Iechyd Prifysgol  
Betsi Cadwaladr  
University Health Board



Awyr Las  
Blue Sky

Elusen GIG Gogledd Cymru  
The North Wales NHS Charity

- JOINT WORKING - NHS CHARITIES IN WALES The Awyr Las Support Team is establishing a pan-Wales NHS Charities National Working Group, with representation from all Welsh NHS Charities. The aim of this group will be to improve the visibility and effectiveness of NHS Charities. In the first year the goals will be to review and align: internal promotion policies; volunteering policies and national campaigns.



GIG  
CYMRU  
NHS  
WALES

Bwrdd Iechyd Prifysgol  
Betsi Cadwaladr  
University Health Board



Awyr Las  
Blue Sky  
Elusen GIG Gogledd Cymru  
The North Wales NHS Charity

## **BCUHB'S COVID-19 VOLUNTARY SUPPORT PLAN**

The purpose of this document is to provide an overview of BCUHB's COVID-19 Voluntary Support Plan. This document has been drawn up as a guide for all BCUHB staff, but it is also useful for BCUHB's local authority and Third Sector partners, as well as current and potential supporters of BCUHB's charity, Awyr Las.

Staff members from across BCUHB, including clinical staff, the Awyr Las Support Team and BCUHB's Engagement Team have come together to establish BCUHB's COVID-19 Voluntary Support Unit. BCUHB's COVID-19 Voluntary Support Unit is working with Workforce and Organisational Development (W&OD) Teams as well as the Health Emergency Control Centres (HECC) and the area Hubs to ensure that all activity covered in this document can be carried out as efficiently and as promptly as possible.

Within this document, you will find information on:

1. How people can most effectively give financial donations to support frontline BCUHB staff and patients affected by COVID-19 (the Awyr Las COVID-19 Appeal)
2. How BCUHB staff can receive prompt funding for items that go over and above what the NHS can provide (the Awyr Las COVID-19 Grants)
3. How BCUHB staff can request specific items or a social media 'appeal' for specific equipment needed
4. How members of the public should make contact if they want to offer equipment / PPE / personnel / food / other items for BCUHB staff
5. How members of the public can share messages of support for BCUHB staff, and BCUHB staff can read them
6. How BCUHB staff can request BCUHB COVID-19 Volunteers to help with their service
7. How BCUHB is working in partnership with Local Authorities and the Third Sector to ensure volunteers can help wherever the need is greatest for communities in North Wales
8. How the NHS Charities Together national COVID-19 Appeal is making a difference here in North Wales
9. How voluntary PPE makers should make contact with BCUHB, and how you can get your voluntary PPE questions answered promptly
10. How to get in touch if you have any questions about BCUHB's COVID-19 Voluntary Support Plan



GIG  
CYMRU  
NHS  
WALES

Bwrdd Iechyd Prifysgol  
Betsi Cadwaladr  
University Health Board



Awyr Las  
Blue Sky  
Elusen GIG Gogledd Cymru  
The North Wales NHS Charity

## 1. AWYR LAS COVID-19 FUNDRAISING APPEAL

Please encourage those who want to show their support during this time to:

- Donate to: <https://awyrlas.org.uk/covid19>
- Set up a Facebook Fundraiser – go to <https://www.facebook.com/awyrlascharity/fundraisers>
- Start a JustGiving page here: <https://www.justgiving.com/campaign/awyrlascovid19>
- Text “Awyr Las C19” to 70500 to give £5 now towards the COVID-19 Response Fund

If you want to encourage people to support your specific ward / department / service at this time, please direct them to:

- Donate to your ward / department / service here: <https://awyrlas.org.uk/donate/givetoday>
- Set up a Facebook Fundraiser – go to <https://www.facebook.com/awyrlascharity/fundraisers>
- Start a JustGiving page for your ward / service here: <https://www.justgiving.com/alg>
- Contact the Awyr Las Support Team at [awyrlas@wales.nhs.uk](mailto:awyrlas@wales.nhs.uk) to set up a Text number for your specific ward or department.

Please do not encourage people to set up crowdfunding pages or Amazon Wish-Lists to purchase specific equipment or fundraise for your ward / department or service because:

- a) People cannot Gift Aid if they give via crowdfunding. If someone sets up a Just Giving page with Awyr Las, donations may be gift aided, meaning that the value of a £10 donation becomes £12.50, a £100 donation becomes £125, a £1,000 becomes £1,250 at no cost to the donor. Justgiving through a charity is SO much better.
- b) There is evidence that crowdfunding pages elsewhere in the UK have been set up fraudulently, and the monies raised haven't been given to their intended beneficiaries.
- c) The money raised through a crowdfunder can take between 6-10 days to reach the fundraiser. It is not an instant fix. Funds are available for you now through donations given to Awyr Las.
- d) Other NHS Charities have set up Amazon Wish-Lists for items that frontline staff require. Some of the items ordered are now not able to be dispatched until May, though they are needed now. All frontline staff can access funds through Awyr Las now for items that are required now.



GIG  
CYMRU  
NHS  
WALES

Bwrdd Iechyd Prifysgol  
Betsi Cadwaladr  
University Health Board



Awyr Las  
Blue Sky  
Elusen GIG Gogledd Cymru  
The North Wales NHS Charity

## **2. AWYR LAS COVID-19 RESPONSE GRANTS**

BCUHB staff members do not need to be issuing personal requests on social media for items that are needed on their wards. Some members of the public may find these personal appeals very distressing, and some personal appeals have led to unnecessary reports of items being needed at a time when BCUHB does actually need the members of the public to voluntarily supply specific additional PPE. If you need additional items for your ward you can use donations that are given to the Awyr Las COVID-19 Response Appeal.

BCUHB's Charitable Funds Committee has agreed funding of £50,000 for mental health support for frontline staff during and post the COVID-19 response period. A new fund has been set up with this grant (the COVID-19 Staff Support Fund, 8T53), which will be overseen by mental health services, working in collaboration with the BCUHB's Health Emergency Control Centre (HECC).

BCUHB's Charitable Funds Committee has agreed funding of £15,000 for any items that frontline staff require to care for patients affected by COVID-19. In addition, members of the community are being encouraged to raise money for this fund, and a number of substantial donations have already been received. This grant and these donations have been put into a new Fund, the COVID-19 Response Fund, Fund number 8T52. The Fund Advisors for this Fund are The HECCs Gold Command.

### *COVID-19 RESPONSE CHARITABLE FUNDING NEEDS UNDER £100*

With approval from a Band 8a member of staff (e.g. Matron), all frontline staff that are working on the COVID-19 response are able to spend up to £100 on unexpected items and claim back promptly for this unplanned expenditure, whilst COVID-19 Appeal funds are available.

These items must be **additional** to what the NHS is providing, the request must be signed off by a Band 8a or above, and must fall within one of the following categories:

- Unexpected volunteer expenses (e.g. additional meals / transport)
- Unexpected staff provisions (e.g. additional food, additional PPE)
- Unexpected additional items for patient comfort (e.g. equipment, toiletries)

All frontline staff needing to claim for this unplanned expenditure from the COVID-19 Response Fund, please go to: <https://awyrlas.org.uk/covid-fast-track> .

### *COVID-19 RESPONSE CHARITABLE FUNDING NEEDS OVER £100*

All request for funding over £100 from the COVID-19 Response Fund must go to the HECC Gold Command. All requests over £5,000 must have authorisation from the Charitable Funds Committee as well as HECC Gold Command. See <https://awyrlas.org.uk/covid-fast-track> for more information and to request funding over £100.



GIG  
CYMRU  
NHS  
WALES

Bwrdd Iechyd Prifysgol  
Betsi Cadwaladr  
University Health Board



Awyr Las  
Blue Sky  
Elusen GIG Gogledd Cymru  
The North Wales NHS Charity

### **3. REQUESTING GIFTS IN KIND (TANGIBLE, NON-FINANCIAL DONATIONS)**

It is important that NHS staff are not asking for items for their wards and departments at this time without checking that these items have not already been purchased, and without considering the impacts of doing so. Staff-led appeals for items, which can easily be sourced, may lead to unnecessary panic, BCUHB and other agency resource being diverted unnecessarily, and most importantly undermine our communities' collective efforts to ensure social distancing.

If you wish to issue a public appeal for items, such as bottled water, or if you require something specific, for example construction items or personnel during this unprecedented time, place your request here: <https://awyrlas.org.uk/request-support>.

Recently successful public appeals have been launched following requests for bottled water from senior nursing staff and homemade hearts from the palliative care teams. In addition, specific local companies and groups have been contacted in a targeted engagement exercise for other specific items required. Your team's needs could be met in this same, controlled, way.



GIG  
CYMRU  
NHS  
WALES

Bwrdd Iechyd Prifysgol  
Betsi Cadwaladr  
University Health Board



Awyr Las  
Blue Sky  
Elusen GIG Gogledd Cymru  
The North Wales NHS Charity

#### **4. MANAGING OFFERS OF SUPPORT INCLUDING PPE & FOOD**

Many local companies and individuals have asked to support BCUHB's efforts, particularly with sourcing PPE.

Please note that ALL PPE that is voluntarily provided must be checked for quality assurance purposes, so it is vitally important that all makers of PPE are directed here. BCUHB has a team overseeing the voluntary PPE and voluntarily provided equipment to ensure it is quality controlled and can be accepted.

ALL REQUESTS OF SUPPORT WITH PPE OR OTHER ITEMS TO HELP BCUHB'S COVID-19 RESPONSE MUST BE LOGGED HERE. If a company / individual contacts you with any offers of support please:

- a) Ask them to log their details and their generous offer here <https://awyrlas.org.uk/covid19offersofsupport> and a member of the BCUHB COVID-19 Voluntary Support Unit will contact them as soon as possible to: officially thank them & liaise with colleagues to assess the need, suitability and prioritisation of the offer provided and arrange collection / drop off at the most appropriate location.
- b) Log the offer yourself in <https://awyrlas.org.uk/covid19offersofsupport> if you have already received items or if you have liaised with colleagues to assess the need, suitability and prioritisation of the offer provided and arranged collection / drop off at the most appropriate location. Please include 'Thank only' in the notes section.

It is important that all offers of support can be logged here so BCUHB can ensure:

- The offer is permitted and can make sure all the necessary people know what is happening (e.g. Area Control Centres, Infection Control, Procurement Supply Chain Unit). It is important that these communications are logged properly and that there is traceability and accountability for all decision making on voluntary offers
- Everyone that offers something is properly thanked now, both with a thank you letter and on social media channels (<https://www.facebook.com/awyrlascharity>)
- All donors of any kind of offer are on the GDPR compliant 'offers of support' data base so they can be properly thanked post COVID-19 Response Period (for example with official thank you events and videos)
- All offers are correctly stored on the Awyr Las database and added to the BCUHB Gifts Register post COVID-19 Response Period
- The value of voluntary support can be robustly documented and reported on post COVID-19 Response Period



GIG  
CYMRU  
NHS  
WALES

Bwrdd Iechyd Prifysgol  
Betsi Cadwaladr  
University Health Board



Awyr Las  
Blue Sky  
Elusen GIG Gogledd Cymru  
The North Wales NHS Charity

## **5. 'SPREAD LOVE NOT COVID 19' – NON-FUNDRAISING ONLINE ENGAGEMENT**

Local families and community groups having been sending messages of support for frontline staff and patients through sending messages via Awyr Las social media. BCUHB staff are encouraged to 'like' [www.facebook.com/awyrlascharity](http://www.facebook.com/awyrlascharity) to view these messages in coming weeks.

## **6. REQUEST BCUHB COVID-19 RESPONSE VOLUNTEERS TO SUPPORT YOUR SERVICE**

Members of the public that wish to volunteer for support NHS services in North Wales are asked to become BCUHB COVID-19 Response Volunteers by registering here: <https://awyrlas.org.uk/bcuhb-volunteers>.

W&OD are responsible for ensuring volunteers have the necessary clearances before matching the volunteers with wards / departments and services that require volunteers. All volunteers can actively start volunteering once all fast-track clearances and checks are in place. Some are already volunteering.

Members of staff across BCUHB that need volunteers to assist with their service can request volunteers here: <https://awyrlas.org.uk/request-support>.



## **7. PARTNERSHIP WORKING WITH COMMUNITY VOLUNTARY COUNCILS & LOCAL AUTHORITIES**

The BCUHB COVID-19 Response Volunteer Scheme model employed has been established in consultation with the Project Lead for NHS Volunteers (England) and the Welsh Council for Voluntary Action (WCVA). The aim is to use existing resource effectively, employ a collaborative approach, and develop sustainable, resilient networks for the future. BCUHB researched and applied crisis planning logic when drawing up the BCUHB COVID-19 Response Volunteer System. The system will:

- Enable BCUHB to have prompt access to volunteers that are cleared and prepared for service in a hospital environment and in the community
- Enable BCUHB's key partners – notably Community Voluntary Councils and Local Authorities – to have an understanding of BCUHB need and be able to support where appropriate
- Enable BCUHB's key partners – notably CVCs and Local Authorities – to be able to request BCUHB COVID-19 Response Volunteers should there be a need to do so
- Enable flexibility for volunteers – BCUHB Volunteers will be able to be matched to the greatest need roles in North Wales that are best suited to them

Where a BCUHB service has existing partnership agreements with CVCs or Third Sector groups, the service must continue to work with those agencies as normal. If a BCUHB service / ward / department requires additional volunteers, volunteers can be requested here:

<https://awyrlas.org.uk/request-support> .

All BCUHB volunteer requests will be processed by W&OD, considering the following possible support routes in this order (note, not all of the below are appropriate support routes for all requests):

1. Re-deployed BCUHB staff / Bank staff
2. BCUHB COVID-19 Response Volunteers
3. Collaborating businesses / Community Voluntary Councils (CVCs link with all Third Sector groups in North Wales)
4. Additional specific volunteer 'call outs'

BCUHB is part of the North Wales Humanitarian Assistance and Volunteers Group (NWHAVG)'s Community Resilience Sub Group, which has been set up in response to the COVID-19 outbreak. Representatives from local Community Voluntary Councils, Local Authorities and the Police are working together with BCUHB through this sub group. Local Authorities and CVCs, which require additional volunteers, are asked to request support from BCUHB COVID-19 Response Volunteers here: <https://awyrlas.org.uk/cvc-la-volunteer-request> .



GIG  
CYMRU  
NHS  
WALES

Bwrdd Iechyd Prifysgol  
Betsi Cadwaladr  
University Health Board



Awyr Las  
Blue Sky  
Elusen GIG Gogledd Cymru  
The North Wales NHS Charity

## **8. NHS CHARITIES TOGETHER COVID-19 APPEAL**

BCUHB's charity, Awyr Las, has been a member of NHS Charities Together (NHSCT, formerly the Association of NHS Charities) for many years. Most NHS Charities are members of NHSCT, a charity that acts as an advocate for NHS Charities, and which leads on national campaigns on behalf of all NHS Charities.

NHSCT launched a COVID-19 Appeal in March, which (at 13.04.20) has already raised £30million for NHS Charities. An initial grant of £35,000 from the money raised was transferred to Awyr Las on 9<sup>th</sup> April, and further grants will be transferred this month. The funds raised through NHSCT are being given as grants to NHS Charities across the UK.

All BCUHB staff are therefore encouraged to support all NHSCT related activity, for example the <https://www.theguardian.com/world/2020/apr/09/public-urged-to-raise-5m-for-nhs-staff-with-one-million-claps-appeal>. The messages of support for NHS staff that people from LL postcodes send to the 'Million Claps' campaign are being shared on Awyr Las Charity social media channels and BCUHB communications channels.

In addition to the UK-wide NHS fundraising, the NHS Charities in Wales have also combined efforts to raise money together. Swansea Bay Health Charity helped to organise this recent fundraiser, which has benefitted all NHS Charities in Wales:

<https://www.walesonline.co.uk/news/wales-news/luke-evans-michael-sheen-rob-18065068>. If you know of a company that wants to support the NHS across Wales, please ask them to contact the Awyr Las Support Team using the information below.

## **9. VOLUNTARY PPE DONATIONS**

There are a number of volunteer 'makers' that are now producing PPE in North Wales. BCUHB has a team that is working with these volunteer makers, co-ordinating raw materials, production, quality control and distribution. BCUHB staff should not accept PPE from any source unless it has been issued via the BCUHB Voluntary PPE Co-ordinators. This is to help ensure BCUHB staff and other key workers' safety. A 'Thank you and Information notice to all visor makers' was published on 12/04/20 (see Appendix 1).

All voluntary PPE makers are asked to register here so they are kept abreast of all changes in raw materials supply, preferred production methods, quality control processes and distribution channels: <https://awyrilas.org.uk/covid19offersofsupport>.

If you have a question regarding PPE, or if you know of other key workers outside BCUHB that are unclear of what PPE they need or where to source it from, please complete this form, and a Voluntary PPE Co-ordinator will be able to respond to your query:

<https://awyrilas.org.uk/ppe-enquiries-north-wales>



**GIG  
CYMRU  
NHS  
WALES**

Bwrdd Iechyd Prifysgol  
Betsi Cadwaladr  
University Health Board



**Awyr Las  
Blue Sky**  
Elusen GIG Gogledd Cymru  
The North Wales NHS Charity

**10. IMPORTANT SUMMARY AND INFORMATION:**

COVID-19 BCUHB VOLUNTEER REQUESTS	<a href="https://awyrilas.org.uk/request-support">https://awyrilas.org.uk/request-support</a>
COVID-19 RESPONSE FUNDING REQUESTS	<a href="https://awyrilas.org.uk/covid-fast-track">https://awyrilas.org.uk/covid-fast-track</a>
COVID-19 BCUHB ITEMS FROM CHARITY / LOCAL BUSINESSES REQUEST	<a href="https://awyrilas.org.uk/request-support">https://awyrilas.org.uk/request-support</a>
COVID-19 RESPONSE PUBLIC APPEAL	<a href="https://awyrilas.org.uk/covid19">awyrilas.org.uk/covid19</a>
COVID-19 TEXT APPEAL	Text "Awyr Las C19" to 70500 to give £5
COVID-19 UPDATES FROM THE COMMUNITY	<a href="https://www.facebook.com/awyrilascharity">www.facebook.com/awyrilascharity</a>
COVID 19 RESPONSE VOLUNTEER REGISTRATION	<a href="https://awyrilas.org.uk/bcuhb-volunteers">https://awyrilas.org.uk/bcuhb-volunteers</a>
COVID-19 RESPONSE OFFERS OF PPE AND OTHER VOLUNTARY SUPPORT	<a href="https://awyrilas.org.uk/covid19offersofsupport">https://awyrilas.org.uk/covid19offersofsupport</a>
VOLUNTARY PPE QUERY	<a href="https://awyrilas.org.uk/ppe-enquiries-north-wales">https://awyrilas.org.uk/ppe-enquiries-north-wales</a>
AWYR LAS SUPPORT TEAM CONTACT:	Message <a href="https://www.facebook.com/awyrilascharity">www.facebook.com/awyrilascharity</a> Text 07779165404 Email <a href="mailto:awyrilas@wales.nhs.uk">awyrilas@wales.nhs.uk</a>

**Author: Kirsty Thomson, BCUHB Head of Fundraising (BCUHB COVID-19 Voluntary Support Unit)**

**Version: 5**

**Date: 13/04/20**



GIG  
CYMRU  
NHS  
WALES

Bwrdd Iechyd Prifysgol  
Betsi Cadwaladr  
University Health Board



Awyr Las  
Blue Sky  
Elusen GIG Gogledd Cymru  
The North Wales NHS Charity

## **Appendix 1: A THANK YOU AND IMPORTANT INFORMATION FOR THE VISOR MAKER COMMUNITY OF NORTH WALES FROM BCUHB (issued 12/04/20)**

**Thank you to all of the makers – schools, colleges, businesses, universities and technology enthusiasts – that are voluntarily producing these important visors. You are amazing!**

There are now many visor ‘makers’ across North Wales voluntarily producing visors to help protect key workers in North Wales during this challenging COVID-19 Response period. It is BCUHB’s intention to work with the voluntary maker community to ensure that BCUHB staff and other key workers in our communities have the very best quality visors possible, to ensure that they will protect our staff and not harm them either. We’re sure you will understand that to do this we need to have confidence in the design, materials, manufacture and decontamination of the visor before we issue it for use.

### **Important information**

- Where possible BCUHB and all other agencies employing frontline key workers should and will procure CE Marked PPE. Non-CE Marked PPE will only be used by BCUHB when CE Marked PPE is not available.
- BCUHB is working with the voluntary maker community in North Wales to ensure the best quality visors can be produced for key workers. BCUHB is not acting as a supplier of PPE to other agencies.
- Menai Science Parc (M-SParc) has provided voluntary advice to BCUHB and, along with others in the maker community, has worked closely with us to identify and produce a number of designs for assessment. M-SParc has voluntarily offered its premises and resources for the North Wales community to help ensure quality control measures are in place.

### **BCUHB preferred visors:**

A Clinical Scientist from BCUHB’s Posture & Mobility Service and Infection Prevention & Control teams have assessed a number of different visor models that have been provided by local ‘makers’ in recent days. Some versions are not suitable for key workers because they do not provide the necessary protection. Currently (at 12/04/20), the preferred visor models are the PRUSA RC3 and the Kitronik which is laser cut. Details on providing the Prusa is available via the online forum (<http://forum.northwales.tech>) and in the Standard Operating Procedure (SOP) drawn up voluntarily by M-SParc, which can be found on the forum. Details on the kitronic design will be provided over the next couple of days.

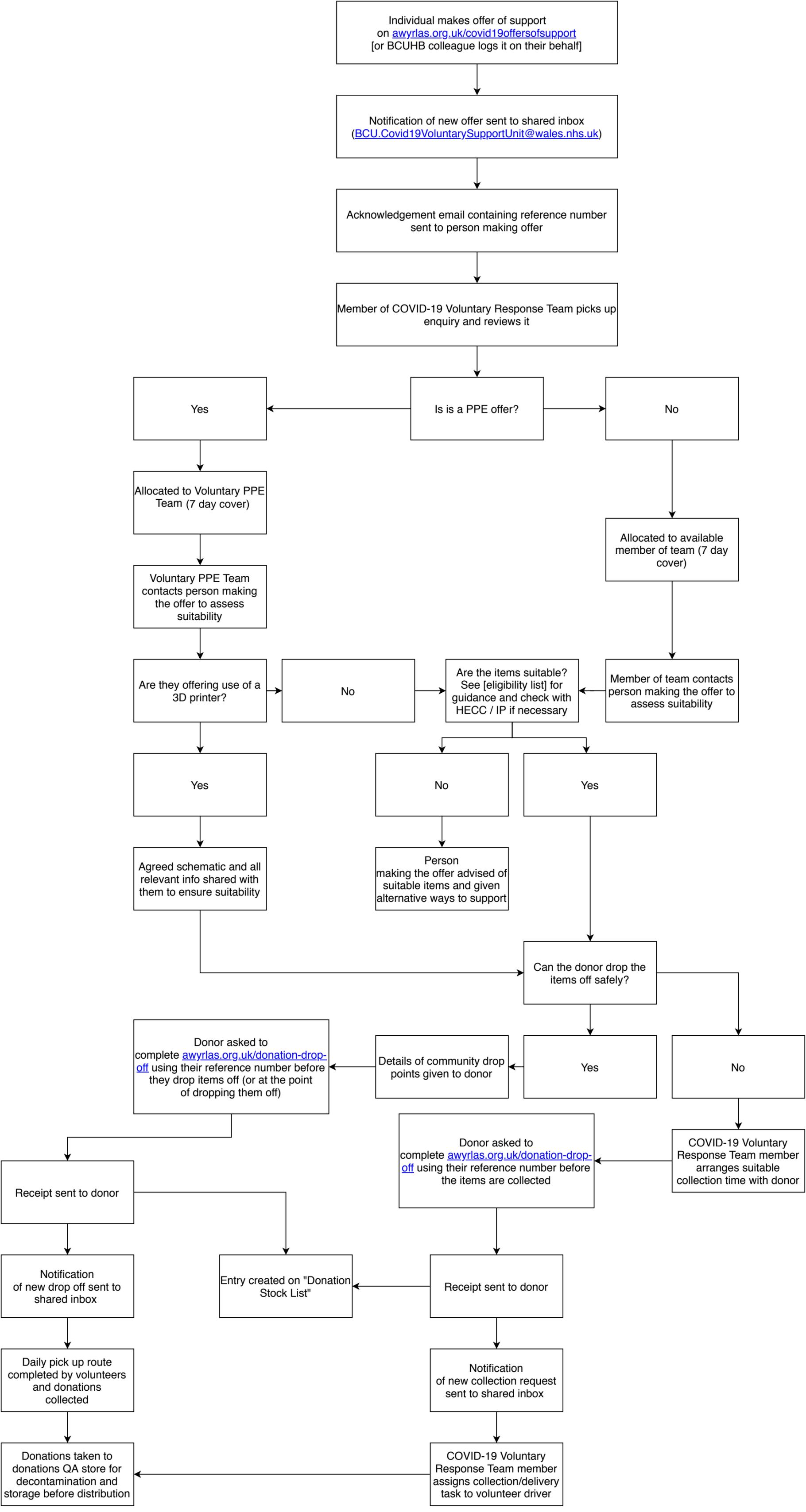
### **How Makers can help with distribution to Key Workers**

In order for all key workers in North Wales to receive the very best quality visors, all makers in North Wales are respectfully asked to register as a maker here: <https://awyrlas.org.uk/covid19offersofsupport> and read the SOP.

### **The BCUHB Voluntary PPE Coordinator can then make contact with you to discuss:**

- ✓ Your visor designs, the materials you are using and the supply of raw materials, and distribution
- ✓ Quality control and disinfection methods
- ✓ Help you make sure your visors are the very best quality for all key workers in North Wales, not just BCUHB staff, and of course say **Thank You** and give you the recognition you so deserve

Please post all technical queries relating to the production of visors on <http://forum.northwales.tech>



Individual makes offer of support on [awyrilas.org.uk/covid19offersofsupport](http://awyrilas.org.uk/covid19offersofsupport) [or BCUHB colleague logs it on their behalf]

Notification of new offer sent to shared inbox ([BCU.Covid19VoluntarySupportUnit@wales.nhs.uk](mailto:BCU.Covid19VoluntarySupportUnit@wales.nhs.uk))

Acknowledgement email containing reference number sent to person making offer

Member of COVID-19 Voluntary Response Team picks up enquiry and reviews it

Yes

Is is a PPE offer?

No

Allocated to Voluntary PPE Team (7 day cover)

Allocated to available member of team (7 day cover)

Voluntary PPE Team contacts person making the offer to assess suitability

Member of team contacts person making the offer to assess suitability

Are they offering use of a 3D printer?

No

Are the items suitable? See [eligibility list] for guidance and check with HECC / IP if necessary

Yes

No

Yes

Agreed schematic and all relevant info shared with them to ensure suitability

Person making the offer advised of suitable items and given alternative ways to support

Can the donor drop the items off safely?

Donor asked to complete [awyrilas.org.uk/donation-drop-off](http://awyrilas.org.uk/donation-drop-off) using their reference number before they drop items off (or at the point of dropping them off)

Details of community drop points given to donor

Yes

No

COVID-19 Voluntary Response Team member arranges suitable collection time with donor

Donor asked to complete [awyrilas.org.uk/donation-drop-off](http://awyrilas.org.uk/donation-drop-off) using their reference number before the items are collected

Receipt sent to donor

Receipt sent to donor

Notification of new drop off sent to shared inbox

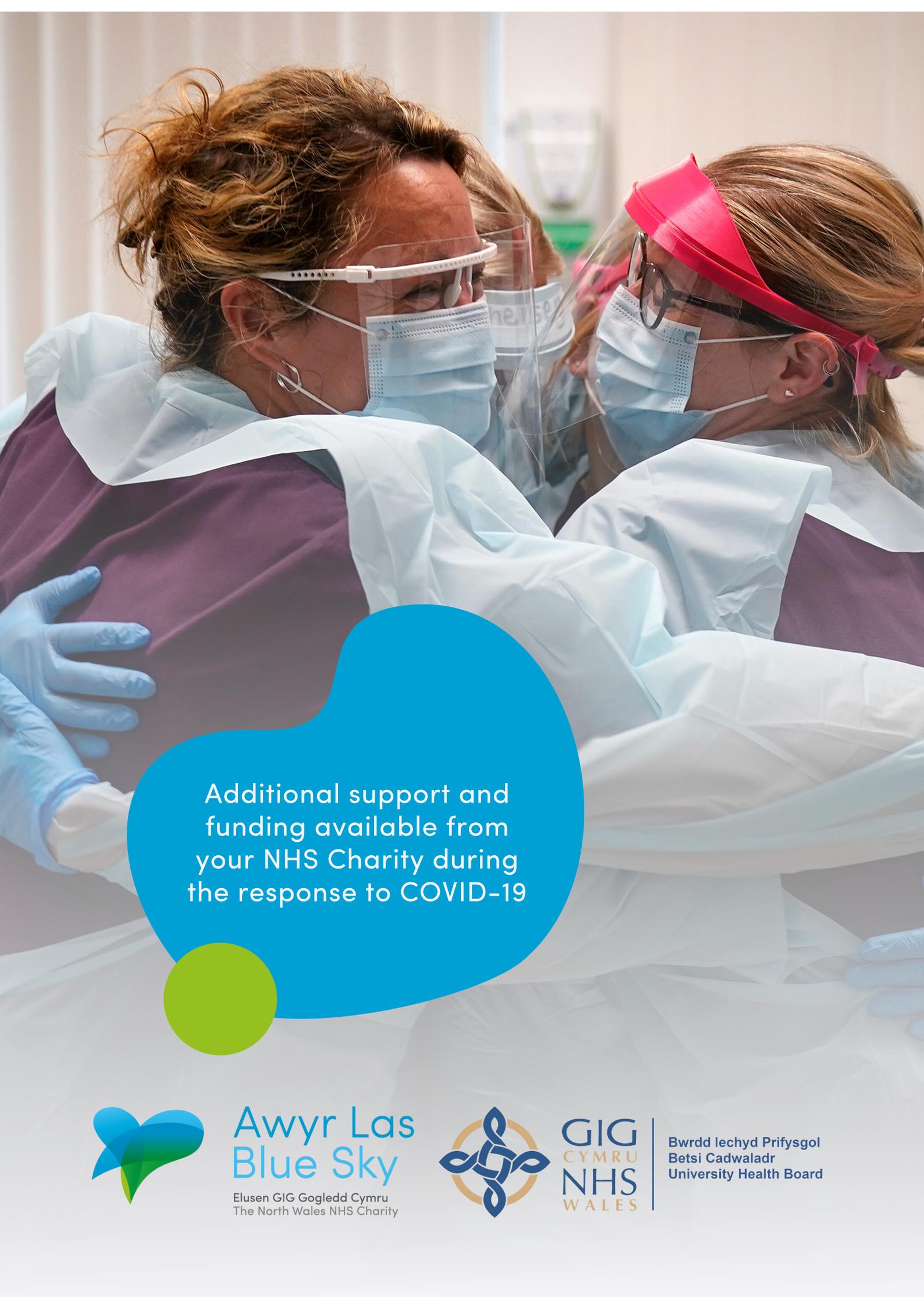
Entry created on "Donation Stock List"

Notification of new collection request sent to shared inbox

Daily pick up route completed by volunteers and donations collected

COVID-19 Voluntary Response Team member assigns collection/delivery task to volunteer driver

Donations taken to donations QA store for decontamination and storage before distribution



Additional support and funding available from your NHS Charity during the response to COVID-19



Awyr Las  
Blue Sky

Elusen GIG Gogledd Cymru  
The North Wales NHS Charity



GIG  
CYMRU  
NHS  
WALES

Bwrdd Iechyd Prifysgol  
Betsi Cadwaladr  
University Health Board

## What is available?

### Support from the North Wales community has been overwhelming

The Awyr Las COVID-19 Response Fund was launched on the 23rd of March. Since then, local individuals and businesses have been fundraising and donating generously. As a member of NHS Charities Together (NHSCT), Awyr Las has also benefited from the fruits of high-profile national fundraising campaigns, like Captain Tom's 100 laps.

### What kind of things can funding pay for?

Funding can go towards items that:

- Are not provided by the NHS
- Are important additions for patient wellbeing and staff or volunteer morale

Projects that focus on the following will be prioritised:

- The immediate wellbeing of patients and staff
- Helping people after they leave hospital
- Long-term resilience & recovery of staff, patients and the wider community

Examples of what might be funded:

- Wellbeing packs for staff and patients
- Extra equipment, like fridges and microwaves, for staff rooms
- Support for volunteers, including expenses

Examples of what cannot be funded:

- Equipment for staff that is required or recommended by Occupational Health
- Flowers or gifts for staff
- Mandatory training for staff
- Alcohol
- Items for individual patient benefit

Visit the Awyr Las website for further guidance.

[awyrlas.org.uk/important-information-for-bcuhb-staff](http://awyrlas.org.uk/important-information-for-bcuhb-staff)



## How much can I apply for?

### Items £100 or under

You can ask a Band 8a (e.g Matron) or more senior member of staff for authorisation to purchase urgent items up to the value of £100 through the Awyr Las COVID-19 Response Fund. Before purchasing the item, you must ensure it meets the agreed criteria - see page 2. You may pay for the items in the knowledge that you will receive a refund within 7 days. You can then request a refund.

### Items £101 - £4,999

All requests for funding from the COVID-19 Response Fund between £100 and £4,999 must be approved by the HECC Gold Command. All requests must be submitted on the funding request form.

### Items £5,000 or over

The BCUHB Charitable Funds Committee must authorise funding requests of £5,000 or more. You must complete an application form. During this COVID-19 response period, your requests will be processed within 5 days.

You can read this guidance in full, and find all the necessary forms, on the Awyr Las website.

[awyrlas.org.uk/covid-fast-track](https://awyrlas.org.uk/covid-fast-track)



## What other support is available?

### The Awyr Las Support Team is here to help you!

We can help with requests for Gifts in Kind (for example, if your team needs donations of snacks or toiletries), requests for handmade items (like mask extenders or laundry bags) and other items that will help you, your colleagues and your patients. Just drop us a line!

[awyrlas@wales.nhs.uk](mailto:awyrlas@wales.nhs.uk) • [m.me/awyrlascharity](https://m.me/awyrlascharity)

If you require volunteer support, please contact your local Workforce Hub in the first instance:

**East - [BCU.WorkforceHubDeploymentEast@wales.nhs.uk](mailto:BCU.WorkforceHubDeploymentEast@wales.nhs.uk)**

**West - [BCU.WorkforceHubDeploymentWest@wales.nhs.uk](mailto:BCU.WorkforceHubDeploymentWest@wales.nhs.uk)**

**Central - [BCU.WorkforceHubDeploymentCentral@wales.nhs.uk](mailto:BCU.WorkforceHubDeploymentCentral@wales.nhs.uk)**



## How can I encourage others to help?

There are so many ways people in the community can support you!

### Donate money or set up a fundraiser

- On JustGiving - [www.justgiving.com/campaign/awyrascalovid19](http://www.justgiving.com/campaign/awyrascalovid19)
- On Facebook - [www.facebook.com/fund/awyrascalcharity](https://www.facebook.com/fund/awyrascalcharity)
- By SMS - Text "Awyr Las" followed by your ward & hospital or fund code to 70500 to give £5 instantly - e.g. "Awyr Las Children's YGC" or "Awyr Las 8Q02".
- By cheque - make cheques payable to "Awyr Las" and post to: Awyr Las, Ysbyty Gwynedd, Bangor, Gwynedd, LL57 2PW. Please enclose a note that has your name and address plus info on where the donation should go!

### Make things or give goods

The most up to date information about donations of handmade items can be found on the website. Any offer to make things, or donate goods (like snacks and toiletries) must first be logged online here: [awyrilas.org.uk/covid19offersofsupport](http://awyrilas.org.uk/covid19offersofsupport)

### Get Involved

- Download a Nel Del (Awyr Las' Mascot) colouring sheet
- Find details of other community-based initiatives

Full details of how patients and the wider community can get involved can be found on the Awyr Las website!

[awyrilas.org.uk/how-you-can-help](http://awyrilas.org.uk/how-you-can-help)





**GIG  
CYMRU  
NHS  
WALES**

Bwrdd Iechyd Prifysgol  
Betsi Cadwaladr  
University Health Board



**Awyr Las  
Blue Sky**  
Elusen GIG Gogledd Cymru  
The North Wales NHS Charity

## **Appendix 6: Awyr Las Covid-19 Appeal Grants (March – June 2020)**

### **Awyr Las Covid-19 Appeal Grants Overview**

This report provides an overview of the Covid-19 Appeal grants given up to 3<sup>rd</sup> June 2020, when the grants allocated amounted to £100,399, not the more recent total figure of £120,197 included in the Finance Overview.

The information within this report demonstrates that:

- Over 70% of grants given to date have supported items / projects under £5,000
- Only 18 people have made use of the Fast Track reimbursement system to date
- Almost 80% of grants given to date have supported secondary care
- Whilst over 40% of Covid-19 grants to date have supported BCUHB wide initiatives, the West has benefitted significantly more from Covid-19 grants than East and West to date
- All grants awarded over £5,000 to date have supported BCUHB wide projects
- Nearly 70% of grants awarded to date have supported additional equipment and better facilities
- All grants ultimately serve to benefit patients. Over 70% of grants awarded to date have supported projects and items that primarily focus on benefitting staff wellbeing in some way.

### **1.0 Number of grants awarded**

	<b>≤ £100</b>	<b>£101 - £4,999</b>	<b>≥ £5,000</b>	<b>Total</b>
<b>Number of grants</b>	18	40	2	60
<b>Average given</b>	£81	£1,841	£12,648	£1,673
<b>Total given</b>	£1,463	£73,640	£25,297	£100,399



## 2.0 Grants awarded: geographical area

### 2.1 Summary of grants awarded, focussing on geographical area

	Summary		
	Number	Amount	Average
East	13	£11,184	£860
West	25	£33,497	£1,340
Central	15	£16,182	£1,079
BCU Wide	7	£39,535	£5,648
Primary	21	£21,958	£1,046
Secondary	39	£78,440	£2,011

### 2.2 Grants under £100 awarded, focussing on geographical area

	≤ £100		
	Number	Amount	Average
East	5	£400	£80
West	11	£940	£85
Central	2	£122	£61
BCU Wide	0	£0	£0
Primary	8	£633	£79
Secondary	10	£829	£83



### 2.3 Grants between £101 - £4,999 awarded, focussing on geographical area

	£101 - £4,999		
	Number	Amount	Average
East	8	£10,784	£1,348
West	14	£32,557	£2,326
Central	13	£16,060	£1,235
BCU Wide	5	£14,238	£2,848
Primary	13	£21,325	£1,640
Secondary	27	£52,314	£1,938

### 2.4 Grants over £5,000 awarded, focussing on geographical area

	≥ £5,000		
	Number	Amount	Average
East	0	£0	£0
West	0	£0	£0
Central	0	£0	£0
BCU Wide	2	£25,297	£12,648
Primary	0	£0	£0
Secondary	2	£25,297	£12,648



### 3.0 Grants awarded: themes

#### 3.1 Summary of grants awarded, focussing on themes

	Summary		
	Number	Amount	Average
<b>Equipment &amp; Facilities</b>	40	£69,839	£1,746
<b>Refreshments</b>	2	£200	£100
<b>Arts in Health</b>	3	£187	£62
<b>Additional PPE &amp; Clothing</b>	4	£9,472	£2,368
<b>Digital &amp; Innovation</b>	1	£1,500	£1,500
<b>Training &amp; Education</b>	4	£12,415	£3,104
<b>Volunteer expenses</b>	3	£251	£84
<b>Miscellaneous</b>	3	£6,535	£2,178
<b>Staff Wellbeing</b>	45	£72,210	£1,605
<b>Patient Experience</b>	15	£28,189	£1,879

#### 3.2 Grants under £100 awarded, focussing on themes

	≤ £100		
	Number	Amount	Average
<b>Equipment &amp; Facilities</b>	9	£728	£81
<b>Refreshments</b>	2	£200	£100
<b>Arts in Health</b>	3	£187	£62
<b>Additional PPE &amp; Clothing</b>	0	£0	£0
<b>Digital &amp; Innovation</b>	0	£0	£0
<b>Training &amp; Education</b>	0	£0	£0
<b>Volunteers</b>	3	£251	£84
<b>Miscellaneous</b>	1	£96	£96



**GIG  
CYMRU  
NHS  
WALES** | Bwrdd Iechyd Prifysgol  
Betsi Cadwaladr  
University Health Board



**Awyr Las  
Blue Sky**  
Elusen GIG Gogledd Cymru  
The North Wales NHS Charity

<b>Staff Wellbeing</b>	10	£828	£83
<b>Patient Experience</b>	8	£634	£79

### 3.3 Grants between £101 - £4,999 awarded, focussing on themes

	<b>£101 - £4,999</b>		
	<b>Number</b>	<b>Amount</b>	<b>Average</b>
<b>Equipment &amp; Facilities</b>	30	£49,111	£1,637
<b>Refreshments</b>	0	£0	£0
<b>Arts in Health</b>	0	£0	£0
<b>Additional PPE &amp; Clothing</b>	4	£9,472	£2,368
<b>Digital &amp; Innovation</b>	1	£1,500	£1,500
<b>Training &amp; Education</b>	4	£12,415	£3,104
<b>Volunteers</b>	0	£0	£0
<b>Miscellaneous</b>	2	£6,439	£3,220
<b>Staff Wellbeing</b>	34	£66,085	£1,944
<b>Patient Experience</b>	6	£7,555	£1,259



### 3.4 Grants over £5,000 awarded, focussing on themes

	≥ £5,000		
	Number	Amount	Average
<b>Equipment &amp; Facilities</b>	1	£20,000	£20,000
<b>Refreshments</b>	0	£0	£0
<b>Arts in Health</b>	0	£0	£0
<b>Additional PPE &amp; Clothing</b>	0	£0	£0
<b>Digital &amp; Innovation</b>	0	£0	£0
<b>Training &amp; Education</b>	0	£0	£0
<b>Volunteers</b>	0	£0	£0
<b>Miscellaneous</b>	0	£0	£0
<b>Staff Wellbeing</b>	1	£5,297	£5,297
<b>Patient Experience</b>	1	£20,000	£20,000

## Charitable Funds Committee Report



<b>Cyfarfod a dyddiad: Meeting and date:</b>	<b>Charitable Funds Committee 25/06/20</b>						
<b>Cyhoeddus neu Breifat: Public or Private:</b>	Public						
<b>Teitl yr Adroddiad Report Title:</b>	Awyr Las Support Team Covid-19 Response Second Phase Plan						
<b>Cyfarwyddwr Cyfrifol: Responsible Director:</b>	Sue Hill, Executive Director Of Finance						
<b>Awdur yr Adroddiad Report Author:</b>	Kirsty Thomson, Head of Fundraising & Rebecca Hughes, Charity Accountant						
<b>Craffu blaenorol: Prior Scrutiny:</b>	No prior scrutiny						
<b>Atodiadau Appendices:</b>	Appendix 1: Staff Lottery Business Case (Updated) Appendix 2: Awyr Las Resilience Campaign Outline Appendix 3: Criteria for Awyr Las Covid-19 Grant Applications						
<b>Argymhelliad / Recommendation:</b>							
<i>The Committee is asked to note the report and approve all Appendices.</i>							
Please tick one as appropriate (note the Chair of the meeting will review and may determine the document should be viewed under a different category)							
<b>Ar gyfer penderfyniad /cymeradwyaeth For Decision/ Approval</b>	✓	<b>Ar gyfer Trafodaeth For Discussion</b>		<b>Ar gyfer sicrwydd For Assurance</b>		<b>Er gwybodaeth For Information</b>	
<b>Sefyllfa / Situation:</b>							
The purpose of this report is to provide the Charitable Funds Committee with an outline of the priorities for the Awyr Las Support Team during the Covid-19 Second Phase, which is expected to run from July 2020 to March 2021. This should be read in conjunction with the Awyr Las Covid-19 Initial Response Period Report.							
<b>Cefndir / Background:</b>							

## 1.0 Staff Lottery Business Case

The Staff Lottery Business Case was approved by the Charitable Funds Committee at the March 2020 meeting. This Business case has been updated and the timeline of implementation has been changed to allow for disruption to normal service caused by the Covid-19 pandemic. All changes made in **Appendix 1: Staff Lottery Business Case (Updated)** are noted in red for ease.

Once approval is granted by the Charitable Funds Committee, the Assistant Director for Strategic And Business Analysis will ensure the Business Case is presented to all necessary committees for additional approvals.

The Charitable Funds Committee members are asked to give their approval of the updated is Staff Lottery Business Case.

## 2.0 Covid-19 Second Phase Fundraising and Grant Giving

All patients and healthcare services have faced unprecedented challenges because of Covid-19. All healthcare services are being forced to adapt to new working practices, and all staff have been affected. Increasingly, the Awyr Las Support Team is receiving requests for support from colleagues needing additional equipment or special projects to help maintain quality services for patients. More flexible funding will be needed over the next 9 months, so the Awyr Las Support Team has drawn up outline plans for a new campaign to raise £400,000, see the **Appendix 2: Awyr Las Resilience Campaign Outline**.

The Charitable Funds Committee members are asked to give their approval of the Awyr Las Resilience Campaign Outline.

## 3.0 Prioritisation Criteria for Awyr Las Covid-19 Grant Applications

A prioritisation criteria has not been in place for the Awyr Las Covid-19 Grants until now, because all permitted applications have been funded to date. Until now, most applications have focussed on the immediate wellbeing of patients and staff. As the focus shifts to medium and long term recovery and resilience, the Awyr Las Support Team has produced criteria to help aid decision-makers when deciding on what which applications should be prioritised. See **Appendix 3: Criteria for Awyr Las Covid-19 Grant Applications**.

The Charitable Funds Committee members are asked to give their approval of the Prioritisation Criteria for Awyr Las Covid-19 Grants.

## 4.0 Covid-19 Appeal Special Grants and additional requests for authorisation

### 4.1 Awyr Las Digital devices Grant Scheme

Despite a significant number of digital devices being issued at the start of the pandemic, the Awyr Las Support Team continues to receive a number of requests for digital devices, and have been directing staff to the BCUHB IT team when they have requested them. A number of donors have given to support ipads and digital devices to aid hospital visiting, relieve patient boredom, facilitate community meetings and team 'huddles', and assist the increase in virtual appointments and therapy. IT representatives have agreed that establishing a 'Digital Devices Grant Scheme' of £10,000, using the funding given for the purpose, would be a good route to ensure all staff have the opportunity to request digital devices

and to help prioritise the requests and ensure equity across the region and across services where possible.

This scheme could be launched in July. The grant scheme would mirror previous grant schemes, with all applicants having to complete a basic form, and all applications prioritised using a scoring system similar to the one in Appendix 3. BCUHB IT team representatives, who know which departments have already benefitted from receiving ipads and other digital devices, would be included in the shortlisting / prioritisation process.

**The Charitable Funds Committee members are asked to give their approval of a £10,000 Digital Devices grant scheme.**

#### 4.2 Virtual Hospital Scoping Project

During the Health Hack in May (see <http://www.m-sparc.com/hackcovid>) it became evident that a number of healthcare professionals in North Wales (and beyond) are searching for ways to establish a 'virtual community hospital' to help reduce the number of hospital based appointments and continue to provide an excellent, easily accessible, level of care for all, especially the most vulnerable. The Welsh Government and Healthcare providers have begun to use a number of software solutions, including Attend Anywhere, but healthcare professionals are seeking adaptable models that meet all their needs. A number of healthcare professionals do not feel that the current offering meets the needs of their patients.

Awyr Las are likely to receive a number of applications to support the development or purchase of virtual healthcare software packages, as the focus of Covid-19 Appeal grant giving moves towards long-term recovery and resilience. BCUHB's Associate Director for Research and Innovation, Lynne Grundy, has suggested that BCUHB's Research and Innovation team leads on carrying out a 'Gap Analysis' to assess what virtual solutions exist already and what else is needed. This body of work would seek to research and uncover what statutory agencies, the scientific and academic community, business community and third sector are planning in this area, both locally as well as internationally, as well as which healthcare professionals are seeking new and different virtual solutions. The Research and Innovation team will bring together a series of recommendations that would provide suggested routes to ensure collaborative, strategic working in Wales and beyond. A paper will set out the recommendations to identify how charitable funding could be used most effectively to meet the desired outcomes, as set by BCUHB staff and others that are seeking a 'virtual hospital first' model of working for the NHS. This paper could provide a road map for the a large part of the Awyr Las Covid-19 Appeal long term support grants.

BCUHB's Research and Innovation team will need protected time and possible funding to work with external researchers in order to draw up a credible report on A Virtual Hospital for North Wales. The project could begin in July, and an initial draft paper could be presented to the Charitable Funds Committee at the September 2020 meeting.

**The Charitable Funds Committee members are asked to give their approval to allocate up to £5,000 for a Virtual Hospital for North Wales Research and Innovation Scoping Project.**

#### 4.3 Awyr Las Charitable Funds Advisory Group

Due to Covid-19, the new Awyr Las Charitable Funds Advisory Group was stood down before its first meeting. Given the uncertainty over the next 6 months, the Head of Fundraising and Charity Accountant would like to request that the Group remains inactive until January 2021. High levels of

scrutiny remain in place, with the prioritisation scoring being applied to all Covid-19 Appeal related funding.

**The Charitable Funds Committee members are asked to give their approval to delay the introduction of the new Awyr Las Charitable Funds Advisory Group until January 2021.**

#### 4.4 The BCUHB Use Of Premises Paper

The Head of Fundraising presented a revised BCUHB Use Of Premises paper to the Charitable Funds Committee in March 2020 (see Appendix 2 of the Third Sector Groups Report, March 2020). In view of necessary changes to the use of space due to Covid-19, which may need to be in place in some form for 18 months, the Awyr Las Support Team would like to carry out more interviews both internally and externally and present a revised paper to the September Charitable Funds Committee.

**The Charitable Funds Committee members are asked to give their approval for the Awyr Las Support Team to devote time to this and present a revised BCUHB Use Of Premises Paper for approval at the September Charitable Funds Committee meeting.**

#### 4.5 The Staff Development Fund & Covid-19 Staff Wellbeing Fund

The Staff Development Fund (8T48) currently has a balance of £66,200 and the Covid-19 Staff Wellbeing Fund (8T53) has a balance of £50,000. The Head of Fundraising has approached the BCUHB Wellbeing Group to request that a strategic, holistic, application to support staff wellbeing in the wake of the Covid-19 initial response period is submitted.

The Awyr Las Support Team is regularly approached currently by staff wishing to adapt their services to help their patients and their colleagues. Many of these services have not seen increases in demand because of Covid-19, but they want to see positive change happen now because their colleagues and patients have been affected by Covid-19. These services aren't necessarily eligible for Covid-19 Appeal funding. The Head of Fundraising and Charity Accountant would therefore like to request that the £66,200 is used to fund staff development and wellbeing projects up to £5,000. A Staff Development and Wellbeing grant scheme could be opened from July, with representatives from Workforce and Organisational Development (W&OD) and Mental Health Services (MHL) participating in the development and prioritisation of this grant scheme.

**The Charitable Funds Committee members are asked to give their approval for the Awyr Las Support Team to work with colleagues in W&OD and MHL to draw up and deliver a Staff Development and Wellbeing Grant with the £66,200 from the Staff Development Fund (8T48).**

#### 4.6 Accepting Public Health Funds

NHS Charities Together has allocated £14,000 funding to Public Health Wales, in line with donors' wishes. Public Health Wales does not have charitable status, but the Head of Fundraising spoke to Jill Jones from the Charity Commission (21/05/20) who confirmed that in Awyr Las' governing document the objects state that funds must be used to support 'Betsi Cadwaladr University Health Board or purposes relating to the National Health Service'. Given this, according to the Charity Commission Awyr Las can accept and manage donations that are given for the purpose of supporting the whole of Wales.

The Head of Fundraising therefore recommends that the £14,000 for Public Health Wales is transferred to Awyr Las' existing Public Health Fund, and that the BCUHB Executive Director of Public

Health becomes a Fund Advisor for the fund. Once approval is received, the Head of Fundraising will liaise with the BCUHB Executive Director of Public Health to ensure these charitable funds are used in line with the wishes of the donor.

The Charitable Funds Committee members are asked to give their approval for the £14,000 to be transferred from NHS Charities Together to Awyr Las, specifically for the Public Health Fund.

#### 4.7 Impact Reporting

The Awyr Las Support Team had intended to issue an Impact Report on the grants given by the North Wales NHS Charity over the past 10 years in July, but this will now be published in December 2020, with recommendations on grant making for the next 10 years.

The Charitable Funds Committee members are asked to approve the change in timeframe for publishing this report.

#### 4.8 Pan-Wales NHS Charities National Working Group

The Awyr Las Support Team is establishing a pan-Wales NHS Charities National Working Group, with representation from all Welsh NHS Charities. The aim of this group will be to improve the visibility and effectiveness of NHS Charities. In the first year the goals are anticipated to be: review and align internal promotion policies, volunteering policies and national campaigns.

The Charitable Funds Committee members are asked to give approval to the Awyr Las Support Team to devote time to establishing this group and indicate if there is anything specific they would like to see achieved through the establishment of this formal group.

### **Asesiad / Assessment & Analysis**

**Strategy Implications**

*This report is underpinned by the Awyr Las Strategy 2016-21, see <https://awyrlas.org.uk/content/downloads/The-Awyr-Las-Strategy-2016-to-2021.pdf> and has been drawn up as a direct response to the Covid-19 pandemic.*

**Financial Implications**

*The items outlined in this report, including the Staff Lottery, are all costed within the agreed Awyr Las Support Team and Fundraising Activity budget.*

**Risk Analysis**

*An individual Risk Analysis is completed for all Awyr Las events and activities, and for new processes and ways of working introduced by members of the ALST. The ALST's perceived main risks are included in the Charity's Risk Register.*

**Legal and Compliance**

*All items within this report will be monitored and will be updated on at the September 2020 Charitable Funds Committee meeting.*

**Impact Assessment**

*Impact Assessments are carried out for all Awyr Las events and activities, and for new processes and ways of working introduced by members of the ALST.*

**Awyr Las Covid-19 Second Phase Plan, June 2020, Appendix 1:**  
**BCUHB Staff Lottery Business Case**

<b>Division / Area / Department</b>	<b>Awyr Las, the North Wales NHS Charity</b>
<b>Development or Scheme Title</b>	<b>BCUHB Staff Lottery</b>
<b>Author/s</b>	<b>Kirsty Thomson, Head of Fundraising</b>
<b>Executive Sponsor</b>	<b>Sue Hill, Executive Director of Finance</b>
<b>Version</b>	<b>3</b>
<b>Date</b>	<b>12<sup>th</sup> June 2020</b>

<b>1. Executive Summary</b>
<p>The case for a BCUHB Staff Lottery has never been stronger, for the following reasons:</p> <ol style="list-style-type: none"> <li><u>Support Strategic Priorities</u> NHS Staff lotteries provide ‘undesigned’ funds (general funds that aren’t given for a specific ward or department), which can be directed to supporting strategic priorities that are otherwise unlikely to benefit from charitable funding</li> <li><u>Opportunities to raise significant funds</u> A well-promoted BCUHB Staff Lottery has the potential to gross over £1million in five years</li> <li><u>Union and Staff support</u> A proposal to set up a Staff Lottery was agreed in principle by Union and BCUHB Staff Representatives in April 2019</li> <li><u>Evidence of successful NHS Charity Staff Lotteries</u> A recent survey of NHS Charities showed that 51% of those taking part already have an established lottery and the remaining charities are keen to establish one based on the success of existing staff lotteries in other NHS Charities</li> <li><u>Mechanism to promote important messages</u> Currently 40% of surveyed staff were unaware that Awyr Las was their NHS Charity. Key messages can be better shared through regular interactions with staff members if a Staff Lottery is in place</li> <li><u>Funding for the Lottery can be budgeted for</u> The Awyr Las Support Team currently has a Band 6 vacancy. The Awyr Las Awyr Las Support Team will recruit a Part time (80%) Band 6 designated Staff Lottery Coordinator, to take overall responsibility for coordinating the BCUHB Staff Lottery, in its 2020/21 budget. From 2021/22 the coordinator role would be funded through the Staff Lottery. After costs, there would be a projected £50,000+ to fund charitable grants per annum from Year 1.</li> <li><u>The potential demands on NHS Charities have never been greater As expectations of and challenges for the NHS grow, so too do the demands on all healthcare charities. Many of BCUHB’s key partners, including national charities and local hospices, will have seen significant falls in income. The partnership working opportunities afforded through collaborations between Awyr Las and these strategic partners could help important third sector led patient wellbeing initiatives continue.</u></li> </ol> <p>This paper sets out the need for a BCUHB Staff Lottery, provides options of managing a lottery and recommends that the Staff Lottery is managed in-house by the Awyr Las Support Team.</p>
<b>2. The Strategic Case</b>

2.1	<p>Introduction</p> <p>In March 2019 a proposal to set up a BCUHB Staff Lottery was presented to the BCUHB Charitable Funds Committee. The Head of Fundraising then attended a meeting in May 2019 with Union and BCUHB Staff Representatives to present the case for a BCUHB Staff Lottery, which was supported on the condition that measures are put in place to prevent anyone from spending an unreasonable amount of money on the lottery. Concerns were raised around promoting gambling, and the Head of Fundraising was asked to ensure that this was considered when plans for a Staff Lottery were drawn up.</p> <p>The original proposal was supported by the Charitable Funds Committee on the basis that a Staff Lottery scheme will provide the NHS Charity with ‘undesigned’ funds to support innovative strategic projects, which may not otherwise attract significant charitable support.</p> <p><b>This proposal has been updated following the Covid-19 Initial Response Period, with adjustments made to the implementation timeline.</b></p>
2.2	<p>Strategic Context</p> <p>Awyr Las currently faces two significant challenges.</p> <ol style="list-style-type: none"> <li>1. 94.2% of the donations Awyr Las received in 2017-18 were designated donations, whereby donors specified exactly which service or ward they wished to support. Donations of £92,590 were given to undesigned (also known as general) funds in 2017-18. This means that currently that there aren’t sufficient undesigned funds available to: <ol style="list-style-type: none"> <li>a) Support new grant requests from services that don’t have designated funds</li> <li>b) Pay for the operational costs of the charity.</li> </ol> </li> <li>2. 40% of BCUHB staff that were recently polled were not aware that Awyr Las was their NHS charity and 80% were not able to say what Awyr Las had supported in the last 12 months. BCUHB staff are not well informed about the charity.</li> </ol> <p>The Awyr Las Support Team is establishing priority area appeals in order to generate funds to support priority services that do not have designated funds and the Team has developed plans to ensure that internal communications are improving. Nevertheless an additional funding stream is still required to increase the generation of undesigned funds and more needs to be done to increase BCUHB affinity to the charity.</p> <p>The most effective way of managing these challenges is to establish a BCUHB Staff Lottery. A Staff Lottery will:</p> <ul style="list-style-type: none"> <li>▪ Potentially create matched funding for projects which may be part funded by charitable sources like Trusts and Foundations, therefore opening opportunities to new and different income streams</li> </ul>

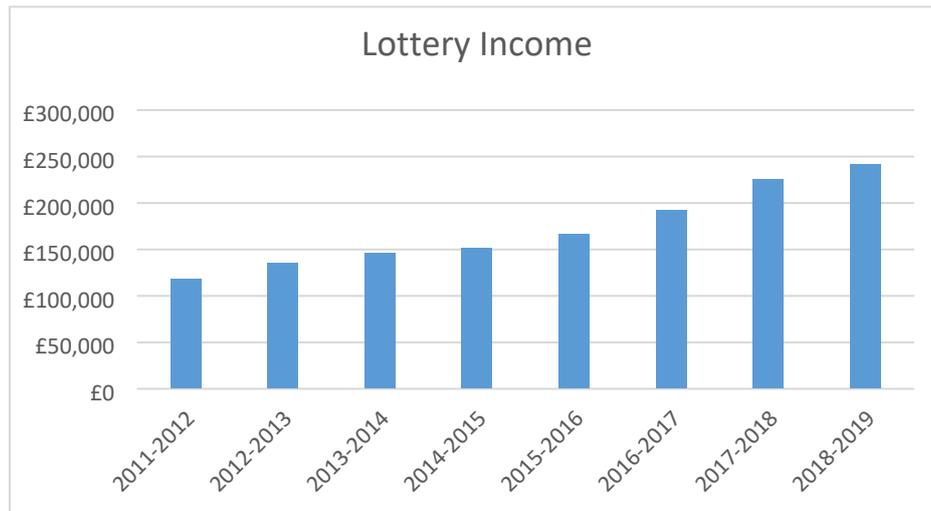
	<ul style="list-style-type: none"> <li>▪ Help promote giving to healthcare services in general and build affinity with the Awyr Las brand. One Lottery provider uses the phrase ‘people love prizes, prizes fuel engagement, and engagement drives income.’ A Staff Lottery has the potential to promote legacy giving and other fundraising streams</li> <li>▪ Potentially create opportunities to part fund wellbeing projects carried out in partnership with third sector groups to assist in the recovery and resilience building in the region post Covid-19</li> </ul>
2.2.1	<p>Organisational Overview</p> <p>The Awyr Las Support Team does not currently run a Staff Lottery Scheme. The Awyr Las Support Team does have the necessary Small Society Lottery license required to carry out a lottery with an income of less than £250,000 per annum.</p> <p>The Awyr Las Support Team currently has a Band 6 (80% P/T) vacancy in its 2020/21 budget. The new role holder will be responsible for coordinating the BCUHB Staff Lottery. From 2021/22 the coordinator role would be funded through the Staff Lottery. After costs, there would be a projected £50,000+ to fund charitable grants per annum from Year 1 (see section 4 for financial expectations).</p> <p>The Awyr Las Support Team is part of the BCUHB Finance Division. The Payroll Team and Communications Team would play a significant role in ensuring that the Staff Lottery runs smoothly.</p>
2.2.2	<p>Relevant National and Local Strategies</p> <p>A recent survey of 49 NHS Charities showed:</p> <ul style="list-style-type: none"> <li>▪ 51% have an established lottery and the remaining charities are keen to establish one based on the success of existing staff lotteries in other NHS Charities</li> <li>▪ 48% of those with a lottery run a staff only lottery which is not open to the public</li> <li>▪ 25% of those with a lottery opened their lottery in the past 18 months</li> <li>▪ 50% use external agencies to manage their lottery schemes and 50% run it internally. NHS Charities vary in how they use external agencies; some contract for the administration of the lottery only, and others use an external agency to manage all aspects of their lottery including the marketing and promotion of it.</li> <li>▪ The average (median) Staff Lottery annual income was shown to be £30,000. The highest Staff Lottery annual income of the participating charities was £530,000 per annum.</li> <li>▪ The greatest perceived barriers to growing a staff lottery were recruitment and resourcing.</li> </ul> <p>Public Health representatives and others have contributed to the planning of the Staff Lottery and have advised that one person should be allowed</p>

	two 'plays' (numbers) per week only. N.B. One 'play' is £1, so all staff will be permitted to have two lottery numbers, totaling £2 per week only.
2.2	<p data-bbox="336 342 647 378"><b>The Case for Change</b></p> <p data-bbox="336 418 1382 669">Evidence suggests that the introduction of a Staff Lottery can be overwhelmingly positive, not only because of the increase in income into a charity. One Fundraising Manager interviewed by the Head of Fundraising suggested that Staff Lotteries can be 'unifying' as colleagues feel part of a 'collective', and they also felt that the positive stories generated through staff 'wins' and Staff Lottery funded projects were 'invaluable'.</p> <p data-bbox="336 710 480 745"><b>Strengths</b></p> <ul data-bbox="384 748 1374 1184" style="list-style-type: none"> <li>▪ Existing strong working relationships between Workforce and Organisational Development, the Communications Team, the Board Secretary's Office and the Awyr Las Support Team. A Staff Lottery Working Group can easily be set up to help establish the Staff Lottery</li> <li>▪ Experienced database supervisor within the Awyr Las Support Team and BCUHB IT support who can oversee the introduction of technical aspects of the Staff Lottery scheme</li> <li>▪ Awyr Las already has payroll fundraising programmes, so this scheme should be relatively simple to set up for the payroll team</li> <li>▪ Positive messaging because of the benefits to staff (both through 'wins' and through charitable grants)</li> </ul> <p data-bbox="336 1225 525 1261"><b>Weaknesses</b></p> <ul data-bbox="384 1263 1358 1478" style="list-style-type: none"> <li>▪ Internal communication channels are not robust, and will need to be improved in order to effectively share the message about the Staff Lottery</li> <li>▪ Capacity in other teams to engage with the scheme and help deliver and promote the Staff Lottery</li> <li>▪ Staff disinterest due to not being engaged</li> </ul> <p data-bbox="336 1518 533 1554"><b>Opportunities</b></p> <ul data-bbox="384 1556 1382 1845" style="list-style-type: none"> <li>▪ Offers for Peer to Peer Support and Mentoring from NHS Charities with existing Staff Lotteries mean that a support network is already in place</li> <li>▪ Other NHS Charities in Wales have well established Staff Lottery Schemes, so it is not a new concept</li> <li>▪ Positive stories, particularly as it is not an imposition on other local charities, as no other charity could hold a staff lottery for the NHS and this is a Staff only lottery for that purpose</li> </ul> <p data-bbox="336 1886 448 1921"><b>Threats</b></p> <ul data-bbox="384 1924 1358 2029" style="list-style-type: none"> <li>▪ Negative press from local charities feeling that a Staff Lottery will take away from their own lotteries</li> <li>▪ Negative comments from anti-gambling campaigners</li> </ul>

2.2.1	<p>Existing Arrangements</p> <p>The Awyr Las Support Team has a vacancy within the team currently. A permanent staff member will be required to coordinate the promotion and administration of a Staff Lottery. This is the case regardless of which Staff Lottery Management option is selected.</p> <p>The Head of Fundraising has budgeted for a part time (80%) Band 6 Fundraising Coordinator, a new role with the sole responsibility of coordinating the BCUHB Staff Lottery. The new staff member will be line managed by the Head of Fundraising and will work alongside the Fundraising Manager who is responsible for managing the Fundraising Team's supporter database.</p> <p>If the request to establish a Staff Lottery is successful, a pan-BCUHB multi-disciplinary Staff Lottery Working Group, led by the Head of Fundraising, would be established to ensure good governance and set up:</p> <ul style="list-style-type: none"> <li>▪ Administration processes</li> <li>▪ Prize giving (Terms and Conditions as well as insurances)</li> <li>▪ Promotional plans &amp; Sponsorship Opportunities</li> <li>▪ Staff Lottery Grants Schemes</li> </ul>
2.2.2	<p>Issues and Risks with the Existing Arrangements – What is Wrong with the Status Quo</p> <p>Your NHS Charity, Awyr Las, is missing out on what should potentially be over £50,000+ in undesignated (i.e. it can fund any area of healthcare, not a specific ward or department) funds per year for charitable grants. The charity is also missing huge opportunities to share important key messages with the charity's most important stakeholders – BCUHB staff.</p>
2.2.3	<p>Scope of the Case</p> <p>A Staff Lottery will provide undesignated funds and it will help increase engagement with Awyr Las more generally.</p> <p>An example of the benefits of having a Staff Lottery can be seen in the Cardiff and Vale Healthcare Charity:</p> <p><i>The Cardiff and Vale Staff Lottery was introduced in September 2005 to raise funds for the benefit of both staff and patients. The Staff Lottery now gives staff at the Cardiff and Vale University Health Board (CVHB) the chance to win £1,000 on each weekly draw. In addition, staff can win two Super Draws each year which include a brand new car in the summer and a grand prize of £10,000 in January. Currently, there are 4720 plays (numbers) allocated each week in Cardiff and Vale.</i></p> <p><i>All CVHB staff can join the lottery. Every penny in profit goes to charitable funds and all areas across CVHB could benefit from grants. The lottery programme is run using a fundraising database, Harlequin</i></p>

*Software. Payroll lottery deductions are imported into the system and reconciled against every lottery member before each draw. In order to comply with audit recommendations, the weekly lottery draw is undertaken on the last Friday of each month. The four or five lucky winners are notified and details are placed on the intranet.*

*CVHB is regulated by the local council. They hold a Small Society Lotteries licence and are required to submit lottery income returns after each draw. The graph below shows the last eight years of gross income from the CVHB Staff Lottery before costs.*



**2.2.4 Objectives and Benefits**

See section 2.2 for benefits and section 4 for financial objectives.

**2.2.5 Constraints**

- A new initiative like this will take time to embed
- A successful lottery requires a dedicated resource. A committed and focused Band 6 staff member is crucial to its success

**2.2.6 Dependencies**

- The Payroll team and Communications Team must be committed to supporting the development of the Staff Lottery
- Guaranteed funding for Year 1's annual prize payouts is a requirement

**3. Options**

**3.1 Criteria for Option Appraisal**

- Cost & value for money
- Impact on reputation of the charity internally and externally
- Ability to promote key messages of the organisation as part of the Staff Lottery promotion

3.2	<p>Longlist of Options</p> <ol style="list-style-type: none"> <li>1. In house Staff Lottery – total fulfillment including website pages (using existing website); website &amp; database interface (using recommended software and BCUHB IT support); database (using existing Harlequin software); BCUHB payroll support; producing own marketing materials (using in house printing service); recruiting volunteers to help promote it; providing own prizes; organising own sponsorship for specific special or additional prizes.</li> <li>2. In house Staff Lottery – partial fulfillment, using an external provider to manage all aspects of the lottery except marketing and promotion.</li> <li>3. External Operator – and external agency oversees all aspects of the lottery including the marketing and promotion</li> </ol> <p>The following lottery agencies could provide services for options two and three:</p> <p>Burden and Burden: <a href="https://www.burdenandburden.co.uk/">https://www.burdenandburden.co.uk/</a>  Make a Smile Lottery: <a href="https://www.makeasmilelottery.org.uk/">https://www.makeasmilelottery.org.uk/</a>  Zaffo: <a href="https://info.zaffo.com/">https://info.zaffo.com/</a>  Sterling Lotteries: <a href="http://www.sterlinglotteries.co.uk/">http://www.sterlinglotteries.co.uk/</a></p>
3.3	<p>Appraisal of Longlist and Creation of Shortlist of Options</p> <p>Less than 20% of participating charities in the Staff Lottery Survey managed their lotteries entirely in-house. The reasons cited for this was that this was not an option when they signed contracts with external providers, or they didn't have the capacity internally to oversee the administration of the lottery.</p> <p>The charities that took part in the study with the largest incomes from Staff Lotteries attributed the success of their lotteries to having dedicated internal support functions to promote the lottery.</p> <p>The minimum annual cost identified for option two was £600 for the web-functionality and a charge of 10p per £1 to administer the donations. With an anticipated income of £100,000 in Year 1, this cost would amount to £10,600. This annual cost could be reduced to £0 with option one.</p>
3.4	<p>Appraisal of Shortlisted Options</p> <p>Option one is the preferred option because it provides cost savings, and BCUHB has the software and expertise to run a Staff Lottery in house in the same way that CVHB do currently. A Band 6 would need to oversee the administration of the Staff Lottery as well as the promotion; it is expected that a full time staff member will have the capacity to do that.</p>
3.4.1	<p>Appraisal against Non-Financial Criteria</p>

	<p>Option 1 is the preferred option for the following reasons:</p> <ul style="list-style-type: none"> <li>▪ Negative feedback from other charities about their experiences with external lottery agencies</li> <li>▪ BCUHB directive to charities promoting services on BCUHB premises stating that third party fundraising agencies are not permitted to operate on BCUHB premises</li> <li>▪ Upskilling existing workforce (including IT Support) to use different software and processes</li> <li>▪ Ability to promote other key charity messages if the Lottery Coordinator is internal</li> <li>▪ The Staff Lottery would be better embedded in all Awyr Las &amp; BCUHB activity if the Lottery Coordinator is internal</li> </ul>
3.4.2	<p>Comparative Costs</p> <p>See section 4</p>
3.4.3	<p>Risk Appraisal</p> <p>Option 1: Risks</p> <ul style="list-style-type: none"> <li>▪ Lack of capacity to carry out all tasks (mitigated by regular 1:1s with line manager)</li> <li>▪ Lack of internal knowledge of lottery systems (mitigated by fundraising training budget)</li> </ul> <p>Option 2: Risks</p> <ul style="list-style-type: none"> <li>▪ Lack of control due to external operators overseeing data (mitigated by regular meetings)</li> <li>▪ No options to make systems bespoke, for example bilingual websites and information (mitigated by co-producing materials, though there may be an additional charge to this)</li> </ul> <p>Option 3: Risks</p> <ul style="list-style-type: none"> <li>▪ Third party operators promoting the charity with little knowledge or training, and sometimes with little understanding of local services, communities or the Welsh language (mitigated by in depth training from Awyr Las Support Team Members and insistence on Welsh speakers only)</li> </ul>
3.4.4	<p>Conclusion – Preferred Option</p> <p>Option 1 is the preferred option. The primary reason for this is to ensure that other charity activity can be promoted alongside the Staff Lottery, and that the Staff Lottery recruitment and player retention service is of a consistent high standard.</p>
3.5	Preferred Option Detailed Analysis
3.5.1	Full Description of the Proposed Change

	The introduction of a Staff Lottery managed in-house by the Awyr Las Support Team.
3.5.2	<p>Impact on Activity and Performance</p> <p>The income from the Staff Lottery is expected to be raised in addition to the charity's regular income. The regular KPIs for Awyr Las Support Team staff will not change; an additional financial KPI to meet the proposed financial 5-year targets will be added.</p>
3.5.3	<p>Other Areas affected by the Proposal / Interdependencies / Assumptions</p> <ul style="list-style-type: none"> <li>▪ It's assumed that Payroll, Communications, IT and Workforce and Organisational Development will all support with setting up processes and promoting the Staff Lottery</li> <li>▪ It's assumed that the BCUHB Executive Team will encourage all staff to promote the Staff Lottery widely</li> </ul>
3.5.4	<p>EqIA of the Preferred Option</p> <p>The Awyr Las Support Team Will ensure that the Staff Lottery is promoted bilingually, that it is promoted across all BCUHB sites and services, and that all data will be managed in line with BCUHB policy.</p>
<b>4.</b>	<b>The Financial Case</b>
4.1	<p>Revenue Cost</p> <p><u>Band 6 (Part time, 80%) Coordinator post per annum £37,406</u>  Laptop, telephone and travel £5,000  Promotional materials £5,000  Harlequin software £500  <i>Annual cost not including annual prize giving: £47,906</i></p> <p><u>Year 1 annual prize giving</u>  £500 Weekly prize draw £26,000  £5,000 Introductory prize £5,000  £5,000 Christmas prizes £5,000  <i>Total annual prize giving: £36,000</i></p> <p><b><i>Total revenue cost year 1: £83,906</i></b>  <b><i>£47,906 funded through the Awyr Las Support Team budget in Year 1, as budget is available due to a Band 6 vacancy. From Year 2 all revenue costs will be funded through the Staff Lottery income]</i></b></p> <p><u>Year 2 &amp; 3 annual prize giving</u>  £500 Weekly prize draw £26,000  £10,000 Summer prizes £10,000  £10,000 Christmas prizes £10,000  <i>Total annual prize giving: £46,000</i></p>

	<p>NOTE:</p> <ul style="list-style-type: none"> <li>▪ <u>Option 1</u> Year 1 costs: £83,906 for Band 6 post, promotion and annual prize giving</li> <li>▪ <u>Option 2</u> Year 1 costs: £83,906 for Band 6 post, promotion and annual prize giving + anticipated costs of £10,600 for software and support</li> <li>▪ <u>Option 3</u> Year 1 costs: £83,906 for Band 6 post, promotion and annual prize giving + anticipated costs of £40,600 for software, lottery recruitment and support</li> </ul> <p>Other NHS Charities have reported that a BCUHB member of staff would be required to promote the lottery and liaise with other BCUHB departments that are involved in promoting the lottery, for example communications. For this reason the Band 6 staff member would be required for all three options.</p>
4.2	<p>Capital Cost (If Any)</p> <p>N/A</p>
4.3	<p>Affordability and Source of Funding</p> <p><b>The Awyr Las Band 6 vacancy budget will be used to fund the Band 6 staff member, set-up and ongoing marketing costs in 2020/21 and 2021/22. From 2022/23 the Band 6 post will be funded through the Staff Lottery income.</b></p> <p>The lottery agencies that have been contacted have suggested that, with dedicated resource and budget for continuous promotion to boost retention alongside a commitment to promote the lottery from BCUHB's senior leadership team, BCUHB should expect to see the following staff population participation expectations in the first five years:</p> <p>Year 1 &amp; 2: 12% staff participation  Year 2: 20% staff participation  Year 3: 25% staff participation  Year 4: 30% staff participation  Year 5: 35% staff participation</p> <p><i>Based on a staff population of 16,000 we can expect to raise the following through the Staff Lottery:</i></p> <p><u>Year 1 &amp; Year 2 (2020/21 &amp; 2021/22)</u>  1,923 x £1 plays per week = £100,000 income  [£36,000 costs / potential £64,000 charitable grants]</p> <p><u>Year 2 (2022/23)</u>  3,200 x £1 plays per week = £166,400  [£93,906 costs / potential £72,494 charitable grants]</p> <p><u>Year 3 (2023/24)</u></p>

	<p>4,000 x £1 plays per week = £208,000  <i>[£93,906 costs / potential £72,494 charitable grants]</i></p> <p><b>Year 4 (2024/25)</b>  4,800 x £1 plays per week = £249,600  <i>[Annual prize giving and operating costs to be determined]</i></p> <p><b>Year 5 (2025/26)</b>  5,600 x £1 plays per week = £291,200  <i>[Annual prize giving and operating costs to be determined]</i></p>
<b>5.</b>	<b>Governance and Project Management</b>
5.1	<p>Approval Route</p> <ul style="list-style-type: none"> <li>▪ Charitable Funds Committee January 2019</li> <li>▪ Awyr Las Trustees Meeting January 2020</li> <li>▪ Awyr Las Trustees Meeting June 2020</li> <li>▪ <b>Final authorisation TBC</b></li> </ul>
5.2	<p>Project Management</p> <ul style="list-style-type: none"> <li>▪ Led by the Head of Fundraising, Supported by the Fundraising Manager (Digital and Data).</li> <li>▪ <b>Working Group – with representation from across the Health Board – to meet (virtually) monthly from September 2020</b></li> </ul>
5.3	<p>Project Plan – Implementation Timeline</p> <ul style="list-style-type: none"> <li>▪ Health Board Authorisation: July 2020</li> <li>▪ <b>Recruitment: September 2020</b></li> <li>▪ <b>Staff Lottery Official Launch December 2020</b></li> </ul>
5.4	<p>Post Implementation Review</p> <ul style="list-style-type: none"> <li>▪ <b>Staff Lottery to be a Charitable Funds Committee fixed agenda item from September 2020</b></li> <li>▪ Staff Lottery to become an Annual Trustees Meeting fixed agenda item from January 2021</li> </ul>
<b>6.</b>	<b>Conclusions and Recommendations</b>
	<p><b>Following extensive research into giving trends and NHS Staff Lotteries across the UK, it is recommended that BCUHB launch a Staff Lottery by December 2020. It is expected that a well-promoted BCUHB Staff Lottery will generate in excess of £1million in its first 5 years.</b></p> <p><b>The recommendation is for the Awyr Las Support Team to manage the lottery in-house in order to ensure that the charities key messages are promoted well alongside the lottery.</b></p>
<b>7.</b>	<b>Declarations</b>
	<p><input type="checkbox"/> The above information has been reviewed to ensure it is accurate and represents a true and fair view of the service to be provided, the benefits and the costs</p> <p><input type="checkbox"/> Where third parties have provided information this is in writing/e-mail format and they have confirmed it is correct to the best of their knowledge</p>

- Where the business case has an impact on another Area/Division/Department the impact has been agreed with that Area/Division/Department in writing and the relevant Mangers have signed below to confirm

**Signed by:**

.....  
**Area/Corporate/Secondary  
Care Director**

.....  
**Area/Secondary Care  
Nurse Director**

.....  
**Area/Secondary Care  
Medical Director**

.....  
**Chief Finance Officer**

.....  
**Director / Asst. Director  
(Other Area/Corporate  
if required)**

.....  
**Director / Asst. Director  
(Other Area/Corporate  
if required)**



**GIG  
CYMRU  
NHS  
WALES**

Bwrdd Iechyd Prifysgol  
Betsi Cadwaladr  
University Health Board



**Awyr Las  
Blue Sky**  
Elusen GIG Gogledd Cymru  
The North Wales NHS Charity

## **Awyr Las Support Team Covid-19 Response Second Phase Plan Appendix 2: Awyr Las Resilience Campaign Outline.**

### **Awyr Las Resilience Campaign and associated work streams outline**

#### **Introduction**

The Covid-19 Appeal has seen donations given from a range of new supporters in new ways for new reasons. There has been a shift both nationally and locally in the understanding of what an NHS Charity is and what it does, and now is our moment to seize this new opportunity to engage with new audiences. Internal awareness of the charity has increased as a result of national and local interest in giving, and this awareness needs to be translated into advocacy.

The following sets out a plan for July 2020- April 2021 to capture more long term interest and affinity with the charity and ensure Awyr Las is well positioned help effect change for patients and service users across the region.

#### The main aims of the next 9 months are to:

- Refresh the Covid-19 Appeal so it remains relevant to potential supporters, so flexible funds can be raised for the broad spectrum of priority projects that need funding
- Steward supporters well by keeping them actively involved with the charity, updating them on a regular basis
- Involve BCUHB staff members in shaping their NHS Charity as we move forward

#### The outcomes the Awyr Las Support Team aims to see are:

- £400,000 raised for the second phase of the Covid-19 Appeal, which will focus on medium and long term recovery and resilience
- Minimum of 4/5 feedback from supporters on the information they are provided with by the charity
- Minimum of 4/5 feedback from BCUHB staff members about the engagement process they're involved in
- Thorough evidence base to determine how funds given to the Covid-19 Appeal can best be applied to support local communities hardest hit by Covid-19 and to reinvigorate our healthcare service

#### **Covid-19 Appeal: Second Phase. The Awyr Las Resilience Campaign**

The Covid-19 Appeal raised over £320,000 in 12 weeks. Communities want to continue to support the NHS' efforts locally, but there is a need to update people so they are aware of what donations have and will support and why donations continue to be needed.

There are three different themes within the Covid-19 Appeal:

1. Immediate patient and staff wellbeing



GIG  
CYMRU  
NHS  
WALES

Bwrdd Iechyd Prifysgol  
Betsi Cadwaladr  
University Health Board



Awyr Las  
Blue Sky

Elusen GIG Gogledd Cymru  
The North Wales NHS Charity

2. Medium term COVID-19 recovery and building resilience within our healthcare community & wider local communities (initial impact to be felt within 6 months)
3. Long term application of lessons learnt from COVID-19 to improve healthcare provision (initial impact to be felt within 12 months)

The focus for now needs to turn from 1 to 2 & 3. In order to ensure the general public are aware of what their donations could fund and the need for the funds, the Awyr Las Support Team will launch a Resilience Campaign from July 2020. The Resilience Campaign will aim to:

- Raise an additional £400,000 for the Covid-19 Appeal
- Provide funding for large strategic programmes as well as smaller grant schemes
- Attract new and different donors including individual donors and major donors including Trusts and Foundations
- Offer opportunities to apply to national matched funding schemes, for example the Big Give
- Have a sub-message to encourage giving to specific wards and departments as well, to encourage a lift in designated donations which have seen a significant reduction in support since March 2020
- Consider findings from work happening alongside this campaign, for example <https://www.nhsconfed.org/NHSreset>
- As well as a fundraiser, the Resilience Campaign could encourage BCUHB staff to look within (to colleagues) and outwards (key partners and stakeholders) to: reflect, revise, reset, relate, redress, recover and rekindle and use the funds raised to help them do this.

The Awyr Las Support Team will keep abreast of giving trends to ensure the target amount is achievable. Current analysis indicates that a £400,000 target is realistic: [https://www.cafonline.org/docs/default-source/about-us-publications/caf-report-coronavirus-how-charities-and-donors-are-reacting.pdf?sfvrsn=15276c47\\_2](https://www.cafonline.org/docs/default-source/about-us-publications/caf-report-coronavirus-how-charities-and-donors-are-reacting.pdf?sfvrsn=15276c47_2)

**A detailed plan of the Resilience Campaign will be shared with the Charitable Funds Committee members in advance of its launch in July 2020.**

### External Engagement

The Awyr Las Support Team has begun an external review of the charity, 'Does the North Wales NHS Charity provide the 'blue sky' the region needs?' This body of work will inform the charity's long term strategy and will provide strategic recommendations which will need approval from the Charitable Funds Committee, and basic recommendations which can be acted upon straight away. The following will be considered as part of this work, which will take place over the next 9 months:

- Means of communication
- Key messages



GIG  
CYMRU  
NHS  
WALES

Bwrdd Iechyd Prifysgol  
Betsi Cadwaladr  
University Health Board



Awyr Las  
Blue Sky  
Elusen GIG Gogledd Cymru  
The North Wales NHS Charity

- Partnership working

Formal updates on progress will be provided at the Charitable Funds Committee Meetings, with a final report being presented in March 2021.

### Internal Engagement

The Awyr Las Support Team has begun an internal review of the charity, 'BCUHB staff perception of its charity', and benchmarking internal awareness against local, national and other NHS Charities.

Formal updates on progress will be provided at the Charitable Funds Committee Meetings, with a final report being presented in March 2021.

### Research and engagement to inform grant giving priorities

The breadth of what Awyr Las can support is wide and all healthcare services have been affected by Covid19. The challenge for Awyr Las is to prioritise grant giving to the projects which are going to have the biggest impact on the health and wellbeing of North Wales' communities and the BCUHB workforce in the medium and long-term. The following papers are being developed by the Awyr Las Support Team in partnership with other agencies to help ascertain what the principles that lie at the heart of Awyr Las' Covid-19 Appeal grant giving should be as it enters its second phase:

1. Awyr Las commissioned report in partnership with WCVA to help inform partnership working opportunities. Over 80 representatives from Third Sector groups across Wales contributed to a workshop to collate opinion and findings of the Covid-19 response and future plans and priorities for the Third Sector
2. BCUHB's Research and Innovation Team to carry out a gaps analysis into 'virtual hospital' models
3. Awyr Las Support Team to survey and interview BCUHB staff to ascertain what staff's priorities are, and work with other NHS Charities to ensure joined up approaches to grant making
4. Awyr Las Support Team to use other progress projects led by NHS leadership bodies to inform a final recommendation paper drawing together all the findings of the above 3 reports

A draft Recommendations Paper will be submitted to the Charitable Funds Committee in September 2020



GIG  
CYMRU  
NHS  
WALES | Bwrdd Iechyd Prifysgol  
Betsi Cadwaladr  
University Health Board



Awyr Las  
Blue Sky  
Elusen GIG Gogledd Cymru  
The North Wales NHS Charity

## Awyr Las Support Team Covid-19 Response Second Phase Plan Appendix 3: Criteria for Awyr Las Covid-19 Grant Applications

### Covid-19 Grants Assessment and Prioritisation

BCUHB staff can apply for three different types of Covid-19 Appeal grants:

1. Immediate patient and staff wellbeing
2. Medium term COVID-19 recovery and building resilience within our healthcare community & wider local communities (initial impact to be felt within 6 months)
3. Long term application of lessons learnt from COVID-19 to improve healthcare provision (initial impact to be felt within 12 months)

The below charts provide a simple system to assess and prioritise Covid-19 Appeal grant applications of £100 or more that are submitted to the Awyr Las Support Team.

From 1<sup>st</sup> July 2020, all applications of £100 or more will be scored by at least 2 of the following people:

- The Awyr Las Head of Fundraising or the Awyr Las Accountant
- The Awyr Las Assistant Accountant or the Awyr Las Digital and Data Manager

The authorising signatories, as follows, will receive the application, the combined average score chart and a recommendation to assist with decision making and prioritising applications:

- ✓ Grants under £5,000: BCUHB Finance Director
- ✓ Grants over £5,000: All Charitable Funds Committee members

The recommendation will read:

*The decision on whether to fund this application is ultimately the responsibility of the authorising signature. Representatives from the Awyr Las Support Team have assessed the application and the average score is below:*

- *The application is low / medium / high priority.*
- *Given the scoring and the volume of applications, the recommendation is to fund / part fund (50%) / not to fund this.*
- *This application merits funding because of XXX.*

### The Awyr Las Covid-19 Grants Scoring System

All scoring: 0 = very poor, 5 = excellent

Immediate wellbeing: 0-10 Low priority, 11-18 Medium Priority, 19-25 High Priority

Medium-term Recovery and Resilience: 0-20 Low, 21-36 Medium, 37-50 High Priority

Long-term application of lessons learnt: 0-20 Low, 21-36 Medium, 37-50 High Priority



**GIG  
CYMRU  
NHS  
WALES**

Bwrdd Iechyd Prifysgol  
Betsi Cadwaladr  
University Health Board



**Awyr Las  
Blue Sky**

Elusen GIG Gogledd Cymru  
The North Wales NHS Charity

<b>Immediate staff and patient wellbeing</b>						
<b>Criteria</b>	<b>Score (0 – 5)</b>					
	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
How relevant is this project to the COVID-19 response?						
How likely is it that the project will result in an immediate tangible benefit for target group?						
How meaningful will the impact on the target group’s wellbeing be?						
Consider the location (East, West, Central, BCUHB wide), the service, theme and type of care (secondary / primary) and grant distribution to date.						
Consider the availability of other charitable funding sources (e.g. existing designated Awyr Las funds) and the strategic priority ‘fit’.						

<b>COVID-19 recovery and building resilience within our healthcare community &amp; wider local communities in the medium term (initial impact to be felt within 6 months)</b>						
<b>Criteria</b>	<b>Score (0 – 5)</b>					
	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
How relevant is this project to the COVID-19 response?						
How likely is it that the project will result in a tangible benefit for target group in the medium term?						
How innovative is the idea?						
How compelling is the research or science underpinning this project?						
Is there evidence of existing partnership working, or is there realistic potential to						



**GIG  
CYMRU  
NHS  
WALES**

Bwrdd Iechyd Prifysgol  
Betsi Cadwaladr  
University Health Board



**Awyr Las  
Blue Sky**

Elusen GIG Gogledd Cymru  
The North Wales NHS Charity

work with partners to achieve the aims of the project?						
How feasible is it to deliver this project in the current environment of the NHS and social care?						
How robust is the plan for monitoring and evaluating the project?						
How likely is it that impact will be demonstrable within 6 months?						
Consider the location (East, West, Central, BCUHB wide), the service, theme and type of care (secondary / primary) and grant distribution to date.						
Consider the availability of other charitable funding sources (e.g. existing designated Awyr Las funds) and the strategic priority 'fit'.						

<b>Long term application of lessons learnt from COVID-19 to improve healthcare provision (initial impact to be felt within 12 months)</b>						
<b>Criteria</b>	<b>Score (0 – 5)</b>					
	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
How relevant is this project to the COVID-19 response?						
How likely is it that the project will result in a tangible benefit for target group in the long term?						
How innovative is the idea?						
How compelling is the research or science underpinning this project?						
Is there evidence of existing partnership working, or is there realistic potential to work with partners to achieve the aims of the project?						
How feasible is it to deliver this project in the current environment of the NHS and social care?						



**GIG**  
CYMRU  
**NHS**  
WALES

Bwrdd Iechyd Prifysgol  
Betsi Cadwaladr  
University Health Board



**Awyr Las**  
**Blue Sky**

Elusen GIG Gogledd Cymru  
The North Wales NHS Charity

How likely is it that impact will be demonstrable within 12 months?						
Consider the location (East, West, Central, BCUHB wide), the service, theme and type of care (secondary / primary) and grant distribution to date.						
Consider the availability of other charitable funding sources (e.g. existing designated Awyr Las funds) and the strategic priority 'fit'.						