

Charitable Funds Committee

Wed 09 July 2025, 14:00 - 17:00

Virtual via Teams



Agenda

14:00 - 14:05 **1. PRELIMINARY MATTERS**

5 min

1.1. Welcome and Introductions

Dilys Jouvenat, Committee Chair

1.2. Apologies for Absence

Information Dilys Jouvenat, Committee Chair

1.3. Declarations of Interest

Information Dilys Jouvenat, Committee Chair

14:05 - 14:10 **2. CONSENT AGENDA**

5 min

The Committee Chair will ask if there are any items from the Consent Agenda (Item 6) that Committee Members wish to bring forward to the Main Agenda for discussion.

14:10 - 14:20 **3. COMMITTEE GOVERNANCE ARRANGEMENTS**

10 min

3.1. Action Log

Discussion Dilys Jouvenat, Committee Chair

 3.1. Action Log Charitable Funds Committee 9 July 2025.pdf (2 pages)

3.2. Matters Arising not Captured on the Action Log


Discussion Dilys Jouvenat, Committee Chair

14:20 - 16:30 **4. STRATEGY & PERFORMANCE / SUSTAINING OUR FUTURE**

130 min

4.1. CTM NHS Charity Communication & Engagement Report

Discussion Abe Sampson, Head of Charity & Income Generation

 4.1a Charity Comms & Engagement Report CFC 9 July 2025.pdf (3 pages)

 4.1b App 1 - Activity Report June 2025 CFC 9 July 2025.pdf (10 pages)


4.2. CTM NHS Charity Forward Plan

Discussion Abe Sampson, Head of Charity & Income Generation

 4.2a Charity Forward Plan CFC 9 July 2025.pdf (5 pages)

 4.2b Charity Forward Plan Tracker CFC 9 July 2025.pdf (13 pages)

 4.2c Specification of Requirements CTM NHS Charity Brand Development CFC 9 July 2025.pdf (9 pages)

 4.2d Jamjar CTM NHS Charity Brand Development Response CFC 9 July 2025 REDACTED.pdf (25 pages)

4.3. Charity Fundraising Lottery Update

Discussion Abe Sampson, Head of Charity & Income Generation

- 📄 4.3a Fundraising Lottery Update CFC 9 July 2025.pdf (6 pages)
- 📄 4.3b Fundraising Lottery Communications and Engagement Plan CFC 9 July 2025.pdf (15 pages)

4.4. General Charitable Funds Update

Discussion Owen James, Head of Corporate Finance

- 📄 4.4a General Charitable Funds Update - Final.pdf (6 pages)
- 📄 4.4b Appendix A - Fund Balances @ 31.05.25.pdf (1 pages)
- 📄 4.4c Appendix B - Low value and low use funds.pdf (2 pages)

16:30 - 16:45 5. CONSENT AGENDA

15 min

5.1. Items for Approval

5.1.1. Unconfirmed Minutes of the Meeting held on 22 January 2025

Decision Cally Hamblyn, Assistant Director of Governance & Risk

- 📄 5.1.1 Unconfirmed Minutes 22.01.25 CFC 9 July 2025.pdf (8 pages)

5.1.2. Committee Annual Report 2024-25

Decision Cally Hamblyn, Assistant Director of Governance & Risk

- 📄 5.1.2a Annual Report 24-25 Cover CFC 9 July 2025.pdf (4 pages)
- 📄 5.1.2b Appendix 1 Annual Report 24-25 CFC 9 July 2025.pdf (5 pages)

5.2. items for Noting

5.2.1. Committee Annual Cycle of Business 2025

Information Cally Hamblyn, Assistant Director of Governance & Risk

- 📄 5.2.1a Annual Cycle of Business 2025-26 CFC 9 July 2025.pdf (3 pages)
- 📄 5.2.1b Appendix 1 Annual Cycle of Business 2025 CFC 9 July 2025.pdf (2 pages)

16:45 - 16:55 6. OTHER MATTERS

10 min

6.1. Any Other Urgent Business

Discussion Dilys Jouvenat, Committee Chair

6.2. Committee Highlight Report to Board

Discussion Dilys Jouvenat, Committee Chair

6.3. How did we do in this meeting?

Discussion Dilys Jouvenat, Committee Chair

16:55 - 17:00 7. CLOSE OF MEETING

5 min

Discussion Dilys Jouvenat, Committee Chair



Charitable Funds Committee Action Log (as at 07.07.2025)

Originated from	Page number	Item Title / Summary	Nature of Action	Lead Officer	Lead Executive	Timescale for action to be completed	Status of Action	Narrative Progress Update	
22.01.2025	4,1	Page 2-3	NHS Charity Communication & Engagement Report	To include benchmarking data in the next report to compare against previous quarters	Head of Charity and Income Generation	Director of Communication, Engagement & Fundraising	Jul-25	Propose to close	Data for online donations and funding requests has been added to the activity report. Additional updates will be provided verbally, with analytics data for website and hub site (intranet) engagement to be added to future reports once there is a full 90 day data set.
22.01.2025	4,2	Pages 3-4	CTM NHS Charity Forward Look	Charity Vision to be reviewed based on feedback and comments provided by the Committee and the Strategic Pillars to be refined to ensure a clear alignment to the Charity Goals and wider strategic objectives.	Head of Corporate Finance / Head of Charity	Director of Communication, Engagement & Fundraising	Jul-25	Propose to close	The design and format of the vision is being picked up as part of the Charity's brand development project. It will be presented to the Committee for review and approval as part of that programme of activity in the coming weeks.
22.01.2025	4,3	Pages 5 & 6	Charitable Funds Annual Report & Accounts	To correct the typo on page 3 of the report and review the examples relating to research	Head of Corporate Finance	Director of Finance & Procurement	Jul-25	Propose to close	This has been updated
02.07.2024	3,1	Pages 2-3	CCLA Investment Update	It was agreed at the committee meeting to review if there was need for an investment policy review and discuss the funds that need to be invested, and for charity objectives to be refined and agreed by the Committee.	Head of Corporate Finance / Head of Charity	Director of Finance	Apr-25	Open	Investment Policy is currently being reviewed for update. It is anticipated this will be ready for approval for the start of the 2025/26 financial year.
23.10.2024	6,1	Pages 5-6	Charitable Funds Communication and Engagement	The Committee suggested holding a future Trustee Development session on the CTM Charity Strategic Direction of Travel and Priorities	Assistant Director of Governance & Risk / Head of Corporate Finance	Director of Communication, Engagement & Fundraising	Apr-25	Open	The Charity's Strategic Priorities has been added to the list of topics for the Board development programme in 2025, with a view to aiming for April. This will be formally progressed by the Director of Governance and Director of Communications through the ELG.
23.10.2024	6,4	Pages 7 & 8	Financial Control Procedure Update Report	The Committee Endorsed onward approval the Charitable Fund Financial Control Procedure and amendments to the Scheme of Delegation. The Head of Corporate Finance will let the Committee know the timescale of needing this approved. It was agreed if it needs to be approved at the November Board, a chairs urgent action would be suitable. The Committee agreed to ...	Head of Corporate Finance / Assistant Director of Governance & Risk.	Director of Finance	Jan-25	Propose to close	This has been approved and updated
23.10.2024	5.1.1	Pages 4 & 5	Expenditure Request - Art Managers Role	The item was deferred due to further clarity required on the contractual / exit strategy. Simon Blackburn to get back to Art Council Wales to see if there is a set deadline for the agreement and revisit the condition of the contracts.	Director of Communications / Head of Charity & Income Generation	Director of Communication, Engagement & Fundraising	Jan-25	Propose to close	Following feedback from the Charitable Funds Committee and further discussions with Arts Council Wales, the Arts Manager Role will not return to the Committee as a funding request. An alternative approach has been identified which does not require the commitment of charitable funds. An update is being presented to the Committee on 22 January 2025

CLOSED ACTIONS

23.10.2024	5.1.1	Pages 4 & 5	Expenditure Request Art Managers Role – The item was deferred due to further clarity required on the contractual / exit strategy. Simon Blackburn to get back to Art Council Wales to see if there is a set deadline for the agreement and revisit the condition of the contracts.	Director of Communications / Head of Charity & Income Generation	Director of Communication, Engagement & Fundraising	jan-25	Closed	Following feedback from the Charitable Funds Committee and further discussions with Arts Council Wales, the Arts Manager Role will not return to the Committee as a funding request. An alternative approach has been identified which does not require the commitment of charitable funds. An update is being presented to the Committee on 22 January
------------	-------	-------------	--	--	---	--------	--------	---



Agenda Item

4.1

Charitable Funds Committee

**Cwm Taf Morgannwg NHS Charity –
Communications and Engagement Report**

Dyddiad y Cyfarfod / Date of Meeting	09/07/2025
Statws Cyhoeddi / Publication Status	Open/ Public Not Applicable
Awdur yr Adroddiad / Report Author	Abe Sampson, Head of Charity & Income Generation
Cyflwynydd yr Adroddiad / Report Presenter	Abe Sampson, Head of Charity & Income Generation
Noddwr Gweithredol yr Adroddiad / Report Executive Sponsor	Simon Blackburn, Director of Communications, Engagement & Fundraising

Pwrpas yr Adroddiad / Report Purpose	For Noting
---	------------

Engagement (internal/external) undertaken to date (including receipt/consideration at Committee/Group)		
Committee / Group / Forum / Individuals	Date	Outcome
N/A	Click or tap to enter a date.	

Acronyms / Glossary of Terms	



1. Situation /Background

- 1.1 This report provides the Charitable Funds Committee (CFC) with an overview of Charity communications and engagement activity between January – June 2025.
- 1.2 The report is intended to provide the CFC with a summary of activity, key achievements and impact of the Charity and charitable funds, in line with its strategic priorities and objectives.

2. Specific Matters for Consideration

- 2.1 During the period, the Charity team has worked to progress external support for brand development, grant-funded projects, community partnerships, and improvements to internal systems, while also showcasing fundraising initiatives and staff-led activity that continue to strengthen the Charity’s visibility, reach, and impact across the Health Board.
- 2.2 Updates on the Charity’s fundraising lottery have been included in a separate paper (item 4.3 on the agenda).

3. Key Risks / Matters for Escalation

- 3.1 There are no key risks to draw to the attention of the Committee.

4. Assessment

Objectives / Strategy	
Dolen i Nod (au) Strategol BIP CTM /Link to CTMUHB Strategic Goal(s)	Creating Health
	If more than one applies please list below: Potential links across all strategic goals.
Dolen i Feysydd Strategol BIP CTM /Link to CTMUHB Strategic Areas	Living Well
	If more than one applies please list below: Potential links across all strategic goals.
Dolen i Ddeddf Llesiant Cenedlaethau'r Dyfodol – Nodau Llesiant / Link to Wellbeing of Future Generations Act – Wellbeing Goals 150623-guide-to-the-fg-act-en.pdf (futuregenerations.wales)	Choose an item.
	If more than one applies please list below: Potential links across all Wellbeing Goals.
Dolen i Hwyluswyr Ansawdd (Canllawiau Statudol Dyletswydd Ansawdd (llyw.cymru)) / Link to Enablers of Quality (Duty of Quality Statutory Guidance (gov.wales))	Not Applicable
	If more than one applies please list below:
Dolen i Feysydd Ansawdd	Not Applicable



(Canllawiau Statudol Dyletswydd Ansawdd (llyw.cymru)) / Link to Domains of Quality (Duty of Quality Statutory Guidance (gov.wales))	If more than one applies please list below:
Effaith Amgylcheddol/ Cynaliadwyedd (5R) / Environmental /Sustainability Impact (5Rs)	No - Not Applicable
	If more than one applies please list below:

Impact Assessment		
Ansawdd Ydych chi wedi ymgymryd â Sgrinio Asesiad o'r Effaith ar Ansawdd? / Quality Have you undertaken a Quality Impact Assessment Screening?	Yes: <input type="checkbox"/>	No: <input checked="" type="checkbox"/>
	Outcome: POSITIVE	If no, please include rationale below:
Cydraddoldeb a'r Gymraeg Ydych chi wedi ymgymryd â Sgrinio Asesiad o'r Effaith ar Gydraddoldeb a'r Gymraeg? / Equality and Welsh Language Have you undertaken an Equality and Welsh Language Impact Assessment Screening?	Yes: <input checked="" type="checkbox"/>	No: <input type="checkbox"/>
	Outcome for Equality (delete as appropriate): POSITIVE Outcome for Welsh Language (delete as appropriate): POSITIVE	If no, please include rationale below:
Cyfreithiol / Legal	There are no specific legal implications related to the activity outlined in this report.	
Enw da / Reputational	Yes (Include further detail below)	
	The Charity is actively engaging in proactive communications around charitable activity in order to raise its profile and achieve a positive reputational impact.	
Effaith Adnoddau (Pobl /Ariannol) / Resource Impact (People / Financial)	Yes (Include further detail below)	
	Charity activity and projects may have resource & financial implications, which will be outlined individually or in separate Committee reports.	

5. Recommendation

5.1 The Charitable Funds Committee is asked to **NOTE** and **DISCUSS** the content of the report on Charity activity for January – June 2025.

6. Next Steps

6.1 Any feedback received on the report and its format will be implemented for future Charity activity.



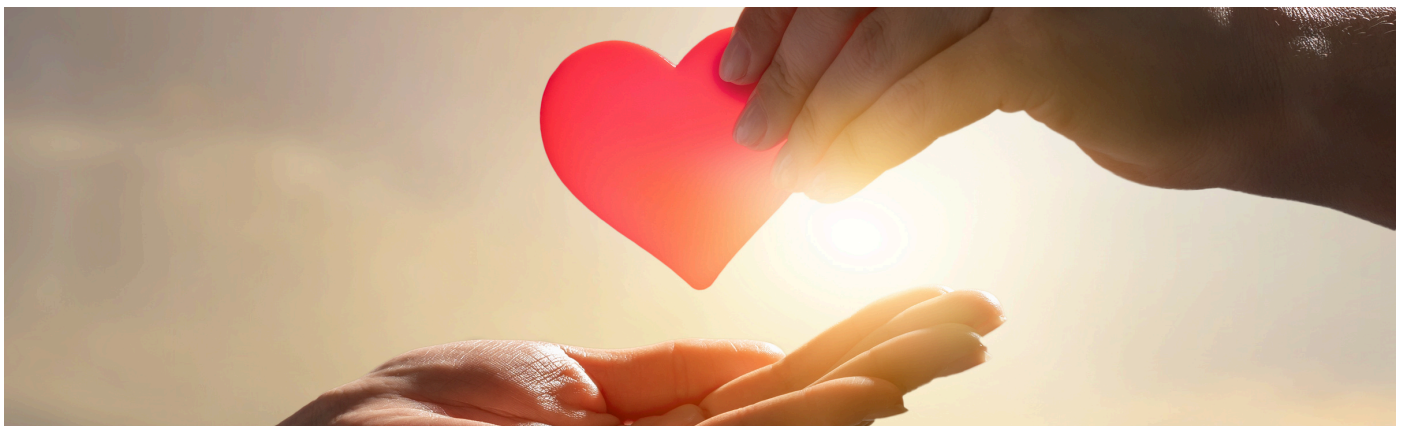
Activity Report

January 2025 - June 2025



Jul 9, 2025

Charitable Funds Committee



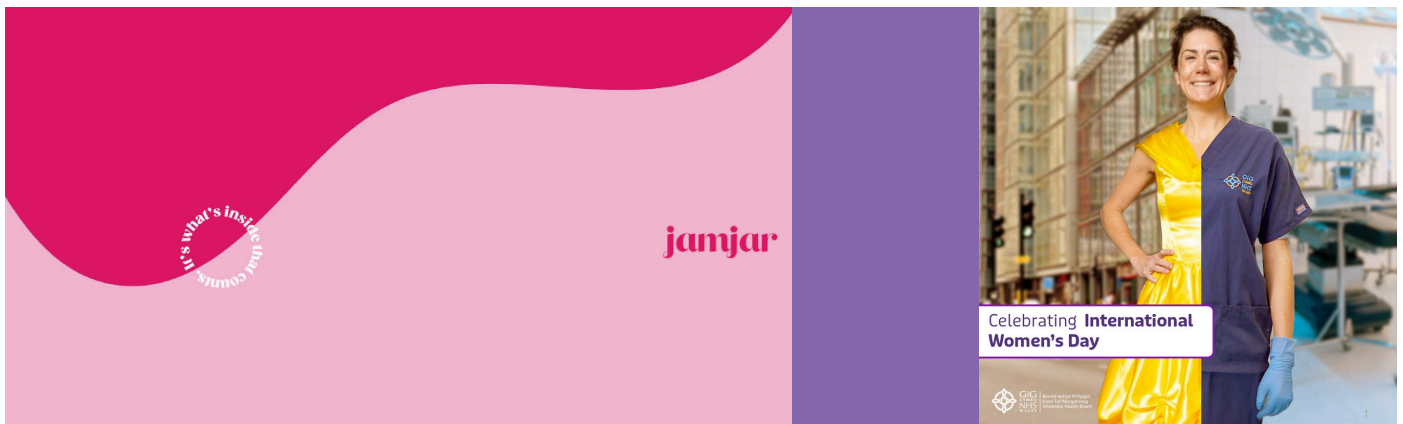
Communications & Engagement

Staff engagement remains a core focus for the Charity, with ongoing efforts to build visibility and understanding across the organisation. The Head of Charity has continued to attend staff Q&A sessions, Leadership Forum, and service lead team meetings, as well as coordinating site visits to share information on how teams can access funding, get involved in fundraising, and benefit from Charity support. This has been greatly supported by the new CTM NHS Charity Hub site and accompanying resources, which are more visible and easier to access for staff.

As part of the Health Board's International Women's Day 2025 campaign in March, CTM UHB proudly featured the inspiring story of Zoe Barber's Guinness World Record breaking fundraiser for the Charity—as the centrepiece of its staff campaign. Zoe's record-breaking half marathon run, dressed as Disney Princess Belle, raised over £2,500 for both METUPUK and the CTM NHS Charity. Her story, blending clinical excellence with personal passion, served as a powerful symbol of empowerment, challenging stereotypes and inspiring colleagues across the Health Board through the 'CTM Women Behind the Uniform' campaign.

Procurement has also progressed for the development of a new visual brand identity. A preferred external agency has been appointed following a competitive procurement process, with work on development beginning in early July. This brand development work will provide a more unified, accessible, and engaging Charity identity aligned with CTM UHB values and strategic charity objectives.

More information on the specification for the new brand and the outline of development from Jamjar is included within the Charity forward plan (items 5.2b and 5.2c).



Creating Space for Ellis – and Others Like Him

In one of the most moving and community-led campaigns the Charity has supported to date, CTM NHS Charity joined forces with staff members and parents Robert and Gemma Cummings to raise funds for a first-of-its-kind immersive sensory room at the Paediatric Emergency Department of Prince Charles Hospital. Their son Ellis, who is autistic and non-verbal, has experienced the overwhelming and distressing nature of A&E environments multiple times. This appeal was born from their lived experience—and a heartfelt determination to ensure that other families facing similar challenges receive better support.

Robert and Gemma's campaign has gained extraordinary traction, raising awareness across the community about how bright lights, loud noises, and clinical unfamiliarity can heighten distress for neurodivergent children. Their vision: to transform a section of the A&E into a calming, sensory-informed space where children like Ellis can feel grounded and safe during medical visits.

In May, CTM NHS Charity pledged to match fund the project up to 50% of the total cost—£13,500—if the appeal could raise the other half. At the time, the appeal stood £5,000 short. Thanks to an incredible final push, the full fundraising target was met in early June. Donations from local supporters and businesses helped close the gap, including a standout contribution of nearly £2,500 raised by The Stress Club Dowlais during a dedicated fundraising evening.

The total project cost of £27,000 will fund the development and installation of a fully immersive sensory room, modelled on successful examples already transforming lives

in local schools. It will be Wales' first of its kind in an emergency setting and the story (including the Charity's support) was featured in a BBC News article in May.

This project will serve as a visible symbol of community-led change at the hospital: an idea born from experience, and funded by kindness. It is a great example of the potential of our CTM NHS Charity working in collaboration with the community.



Fundraising

Donation activity through Just Giving was very positive for the period of January to May 2025, with over £8,400 raised via the online platform, with an average donation of £65. This is an over 4x increase in the total raised through the platform vs the same period in 2024. It also includes a huge change in the number of active donors, with 130 across the five months period in 2025 compared to just 1 donor during the same period in 2024. The improved access to information and resources for staff and the public has made a significant impact in early 2025.

The Snowdrop centre received a number of generous donations during the period which included £5,000 made by a member of the public and their family members following treatment, and £800 raised by the Taffs Well Golf Club. The Charity also received a generous donation of £1,500 for the SCBU at the Princess of Wales Hospital in June, as part of the Mayor's Chosen Charity for Bridgend.

Work has continued on development of the Charity's fundraising lottery scheme to enhance the offers for supporting the Charity, with plans to launch in September for CTM UHB staff, followed by a later rollout to the wider public.

Charity of the Year Champions - Johnsons Workwear Raise £4,000 for Breast Cancer Care

Staff at [Johnsons Workwear](#) in Treforest have gone above and beyond in their support for local breast cancer services, raising £4,000 through a head shave fundraiser and tuck shop in aid of the Snowdrop Breast Centre and [Cwm Taf Morgannwg NHS Charity](#).

In a generous display of community spirit and team support, staff at Johnsons Workwear in Treforest have held a series of fundraising events led by staff members with personal connections to breast cancer care.

The Treforest branch of Johnsons Workwear chose to focus their fundraising efforts this year on the Snowdrop Centre through Cwm Taf Morgannwg NHS Charity, as their official Charity of the Year. Their efforts were inspired by the strength of their colleagues and friends Lynda Weaver Jones and Jayne (Catherine) Sainsbury, both of whom have been supported by the Snowdrop Centre through their cancer journeys.

Staff at the Treforest site kicked off their fundraising earlier this year with a creative tuck shop in the factory, selling sweet treats as well as a series of raffles. These initiatives alone, spearheaded by team members Ceri Richards and Maria Locke, raised over £1,000.

Ceri and her colleague Susan Horton then bravely took on the head shave challenge in front of colleagues, friends, and family at the end of May – with Sue’s husband Dai and her grandson even picking up the clippers to help on the day.

Steve Jones, General Manager at Johnsons Workwear, praised the team’s commitment:

“This was an incredibly emotional and powerful event for all of us. The fact that so many of our team came together to support two of their colleagues speaks volumes. The Snowdrop Centre has made a huge difference to Lynda and Jayne, and we’re proud to support such a vital local service.”



Cerian’s Marathon Effort for the Centre That Cared for Her Friend

Cerian Hawkey took to the streets of London this April and completed the 2025 London Marathon in an impressive time of 3 hours 49 minutes and 44 seconds. She raised over £1,000 all in support of breast cancer care services at the Snowdrop Centre.

The Snowdrop Centre provides specialist care and support for people who have been diagnosed with breast cancer and are undergoing treatment. From diagnosis through to treatment and recovery, the Centre plays a vital role in ensuring patients receive compassionate care in a welcoming environment.

Cerian was inspired to fundraise for the Snowdrop Centre after her close friend, Fran, was diagnosed with breast cancer and began treatment at the unit.

Speaking about her reasons for running, Cerian said:

“I’ve always wanted to run the London Marathon, but even more so now as I’m doing it for my lovely friend who’s currently battling breast cancer. She’s honestly the bravest and strongest woman I’ve ever met — her attitude and outlook are just amazing. She told me the Snowdrop Breast Centre have been incredible, and that without some of the equipment they have, her cancer might not have been detected. I’m really proud to be raising money for such a wonderful charity that’s helped her and so many others.”

Fran also shared her appreciation for the care she’s received and Cerian’s support:

“I find it hard to put into words the impact The Snowdrop Centre has had on me. The staff were so responsive to any question or query that I had and the fact that the service was local made it so much easier. My husband I were always greeted with a friendly face, which meant a lot. Knowing that Cerian is running to raise funds for the Centre means the world, and her efforts will help them to continue



Liz Ashby’s Half Marathon Tribute to ICU Team Who Saved Her Sister

CTM UHB’s Liz Ashby (Staff Nurse) recently took on the challenge of running the Llanelli Half Marathon on behalf of Cwm Taf Morgannwg NHS Charity to raise vital funds for the Intensive Care Unit at Princess of Wales Hospital.

Liz Ashby successfully completed the 13.1 mile Llanelli Half Marathon in an impressive personal best time of 01:37:10. A keen runner, Liz has taken on several running challenges in the past – but this was her fastest half marathon time to date.

Liz’s fundraising challenge was inspired by a deeply personal experience. Last November her sister was admitted to the Intensive Care Unit at Princess of Wales Hospital with pneumonia and required four days on a ventilator. She decided to take on the half marathon on behalf of the CTM NHS Charity, after seeing first-hand the exceptional care the unit provided.

Speaking about her reasons for taking on the challenge, Liz said:

“My sister deteriorated and ended up needing to be placed on a ventilator. It was such a hard time, but the staff gave her the most amazing, dignified care. I honestly cannot thank them enough for what they have done. I truly believe that if it wasn't for the incredible doctors and nurses on the unit, my sister wouldn't be here today. They really all are superheroes.”

To date, Liz's incredible efforts have raised £385 – almost double her initial target of £200. This money will help to support staff and to enhance patient care in Intensive Care at the Princess of Wales Hospital, ensuring patients and staff receive the very best health care and support.

Grants & Impact

The Charity has seen an increase in the number of funding enquiries and applications across CTM UHB in 2025, with 45 new project requests submitted directly to the Charity inbox in this period (not counting direct requests to Fund Holders). Of these, approximately 46% were approved, 20% were unsuccessful, and approximately 34% requiring further information or development before approval. Common reasons for the unsuccessful requests include ineligibility under current fund criteria or lack of clearly defined patient/staff benefit.

CTM Seren Staff Awards 2025

Since the last activity report, the campaign for the CTM Seren Annual Staff Awards 2025 has officially launched, with the event set to take place on Thursday 25 September at the Village Hotel, Cardiff. The awards—delivered in partnership with and supported by CTM NHS Charity—recognise the outstanding contribution of individuals and teams across the organisation.

This year's programme features nine categories aligned to CTM's values, including public/patient nominations, the Chairs' Monthly Seren Award of the Year, and a special recognition for staff achieving 50+ years NHS service.

Over 290 nominations were received during the open window, reflecting the widespread appreciation for colleagues who embody compassion, teamwork, innovation, and service excellence. Shortlisting is currently underway, with finalists to be announced in July. The Charity's support plays a key role in enabling this celebration of staff dedication, and in helping CTM UHB to create a meaningful and inclusive event for the wellbeing of the CTM workforce.



Organ Donation Artwork for PCH Outpatients Department

The Charity has approved funding to support the creation and installation of the first Organ Donor Recognition artwork within CTMUHB. The installation—set to be unveiled in the Outpatients Department at Prince Charles Hospital in early August—aims to coincide with Organ Donation Week 2025. Developed in collaboration with the Organ Donation Team, the artwork uses a daffodil design to symbolise life and remembrance, offering a lasting tribute to donors and their families while also raising public awareness.

The project is co-funded by the South Wales Organ Donation Fund, with the Charity contributing £7,000 toward the total cost. The display will recognise the Charity's support and include a QR code linking directly to the organ donation registration site, supporting the Health Board's efforts to increase donor sign-up rates, which are currently among the lowest in Wales.



Rhodd o Fywyd
Gift of Life

On the 5.5m x 1m wall we intend to create a further artwork with the words 'RHODD O FYWYD' and 'GIFT OF LIFE' in a swirling design so that the viewer can see something wherever seated or merely just look upwards. This will engage with them and lead their eye around the upper parts of the space so that the message of the design can be fully understood.



Veterans and Armed Forces Collaboration

On Thursday 26 June, CTM UHB will be hosting its first-ever *Veterans and Armed Forces Health Event* in partnership with Valley Veterans, bringing together over 40 organisations to support the health and wellbeing of our Armed Forces community. Being held during Armed Forces Week, the event offers a unique opportunity for veterans, military families, and NHS professionals to connect, share stories, and access targeted health support in a welcoming marketplace environment.

The Charity was pleased to provide funding support for CTM's inaugural *Veterans and Armed Forces Health Event* which was developed in response to feedback from local veteran groups and third sector partners. The goal of the collaboration is to improve access to health, wellbeing, and community support for veterans, their families, and the wider Armed Forces community. CTM NHS Charity provided support for essential event costs including venue hire, refreshments, and printed materials. The event also serves as a pilot for a new model of collaborative engagement, which the organising team intends to scale and evaluate as a potential blueprint for regional partnership working.

Keynote speakers include Peter Vaughan QPM CStJ, HM Lord-Lieutenant of Mid Glamorgan, and Invictus Games double gold medallist Ben Lukowski, sharing his personal journey of resilience. Attendees will also hear from George Matthews, CEO of 65 Degrees North, about the power of "rehabilitation through adventure."

Ysbyty George Thomas SRU Arts Therapy Sessions

Following the success of earlier sessions, the arts therapy project for the SRU at Ysbyty George Thomas is set to resume delivery in July after being delayed since November due to a changeover in the artists delivering the workshops. Funded through CTM NHS Charity and delivered by local artists in partnership with the Arts & Minds programme, the workshops have supported patients through creative expression, confidence-building and social engagement.

Previous sessions have resulted in meaningful outcomes, including an in-ward exhibition, individual creative projects such as sculpture and poetry, and public-facing displays at the Rhondda Arts Festival in 2024. The next phase will complete the

remaining series of workshops, with a continued focus on expressing patient voice, co-production, and supporting the emotional wellbeing of patients.

Some of the feedback from the artists delivering the sessions:

“[patients] said [they] had missed the sessions and [were] glad we were back, while a member of staff said she really needed this today (the art session). ”

“Ian has made a lot of art in these sessions, and all the art has been given to members of his family... which he is incredibly proud to tell me about. Ian talked about the future... he said he never really had a plan for when he leaves hospital. But he really wants to do an art course in college.”

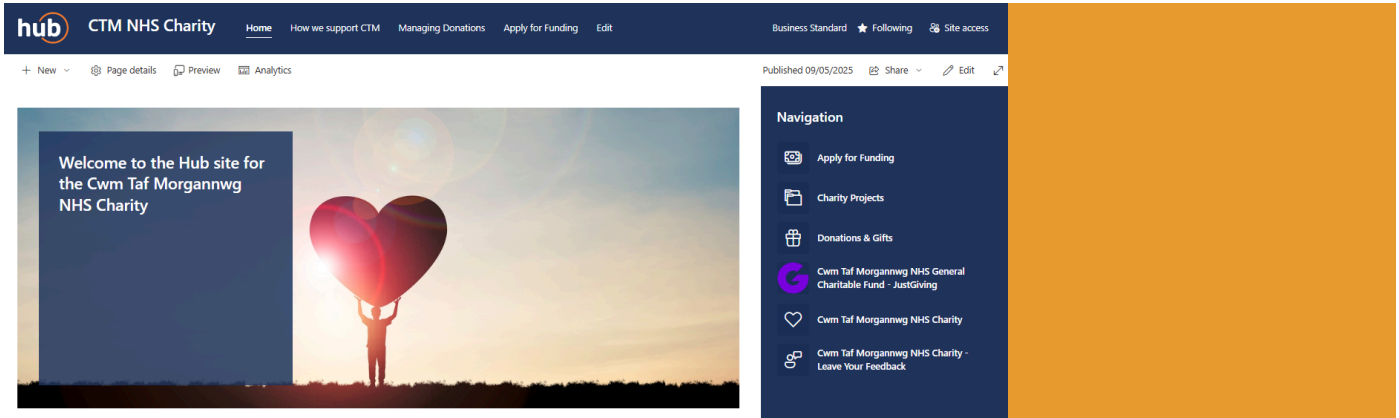
“Leon was very nervous at first... but with encouragement, he quickly grew in confidence and was very pleased with the final work. Leon is really proud and pleased with his church. He likes to show people... and his face lights up when



Governance

Launch of CTM NHS Charity Hub Site

The new CTM NHS Charity hub site (for CTM UHB staff) is now live as of March 2025 and offers a central hub for guidance, application forms, campaign updates, and FAQs for fund holders and staff. It continues to be promoted through internal comms channels and is designed to streamline access to support and resources for staff.



Fund Holder Structure Updates

As part of ongoing efforts to improve access to Charity funding and to strengthen the strategic oversight and administration of charitable funds, the CTM NHS Charity has introduced a new Fund Holder structure across all designated funds, effective from June 2025. Under this model, Care Group Directors have been appointed as the formal Fund Holders, providing consistent leadership and reducing the risk of delays caused by staff turnover. Existing Signatories will remain in place and continue to support day-to-day administration and approvals, under the oversight of the new Fund Holders.

These changes aim to improve the visibility and strategic use of funds across sites and services, while ensuring funds are being used more efficiently to benefit patients and staff. A full onboarding programme, including updated guidance and a Fund Holder training session, is being rolled out to support this transition.

ctm.charity@wales.nhs.uk
ctmuhb.nhs.wales/about-us/our-charity
justgiving.com/ctuhb
registered charity no. 1047965

Cwm Taf Morgannwg
ELUSEN GIG | NHS CHARITY





Agenda Item

4.2

Charitable Funds Committee

**Cwm Taf Morgannwg NHS Charity
Forward Plan (July-December 2025)**

Dyddiad y Cyfarfod / Date of Meeting	09/07/2025
Statws Cyhoeddi / Publication Status	Open/ Public Not Applicable
Awdur yr Adroddiad / Report Author	Abe Sampson, Head of Charity & Income Generation
Cyflwynydd yr Adroddiad / Report Presenter	Abe Sampson, Head of Charity & Income Generation
Noddwr Gweithredol yr Adroddiad / Report Executive Sponsor	Simon Blackburn, Director of Communications, Engagement & Fundraising

Pwrpas yr Adroddiad / Report Purpose	For Noting
---	------------

Engagement (internal/external) undertaken to date (including receipt/consideration at Committee/Group)		
Committee / Group / Forum Individuals	Date	Outcome
N/A	Click or tap to enter a date.	

Acronyms / Glossary of Terms	
CTMUHB	Cwm Taf Morgannwg University Health Board

1. Situation /Background

- 1.1 The purpose of the accompanying report is to provide the Charitable Funds Committee (CFC) with an overview of key priorities and a forward plan of activity and progress for January – June 2025.
- 1.2 This report outlines progress on previously identified strategic priorities across communications and engagement, fundraising, grants and governance, while also highlighting new opportunities for growth, collaboration and internal development work.
- 1.3 The Charity Forward Plan Tracker (Item 4.2b) provides a more detailed breakdown of key milestones, timelines and deliverables, while this summary report draws attention to a number of areas that require strategic input, support or early consideration from the Committee.

2. Specific Matters for Consideration

2.1 Progress on Strategic Priorities

An overview of progress against the Charity's agreed strategic themes is outlined in the tracker (Item 4.2b), including:

- The phased development of a new Charity brand and vision;
- Increasing staff and public visibility through new internal platforms and site-based campaigns;
- Ongoing implementation of a staff lottery and pipeline fundraising opportunities;
- Improved evaluation, governance and fund management practices.

2.2 Charity Brand Development

The development of a new, engaging brand and visual identity for the Charity are a key to supporting its strategic aims for increased impact and growth. Work has progressed to define a vision that sets out the purpose and ambition of the Charity, and which will underpin branding, communications and strategic planning.

Following a successful procurement exercise undertaken between March - June, the external marketing and communications agency Jamjar, has been appointed to lead the brand development project for the Charity. Jamjar was the unanimous choice for the project, delivering both the highest scoring (based on the quality of response and prior experience of working on numerous NHS, charity, and NHS charity brand projects) and lowest cost response during the exercise. The cost of development will be

approximately £12,000, which will be supported via the Charity's Enablement Fund.

This will be delivered through a six-stage process due to begin in July 2025. Committee members will be invited to support engagement and provide feedback throughout this process. The final brand will be launched as part of the Charity's Winter Campaign 2025.

Further detail on the specifications for brand development (item 4.2c), and the development plan submitted by Jamjar (item 4.2d) have been included as part of the paper.

2.3 **Fundraising Lottery Launch**

The Charity's new staff lottery is scheduled for a soft launch in September 2025, with a public-facing rollout planned for November 2025 once the brand identity is live. The separate lottery paper (item 4.3) provides more information, including the communications and engagement plan for launch (item 4.3b).

2.4 **CTM Seren Staff Awards 2025**

Planning for the CTM Seren Annual Staff Awards for 2025 is progressing well, with the Charity providing funding in support of the delivery of this key recognition event for staff wellbeing and engagement. Following recommendations from the Staff Awards working group the event will take place on 25 September 2025 at the Village Hotel, Cardiff, and will be a key opportunity to celebrate the contributions, dedication, and innovation of staff across CTMUHB.

Following the launch for submissions, over 290 nominations were received across internal and public categories. The judging panels are now being convened, and work is ongoing to categorise and review submissions to ensure a fair and well-informed shortlisting process.

The anticipated costs of this initial event are between £10,000–£12,000 for venue hire, catering and technical support for up to 280 attendees. With additional funded elements for this first event including the development of branded assets (£2,000) which will be reused for future events, professional photography and videography for impact evaluation and promotion (£1,500), and printing costs (£300), the latter two of which have been secured at reduced rates in support of the Awards.

The project working group will continue to work on securing additional sponsorship opportunities for the event to make the costs as sustainable as possible.



3. Key Risks / Matters for Escalation

3.1 There are no key risks or matters for escalation. Further updates and decisions will be brought to the Committee as required.

4. Assessment

Objectives / Strategy	
Dolen i Nod (au) Strategol BIP CTM /Link to CTMUHB Strategic Goal(s)	Creating Health
	If more than one applies please list below: Potential links across all strategic goals.
Dolen i Feysydd Strategol BIP CTM /Link to CTMUHB Strategic Areas	Living Well
	If more than one applies please list below: Potential links across all strategic goals.
Dolen i Ddeddf Llesiant Cenedlaethau'r Dyfodol – Nodau Llesiant / Link to Wellbeing of Future Generations Act – Wellbeing Goals 150623-guide-to-the-fg-act-en.pdf (futuregenerations.wales)	Choose an item.
	If more than one applies please list below: Potential links across all Wellbeing Goals.
Dolen i Hwyluswyr Ansawdd (Canllawiau Statudol Dyletswydd Ansawdd (llyw.cymru)) / Link to Enablers of Quality (Duty of Quality Statutory Guidance (gov.wales))	Not Applicable
	If more than one applies please list below:
Dolen i Feysydd Ansawdd (Canllawiau Statudol Dyletswydd Ansawdd (llyw.cymru)) / Link to Domains of Quality (Duty of Quality Statutory Guidance (gov.wales))	Not Applicable
	If more than one applies please list below:
Effaith Amgylcheddol/ Cynaliadwyedd (5R) / Environmental /Sustainability Impact (5Rs)	No - Not Applicable
	If more than one applies please list below:

Impact Assessment		
Ansawdd Ydych chi wedi ymgymryd â Sgrinio Asesiad o'r Effaith ar Ansawdd? / Quality Have you undertaken a Quality Impact Assessment Screening?	Yes: <input type="checkbox"/>	No: <input checked="" type="checkbox"/>
	Outcome: POSITIVE	If no, please include rationale below:
Cydraddoldeb a'r Gymraeg Ydych chi wedi ymgymryd â Sgrinio Asesiad o'r Effaith ar Gydraddoldeb a'r Gymraeg? / Equality and Welsh Language	Yes: <input checked="" type="checkbox"/>	No: <input type="checkbox"/>
	Outcome for Equality (delete as appropriate):	If no, please include rationale below:



<i>Have you undertaken an Equality and Welsh Language Impact Assessment Screening?</i>	<p>POSITIVE</p> <p>Outcome for Welsh Language (delete as appropriate):</p> <p>POSITIVE</p>	
Cyfreithiol / Legal	There are no specific legal implications related to the activity outlined in this report.	
Enw da / Reputational	<p>Yes (Include further detail below)</p> <p>The Charity is actively engaging in proactive communications around charitable activity in order to raise its profile and achieve a positive reputational impact.</p>	
Effaith Adnoddau <i>(Pobl /Ariannol) /</i> Resource Impact <i>(People / Financial)</i>	<p>Yes (Include further detail below)</p> <p>Charity activity and projects may have resource & financial implications, which will be outlined individually or in separate Committee reports.</p>	

5. Recommendation

5.1 The Charitable Funds Committee is asked to **NOTE** and **DISCUSS** the Charity forward plan and accompanying tracker (item 4.2b).

6. Next Steps

6.1 Feedback from Committee members will be implemented into the forward look and planned Charity activity.

CTM NHS Charity Forward Plan

January 2025 - June 2025



Cwm Taf Morgannwg
ELUSEN GIGINHS CHARITY

Communications & Engagement

Priorities identified for 2025/26

	Activity	Progress	Key Dates
1	Development and launch of a new Charity brand identity.	<ul style="list-style-type: none"> The Charity's brand identity is fundamental to its success and will materially impact all Charity comms & engagement work - its launch is a priority. Supporting the new branding, the Charity will utilise its long-term vision (which will help to inform brand style, tone and messaging). A draft of this vision and a proposal for the brand development process was presented to the Committee for review in January 2025. Initial insights into the values and priorities of staff members have already been gathered. Further surveys and development work will be undertaken with our stakeholders using examples from other NHS charities to help shape discussion and focus feedback for the brand creation and refinement. Following a successful procurement exercise, Jamjar were chosen to develop the Charity new branding in June 2025. Building on initial feedback and consultation work, Jamjar 	<p>March 2025 - Completed initial stage of consultation and engagement, begin procurement for brand development with external support.</p> <p>June 2025 - Procurement completed and Jamjar pr appointed.</p> <p>July 2025 - Six phase brand development process to begin.</p> <p>October 2025 - Brand development to be completed.</p> <p>November 2025 - Charity brand rollout.</p>

will progress with a six-stage process to develop and launch the Charity new branding with a view to presenting a finalised design for approval and a campaign rollout by late October/early November 2025. The process will involve the Charity's key stakeholders (donors, CTM UHB staff, CF Committee members, local community, etc) for input and feedback.

Improve the visibility and accessibility of the Charity for staff.

- The Charity will continue to utilise internal communications channels such as staff update, staff Q&A sessions/forums, and staff Facebook group to date and will continue to develop new content to engage staff through these channels until a longer-term stakeholder engagement strategy is developed (which potentially leads to the creation of separate CTM NHS Charity Channels).
- Opportunities to engage staff in person, will remain limited until additional physical charity marketing materials are developed (along with new branding). The Head of Charity continues to engage with CTM UHB teams and services locally at hospital sites and virtually to hold introduction sessions to the Charity and Charity resources.
- The introduction of the new CTM Hub site earlier in 2025 has led to enhanced awareness and engagement from staff, with relevant project news stories directing staff to the site and leading to an increase in Charity requests for both funding and fundraising support.

March 2025- Launch of new Charity Hub/staff intranet site, with additional resources for staff.

Late 2025 - Use of Viva Engage platform to support Charity visibility and supporter/donor/fundraising communities amongst staff. Rollout date tbc.

Late 2025 - Agreeing a finalised brand will allow the Charity to produce longer-term physical materials and promotions for hospital sites, improving visibility of schemes like the upcoming fundraising lottery.

Nov - Dec 2025 – Socialise new branding through Charity festive campaign.

Improve the visibility and accessibility of the Charity for the public.

- Introduction of a public web page and new, bespoke campaign pages for (Stoma Care, Snowdrop) on Just Giving have helped to generate additional engagement. This will continue to grow in order to support the Fundraising lottery launch and on an ongoing basis, with new relevant resources being added throughout the year. Additional pages including one for Bereavement support are planned for later in the year (July 2025).
- Further development of the Charity's public web presence through 2025 will help to support this aim. Using the learning, and resources developed for the Charity Hub site for staff (where content can be trialled/developed more easily). This will include bespoke and working towards separate/new channels where it is appropriate, based on guidance from the Comms & Engagement team.
- The new brand rollout will help to generate new opportunities to reach and engage the public/local community, including utilising the fundraising lottery as a hook for additional support.

August 2025 - Charity will be featured prominently in two prominent, visible capital projects at PCH (Organ Donation Artwork and the creation of a Neurodivergent space with the ED).

Late 2025/Early 2026 - New assets to promote the Charity across hospital sites in prominent patient/public areas.

Nov - Dec 2025 – Socialise new branding through Charity festive campaign.

Fundraising

Priorities identified for 2025/26

	Activity	Progress	Key Dates
1	Implementation of a new Charity Fundraising strategy	<ul style="list-style-type: none"> • Generating additional unrestricted income is essential as the Charity's general purpose funds have decreased, providing less flexibility over the projects and activity that can be supported. The Charity's fundraising strategy will be ultimately be informed by the collective vision for the Charity and its key strategic priorities, as well the needs determined by the evaluation of pilot fundraising projects. • At present, the Charity is supporting all active fundraising opportunities that CTM UHB teams are developing, with an aim to prioritise securing unrestricted and general purpose income through all fundraising initiatives where possible. • A pipeline of higher-profile fundraising campaigns is being developed, with a view to launching at least one within 2025/26. This currently includes a capital 	<p>Later in FY 25/26 - Coordination with People team on the development of a 'Workforce Wellbeing' grant funding application (NHS Charities Together). This fund has been delayed for devolved nations by NHS Charities Together while there are ongoing conversations with Welsh Government regarding providing match-funding for participating charities. A further update is expected in the Autumn following launch of the first phase of scheme for</p>

		<p>grant programme to explore the further development of the Glanrhyd Chapel, and a separate capital fundraising appeal to support patient experience across all community hospital sites.</p>	<p>English NHS charities.</p> <p>January 2026 – Produce a new fundraising/income generation & development plan for 2026/27.</p>
2	<p>Creation of new CTM NHS Charity fundraising opportunities.</p>	<ul style="list-style-type: none"> • Johnsons Workwear have supported the Snowdrop Centre and our Charity as their nominated Charity of the Year for 2025. They will continue to support through events and fundraising all year. • Work is underway with other Welsh NHS Charities to explore the potential of a joint, all Wales fundraising campaign/corporate partnership opportunities. An All-Wales approach is being developed throughout 2025. • The Charity will develop a unique active challenge fundraiser, with plans for a cycling challenge across CTM outlined, possibly supporting the launch of the active travel charter. A number of staff have already registered interest in the event following Bike week in early June. 	<p>June 2025 – First successful round of fundraising completed by Johnsons Workwear as part of their Charity of the Year support for 2025.</p> <p>Ongoing 2025 - Development of all Wales fundraising/income generation opportunities and via all Wales NHS Charity brand.</p> <p>February 2026 – Publish new guidance and resources in support of</p>

		<ul style="list-style-type: none"> • Resources to support Legacy/Gifts in Will donations will be developed to coincide with the high-profile Free Wills month in March 2026. • Several CTM UHB staff teams/services have pitched fundraising appeals/initiatives for Charity support, these will be prioritised according to organisational need, Charity funding aims, potential success rate and other relevant factors. • The Charity will work to support staff fundraising groups, providing resources to support them with donor stewardship and an enhanced platform through the Charity. 	<p>Legacy fundraising campaign to coincide with free wills month in March.</p>
3	<p>Development of a fundraising lottery scheme for the Charity.</p>	<ul style="list-style-type: none"> • A staff lottery has the potential to be a highly effective generator of sustainable unrestricted funding for the Charity. A proposed scheme was approved by the Charitable Funds Committee in January 2025. • Further input on the lottery was sought from internal stakeholders through early 2025, along with development of localised resources to support players within CTM. • Subject to approval of Digital/Data requirements the lottery will soft launch in September 2025 for staff with a wider rollout once the Charity's branding has been completed in late October. 	<p>January 2025 - Fundraising lottery approved by Charitable Funds Committee.</p> <p>Early 2025 – Further development of Lottery offer, details of rollout with input from Public Health and People teams. Further review by EMB and beginning to socialise with staff.</p> <p>September 2025 – Launch Fundraising lottery</p>

• Additional details on the lottery are included in the separate 'fundraising lottery' paper.

for CTM UHB staff (soft launch).

November 2025 – Launch fundraising lottery for wider public as part of enhanced offer of the Charity.

Grants & Impact

Priorities identified for 2025/26

	Activity	Progress	Key Dates
1	Implementation of a standardised evaluation programme for all Charity funded projects.	<ul style="list-style-type: none">• A standard template application form and evaluation have been developed for any new Charity funded projects, but further work is required to ensure this is implemented across all relevant funds.• The next stages of improvement, will be to incorporate automation/digital processes to support grant funding requests, providing improved data and better accessibility and efficiency.	<p>Late 2025 – Development of a standardised reporting mechanism for all funds.</p> <p>Early 2026 – Partial automation of grants application/submission process.</p>

Development of additional project evaluations and case studies with previous/ongoing Charity projects.

- Securing qualitative data, beneficiary/staff/patient impact stories and photo/video content is also key aim of our new evaluation process.
- New materials/case studies around the impact of public donations, and how our NHS Charity makes a difference was developed for the festive campaign and for the Hub site launch. Further work in this space is needed in 2025 to support the rollout of the new Charity brand.
- Planned projects underway to be implemented through 2025/26 include: Development of a new staff wellbeing space at RGH ED, a pilot project for a new staff-led trolley service at YCR, expansion of YCC arts programme pilot, Purchase of Active Birth Equipment for CTM acute hospital sites, and emergency patient clothing and toiletries for all hospital sites.

Ongoing - Rollout and promotion of new Charity case studies.

Governance

Priorities identified for 2025/26

	Activity	Progress	Key Dates
1	Development of a clear, long-term Charity vision.	<ul style="list-style-type: none">The vision will help CTM NHS Charity to articulate its goals and aims, provide steer on long-term strategy. A draft vision was developed for Committee members to review in January 2025. Following feedback and further engagement, the vision will form a key part of the brand development exercise.	November 2025 - The Charity will rollout new branding and use this opportunity to socialise its overall Charity vision.

2	<p>Additional support, training, and guidance for Charity stakeholders (including Board Members, Fund Managers, Fundraisers, Project Leads).</p>	<ul style="list-style-type: none"> • Additional guidance has been introduced for the new Charity Hub site. This includes guidance for donations, fundraising, and applying for funding, with further bespoke guidance to be created and updated on an ongoing basis. • The first major planned update will be video guidance for Charity Fund Holders once the training session in July has been held. • Based on feedback from the resources that are developed for Charity Hub site, the Charity will work towards new training/awareness sessions on the Charity throughout 2025/26. 	<p>March 2025 - Launch of new Charity Hub site.</p> <p>June 2025 - Rollout of fund manager/holder restructure, with additional training and support to follow for all new staff.</p> <p>September 2025 – Introduction of a new standardised grant award terms and conditions document for all projects.</p>
3	<p>Consolidation/streamlining of funds</p>	<ul style="list-style-type: none"> • This is an increased priority for the Charity in 2025/26 given the changes to its main General Purposes Fund, and the need to ensure consistency across all funds for income and expenditure. • As part of wider review in early 2025, several target funds have already been identified, with prioritisation given to General Purpose and 'Designated' funds. 	<p>July & August 2025 – Develop proposal for fund changes, which will need approval from the Charitable Funds Committee and CTM UHB Board.</p>



GIG
CYMRU
NHS
WALES

Partneriaeth
Cydwasaethau
Gwasanaethau Caffael
Shared Services
Partnership
Procurement Services

Appendix C

Specification of Requirements

**CWM TAF MORGANNWG NHS CHARITY - BRAND
DEVELOPMENT**

Contents

1. Background	3
2. Requirement	3
The Requirement	4
Output Requirement	5
3. Service Levels & Performance	7

1. Background

Cwm Taf Morgannwg University Health Board (the Health Board) is looking to enter into a contract with a supplier for Cwm Taf Morgannwg NHS Charity Brand Development.

Cwm Taf Morgannwg University Health Board was established in October 2009 and provides primary, community, hospital, and mental health services to almost 450,000 people living in Merthyr Tydfil, Rhondda Cynon Taf and Bridgend. With approximately 13,000 staff members, our workforce is a vital part of the local community, with 80% of staff living and working within CTM. The Health Board takes our role as the area's second largest employer very seriously and this is evident in the wide-ranging partnership working, dedication to corporate social responsibilities and the importance placed on building relationships with our staff and community.

The Cwm Taf Morgannwg (CTM) NHS Charity is the official registered charity (1049765) for the Cwm Taf Morgannwg University Health Board (CTM UHB). Its mission is to enhance the lives of NHS patients, staff, and communities across Cwm Taf Morgannwg over and above what is possible through NHS support alone. As a grant making charity, it achieves this through projects, research, and fundraising initiatives to improve health and wellbeing and help change lives. The Charity is responsible for distributing all the donations which are made to hospitals and NHS services across Cwm Taf Morgannwg.

The Charity is legally separate from the Cwm Taf Morgannwg University Health Board, but the Health Board remains the corporate trustee for the Charity, and responsible for overseeing its development. CTM NHS Charity needs to establish a distinct and recognisable identity that reflects its unique mission and charitable purpose, separate from but aligned with Cwm Taf Morgannwg University Health Board and its long term CTM 2030 vision. While maintaining its independence as a registered charity, the CTM NHS Charity should complement this vision and strategy, reinforcing shared values and goals while ensuring clarity in its role and impact.

With the recent appointment of its first Head of Charity (and first full-time role dedicated to the development of the Charity), the CTM NHS Charity has yet to establish a strong brand or presence across CTM. Therefore, development of a unified brand identity for the CTM NHS Charity has been identified as a key strategic priority. In January 2025, the Charitable Funds Committee of CTM UHB endorsed an approach to develop a charity brand in partnership with an external marketing and brand development specialist, with a view to a launch later in 2025. An advisory board of stakeholders will be established to support this process of brand development.

2. Requirement

The Requirement

Building a strong brand will enable the Charity to enhance awareness, accessibility, and engagement with CTM UHB staff, patients, and the wider community, including local businesses, charities, community groups, and public sector organisations.

A new brand identity for the CTM NHS Charity is essential to:

- **Enhance public engagement** by making the Charity's work more recognisable and easier to promote.
- **Increase visibility and relevance** to attract a broader audience and strengthen connections with local communities.
- **Build trust and credibility** through a professional, cohesive identity that reinforces the Charity's purpose.
- **Improve fundraising potential** by positioning the Charity more effectively for donations, partnerships, and grant opportunities.

CTM NHS Charity invites proposals for the creation of a new brand identity that reflects its mission, values, and impact. The successful provider will work closely with key stakeholders, including CTM UHB staff, patients, and community organisations, to develop a distinctive and recognisable brand.

The scope of work includes:

Stakeholder Engagement & Research

- Engage with internal and external stakeholders to gather insights that inform the brand identity.
- Facilitate workshops and consultations to ensure the brand aligns with the Charity's values, mission, and vision.
- Conduct research to benchmark against best practices in charity branding, particularly within the NHS and third sector in Wales.

Brand Identity Development

- Propose a clear, public-facing name that effectively communicates the Charity's purpose and objectives.
- Design a distinctive visual identity, including logos, imagery, and typography, suitable for both digital and print use.
- Develop tone of voice and messaging guidelines to ensure consistency across all communications.

Brand Materials & Guidelines

- Create a suite of templates and assets for print and digital communications (e.g., social media, websites, presentations, and marketing materials).

- Develop comprehensive brand guidelines covering visual identity, tone of voice, and application rules to maintain consistency across future campaigns and activities.
- Ensure full transfer of ownership for all design assets, including raw file formats.

Brand Launch & Implementation Support

- Provide strategic guidance on launching the new brand to internal and external audiences.
- Supply marketing materials for the initial rollout, including social media content and other promotional assets.
- Offer recommendations for maintaining brand consistency and engaging key stakeholders, post-launch.

Provider Requirements

Applicants must demonstrate:

- Proven expertise in brand development, particularly within the public and third sector.
- A strong track record in graphic design, marketing, and strategic brand positioning.
- Experience in stakeholder engagement and co-design approaches.
- Understanding of the NHS Wales and third sector context the Charity operates within (including statutory requirements) to ensure compliance, relevance, and impact.

This project aims to establish a professional, recognisable, and sustainable brand that enhances the Charity’s visibility, engagement, and fundraising potential.

Output Requirement

We want the successful completion of this brand development project to result in a strong, distinctive identity for the CTM NHS Charity, enabling it to effectively engage stakeholders, improve visibility and recognition, and strengthen fundraising potential. The goal is to ensure the CTM NHS Charity is well-positioned for future growth and success.

Expected Outcomes

A Clearly Defined Brand Identity – The Charity will have a unique, professional, and recognisable brand that clearly communicates who we are and what we do. The brand should differentiate itself from CTM UHB, while aligning with its strategic vision and values.

Enhanced Public Awareness and Engagement – A clear, and visually consistent brand will improve recognition and understanding of the Charity’s purpose among CTM UHB staff, patients, donors, and the wider community.

Greater Relevance and Stakeholder Trust– A strong brand which is relevant to our stakeholders and visible across Cwm Taf Morgannwg will reinforce confidence in the Charity’s work and impact, fostering more long-term support and partnerships.

Increased Fundraising and Partnership Potential – By better communicating our impact, a successful brand will position the Charity to attract new donors, sponsors, and collaborations with businesses, community organisations, and grant funders.

Consistent and Professional Communication – The development of comprehensive brand guidelines will ensure uniformity in messaging, tone, and design across all platforms and materials.

Key Deliverables

The appointed provider will be responsible for delivering the following:

Stakeholder Consultation and Research

- A summary report of key insights from stakeholder engagement, including feedback from staff, patients, and community partners.
- Benchmarking research on NHS and third-sector charity branding best practices.

Brand Identity Package

- A public-facing name for the Charity.
- A bespoke visual identity, including a primary logo, alternative logo formats, typography, and a complementary colour palette.
- A suite of core brand assets, including digital and print-ready designs.

Brand Guidelines Document

- A detailed guide covering visual identity usage, tone of voice, and key messaging principles.
- Guidance on applying the brand across different mediums, including signage, digital platforms, and fundraising materials.

Marketing and Promotional Assets

- A collection of branded templates for social media, presentations, and printed materials.
- Design and production of banners, engagement resources for hospital sites and community outreach.
- Development of key branded promotions for display at each of CTM UHB's three acute hospital sites (Royal Glamorgan Hospital, Prince Charles Hospital, Princess of Wales Hospital) and other key strategic locations.
- Designs for template communications for donors.

Brand Launch Strategy Support

- Initial marketing materials to support the launch, including promotional content for social media, staff intranet and external websites.
- Guidance for the rollout plan for launching the brand internally (to CTM UHB staff and stakeholders) and externally (to the public and potential supporters).

Handover

- Transfer of ownership for all design assets, including raw file formats and editable templates.
- A final handover session with the Charity team to ensure effective implementation and long-term brand consistency.

It is anticipated that the brand development project will take approximately **16 weeks**, structured around the following key phases.

Applicants are expected to outline their own detailed approach while ensuring delivery within this timeframe.

Phase 1: Discovery & Research

- Project initiation, briefing, and stakeholder engagement.
- Research and benchmarking against best practices in charity branding.

Phase 2: Brand Identity Development

- Concept development, including logo, typography, and visual identity.
- Stakeholder feedback and refinement of brand identity.

Phase 3: Brand Guidelines & Asset Development

- Creation of core brand assets and digital/print templates.
- Development of comprehensive brand guidelines to ensure consistency.

Phase 4: Brand Launch & Implementation

- Preparation of a rollout strategy for internal and external audiences.
- Production and delivery of key marketing materials.

Phase 5: Handover & Post-Launch Support

- Final transfer of brand assets and guidelines.
- Transfer of design templates and any relevant training/guidance for internal teams.

Applicants should provide a detailed methodology outlining how they will approach each phase while meeting the overall project timeline.

3. Service Levels & Performance

In order to monitor project progress, the contractor is expected to take part in and support the implementation of the following:

- **Kick-off Meeting** – Initial project briefing to align expectations and agree on deliverables.
- **Bi-Weekly Progress Updates** – Regular check-ins via email or virtual meetings to review milestones.
- **Monthly Review Meetings** – Formal progress reviews with key stakeholders to discuss developments, challenges, and approvals.
- **Final Project Review & Handover Meeting** – Completion review to assess deliverables, gather feedback, and ensure knowledge transfer.

The contractor will be required to provide **written progress reports** at key milestones, detailing work completed, upcoming tasks, and any issues requiring resolution. These reports will serve as a basis for ongoing project assessment.

To ensure the successful delivery of the brand development project, Cwm Taf Morgannwg University Health Board (CTM UHB), as the corporate trustee of CTM NHS Charity, will provide the necessary support and resources to facilitate the supplier's work.

The key responsibilities will include:

- Ensuring the supplier has a **clear understanding of the Charity's mission, values, and strategic objectives**.
- Facilitating an **initial briefing and onboarding process** to align expectations and define success criteria.
- Providing relevant background materials, including **existing brand assets, communications strategies, and stakeholder insights**.
- **Facilitating introductions and engagement** with key stakeholders, including NHS staff, patients, community partners, and decision-makers.
- Supporting the supplier in organising **workshops, focus groups, and consultations** to gather insights.
- Encouraging **active participation from CTM UHB leadership and staff** to ensure buy-in and meaningful input into the brand development process.
- **Providing prompt feedback** on design concepts, messaging, and branding proposals to prevent delays.
- Ensuring internal governance processes (e.g., **committee approvals, executive sign-off**) are managed efficiently.
- Agreeing on a **single point of contact** within the Charity to streamline communication and decision-making.
- Providing access to **relevant digital platforms, design assets, templates, and existing brand guidelines** (where applicable).
- Coordinating the **internal and external communication strategy** to support the brand launch.
- Assisting with the **distribution of marketing materials** across hospital sites and digital channels.
- Holding **regular progress meetings** to review milestones, address challenges, and provide constructive feedback.
- Providing support for **post-launch evaluation**, ensuring brand consistency and long-term sustainability.

The supplier should provide details of the costs as such:

- Cost per day
- Number of days required per stage of development/for each output
- Total cost for proposal

Any additional optional costs for consideration should also be highlighted by the supplier in the response.

It's what's inside that counts.

jamjar

**It's what's inside
that counts**

1.

Who we are - and why we're the ideal partner for your new brand

We're jamjar - a bilingual, multi award-winning creative communications agency based in Cowbridge, with a thirteen-year track record of helping purpose-led organisations connect meaningfully with their communities.

Inside our jar you'll find a collaborative team of brand strategists, creative thinkers, digital storytellers, and communications experts - all driven by the same goal: to create work that excites, engages, and delivers real-world impact.

We dream big. We deliver. And we've got the awards to show for it, including:

- CIPR Gold Award - Best Use of Social Media
- CIPR Gold Award - Digital Campaign
- CIPR Gold Award - Public Sector Campaign
- CIPR Gold Award - Consumer Campaign
- CIPR Gold Award - Low Budget Campaign
- CIPR Gold Award - Not-for-profit Campaign
- CIPR Gold Award - Best use of Content

Since 2012, we've been uncovering the standout qualities within organisations and transforming them into compelling brand stories - because we believe the most powerful brands are built from the inside out. One such brand was for Powys Health Charity, delivering a vibrant new brand with deep community resonance - for Powys, by Powys. We worked closely with key stakeholders and staff to develop a brand strategy, and visual and verbal identity that both reflects and resonates with the community of Powys. In the words of our client, "there's no doubt the new brand is helping us to reach more places, do more for our community, and help more people across Powys."

Powys Health Charity is just one example of a brand co-created in close consultation with stakeholders. Other examples include Welsh Government's National Forest for Wales, Public Health Wales Vaccination Saves Lives, Cardiff & Vale UHB's Good Food & Movement and Swansea Bay Sports Park. We have also been NHS Wales HEIW's creative partner on the international TrainWorkLive campaign for three years and in that time we have worked closely with NHS staff, trainees and stakeholders, so we have gained a deep understanding of NHS culture, challenges, and communication nuances. We also work regularly with all the health boards in Wales, including Cwm Taf Morgannwg.

That's why we believe we're the ideal partner to help Cwm Taf Morgannwg University Health Board and we would welcome the opportunity to bring your new brand to life.



Croeso

Lifting the lid...

...on our team of jammers!



Lyndsey
MD, Comms lead



Nat
Creative lead



Emily
Senior Designer



Anna
Branding Consultant



Rhi
Welsh Language Comms



Leon
Welsh Language Designer

The jamjar team is made up of a skilled team of directors, communication managers, brand strategists, designers, content producers, animators and copywriters. Every project is assigned a dedicated team, which is chosen based on relevant experience to the brief. Every member of the project team has a clearly defined role which makes for an efficient and seamless service delivery. The team for this project would be:

Lyndsey Jenkins – Director/Brand strategist

Lyndsey is a driven and passionate communications professional. With over two decades of experience working with clients in a variety of sectors, she is both creative and strategic. She founded jamjar in 2012 and over the last thirteen years, the agency has won over 20 awards for its work from our industry bodies – the Chartered Institute of Public Relations and the Chartered Institute of Marketing. Lyndsey oversees all clients and staff at jamjar. She specialises in developing robust brand strategies for clients including Welsh Government, Life Sciences Hub Wales and Public Health Wales.

Natalie Wilson – Associate Director/Brand strategist

Natalie was the brand strategist and project lead for the development of the Powys Health Charity brand. She was responsible for the stakeholder consultation, brand strategy, messaging and creative direction for the new brand.

Other relevant brands Natalie has worked on include Cardiff and Vale University Health Board's Good Food & Movement brand identity and the brand strategy for

mental health charity Platform.

For the last three years, Natalie has been the strategic lead for NHS Wales HEIW's TrainWorkLive campaign, working closely with the client to produce a brand and numerous pieces of content and campaigns that engage and attract healthcare professionals from outside of Wales. This work involves extensive engagement with NHS staff, leadership teams, and key stakeholders across Wales.

Natalie has lived in Bridgend and been a member of the Cwm Taf Morgannwg community for over 30 years.

Emily Grinstead - Senior Designer

Emily is an experienced all-round graphic designer. Her skillset covers branding, UI/UX, editorial, animations, art-working and digital design and she has created bilingual design work for clients including Welsh Government, Public Health Wales and NHS Wales. She is responsible for working with clients from brief to concept development and creative execution.

Leon Evans - Multidisciplinary Designer

(Welsh speaker)

Leon's skillset covers branding, photography, graphic design and digital design and he has created bilingual design work for clients across a range of sectors. Leon developed the Powys Health Charity and the Good Food & Movement brand identities.

Rhian Wildi - Head of Welsh Language

(Welsh speaker)

Working alongside the creative team, Rhian ensures adherence to the Welsh Language Act. With a degree in Welsh language, Rhian is an experienced bilingual (Welsh/English) communications professional with experience of working with Welsh Government, Big Lottery Fund, Arts Council for Wales and Wales Millennium Centre.

Our experience

We have a wealth of experience working with public sector, charity and not-for-profit organisations developing brands, refreshing brands and creating engaging designs. We are current suppliers to Cwm Taf Morgannwg University Health Board, having delivered an innovative recruitment campaign targeting both doctors in the UK and doctors from overseas, which was viewed by over 6m people, including over 200,000 video views.

Here are just some of the other organisations we have worked with:

- Welsh Government
- Public Health Wales
- Cardiff & Vale University Health Board
- Aneurin Bevan University Health Board
- Hywel Dda University Health Board
- Betsi Cadwaladr University Health Board
- Powys Health Charity
- Comisiynydd y Gymraeg
- Qualifications Wales
- Traveline Cymru
- Life Sciences Hub Wales
- Health Education and Improvement Wales (HEIW)
- Healthcare Inspectorate Wales
- Care Inspectorate Wales
- Higher Education Funding Council for Wales (HEFCW)
- Gower College
- Swansea University
- Barcud Housing Association
- Valleys to Coast Housing Association
- Vale of Glamorgan Council
- Newport City Council



Lifting the lid on our work

2.

Powys Health Charity

The Brief

Powys Teaching Health Board's charity was established to safeguard any donations made to the Health Board and NHS services within the Powys area. Its charitable aims are to support the health and wellbeing of NHS staff, volunteers, patients, and community members primarily as a grant distributing charity.

jamjar was commissioned to develop a brand identity that would engage with people living and working in Powys and stand out within the competitive charity space

Research and insight

As the team dissected the brief and conducted desk research, we quickly discovered that most of us weren't even aware that every health board in Wales has a charity, so there was an education challenge on our hands, as well as a branding one.

The initial brand workshop with a cross-section of stakeholders demonstrated that even those working alongside the Charity struggle to articulate what a health board charity is. We challenged their thinking, asking them to focus less on what the Charity does, and more on why it exists. In the words of one of our workshop participants, the Charity "provide the extra level of care that the NHS isn't able to provide - for Powys".

We also discovered that, wherever possible, the Charity offers donors the rare opportunity to decide exactly what their donation is used for.

Brand strategy

"Taking care of Powys" became the strapline that signed off every piece of communication from the Charity, succinctly articulating why the Charity exists.

Every project or donation led with who the donation was for, rather than a list of services or equipment provided, as the Charity had done previously. For Dad. For Brecon. For the nurses who looked after Sian. The concept of care became the consistent thread across every brand touchpoint, from the logo device and colours, to the imagery and language. Powys was inevitably at the heart of everything we produced, as this was a brand for Powys, by Powys.

Brand development

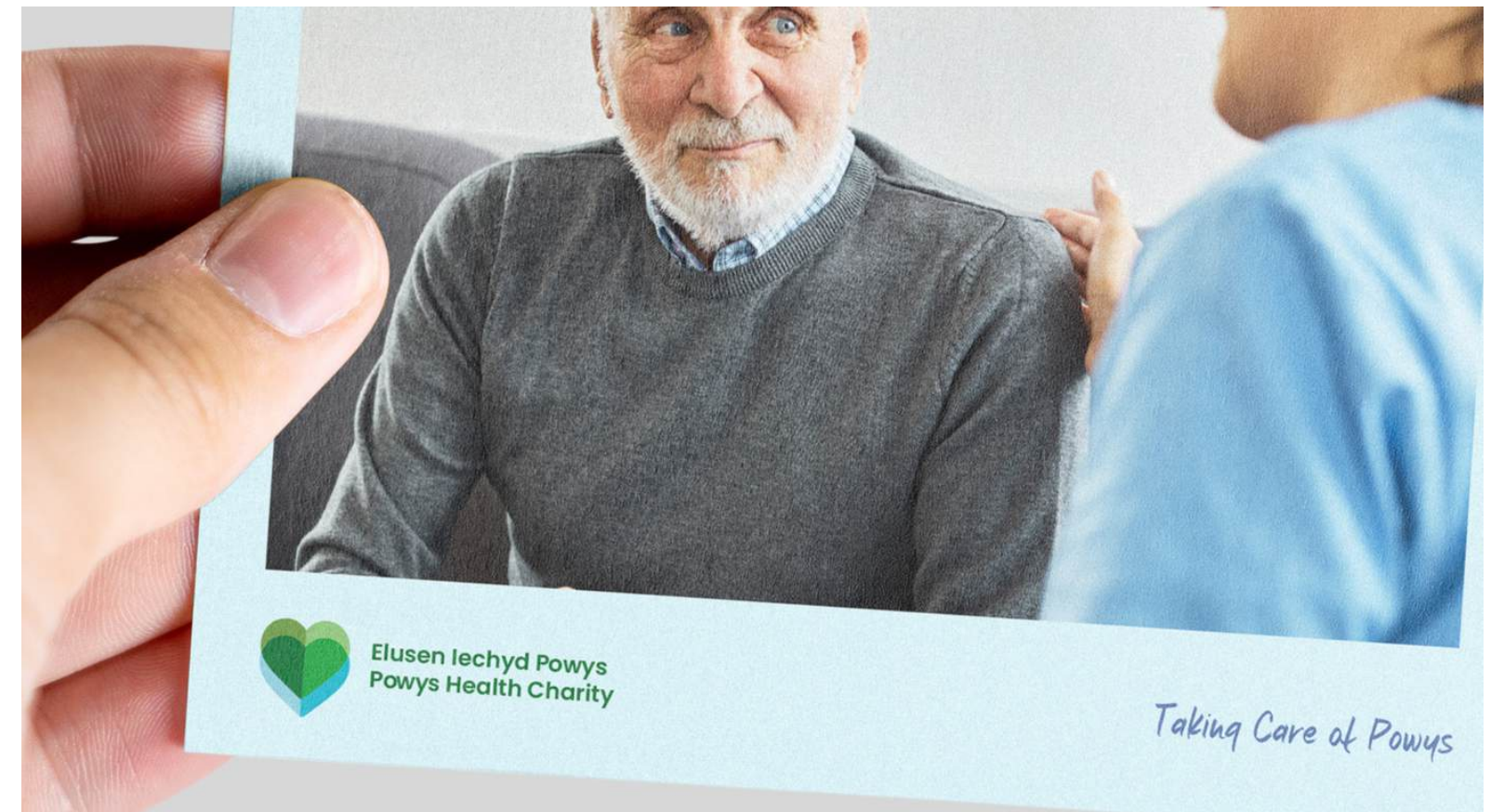
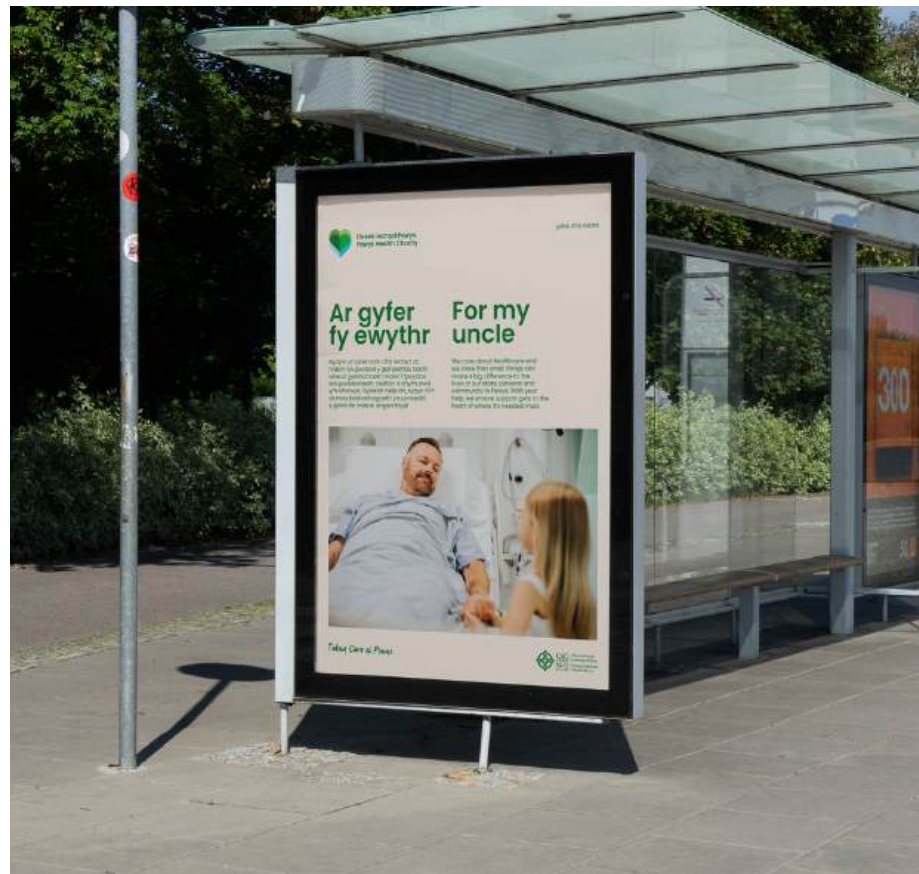
The final logo comprised of a unique heart graphic inspired by the distinctive Powys geography, with the shapes and colours reflecting the mountains, lakes and reservoirs. The intersection of the two hearts also represent the integration that exists between communities. We established a tone of voice that felt as warm and personal as the Charity, ensuring that all communications were akin to how people within Powys speak to one another.

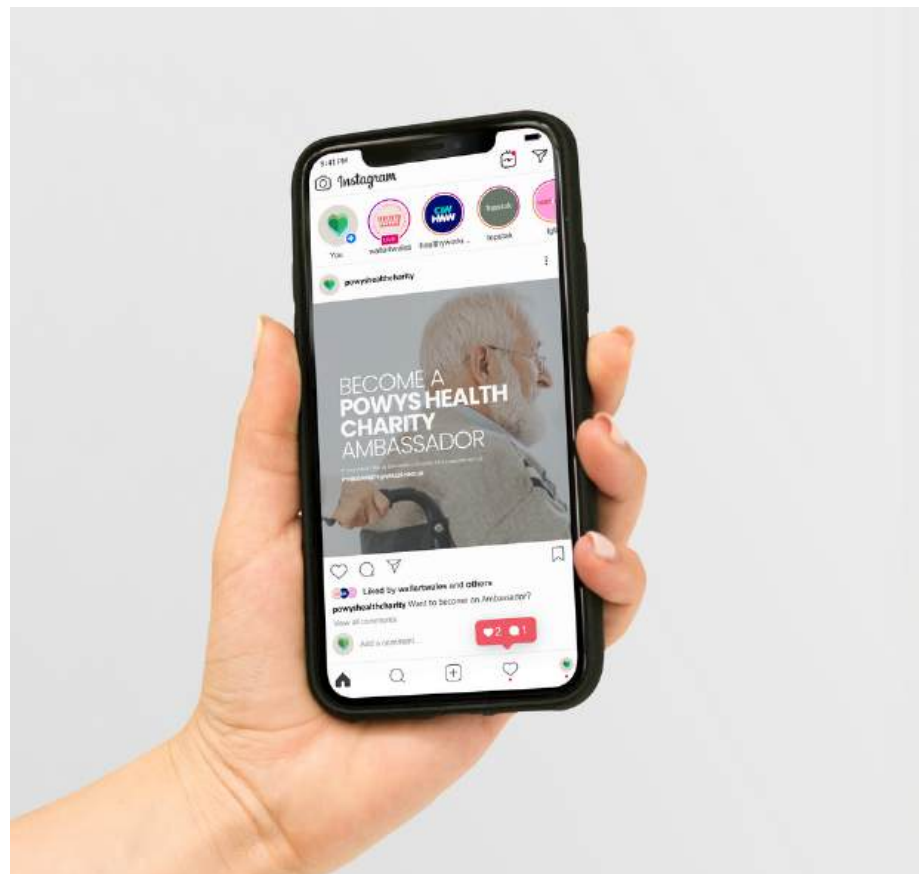
It was vital that photography showed people and projects in Powys in every instance, so we captured an asset bank of photography for use across their marketing materials and social channels. We also provided a toolkit of assets for launch, including social media templates in Canva, PPT templates, leaflets and roller banners.

Client feedback

"jamjar were able take our ideas and the important things like the values and vision for our Charity and bring it all to life in the brand. There was a lot of feedback from all sorts of stakeholders during the brand development workshops, and with their experience they knew exactly what to add, tweak and change to build a brand that could be for all of Powys." Shania Jones

"Throughout the creative process, we could feel the team's enthusiasm for the project and I think that extra care shows in the final brand. We're so pleased with the results and proud to be able to share this new brand with our colleagues, patients, and the community every day. We've had the most amazing feedback so far and there's no doubt the new brand is helping us to reach more places, do more for our community, and help more people across Powys. Diolch yn fawr!" Abe Sampson





Public Health Wales - Vaccination Saves Lives

The Brief

Following a competitive pitch, jamjar was commissioned to develop a strong and recognisable bilingual visual identity for use in all immunisation resources and assets produced by PHW.

Immunisation programmes are one of the most successful public health interventions globally. The World Health Organization (WHO) estimates that 2-3 million lives are saved every year worldwide through immunisation.

Public confidence and trust are critical to the success of these programmes and the communication materials the public view has a direct impact on this.

Our brief was therefore to create a visual identity informed by research, behavioural science and public engagement, which is viewed by the target audience as being trustworthy, authoritative, contemporary, fresh and engaging.

Research and insight

As with all our branding projects, phase one involved a lot of research. We quizzed the health professionals at Public Health Wales on the types of immunisations and the benefits of vaccinations; we looked at what other health organisations were doing in a similar field; we looked at survey results from PHW and insight from the World Health Organisation about barriers to immunisations and how to maintain trust in vaccinations; we surveyed our target audience on their perceptions of immunisations and much more.

Brand development

Armed with our evidence from the research phase, we set about developing visual concepts which we felt best fitted the brief. Having undertaken several behavioural change campaigns on behalf of health organisations, we used this insight to ensure the concepts were influenced by behavioural science, as well as design psychology.

We worked up two firm concepts which we then tested amongst our target audience. We established a testing panel which included an even cross-section of people across Wales who fell into the following categories: expectant parents, parents of babies, parents of toddlers, parents of teenagers and over 55s.

Secondly, we used two anonymous groups via an online survey platform who were 1) parents and 2) over 55s from across Wales. We asked them lots of questions on the concepts we developed gaining their feedback on which resonated with them the most, which they trusted the most, which colours stood out if they resonated more with photography or illustrations, and much more. Using the findings from our public engagement, we were in a position to develop our final concept.

The chosen logo identity incorporates a heart and the letters 'B' (Brechu) and 'V' (Vaccinations) within a shield to represent the protection provided by immunisations. It also includes a strong strapline 'Vaccination saves lives', designed to portray the significance of immunisations.

To connect with audiences in Wales and also to tie in with strategic campaigns, Public Health Wales wanted a series of variations of the main logo to use on topical content.

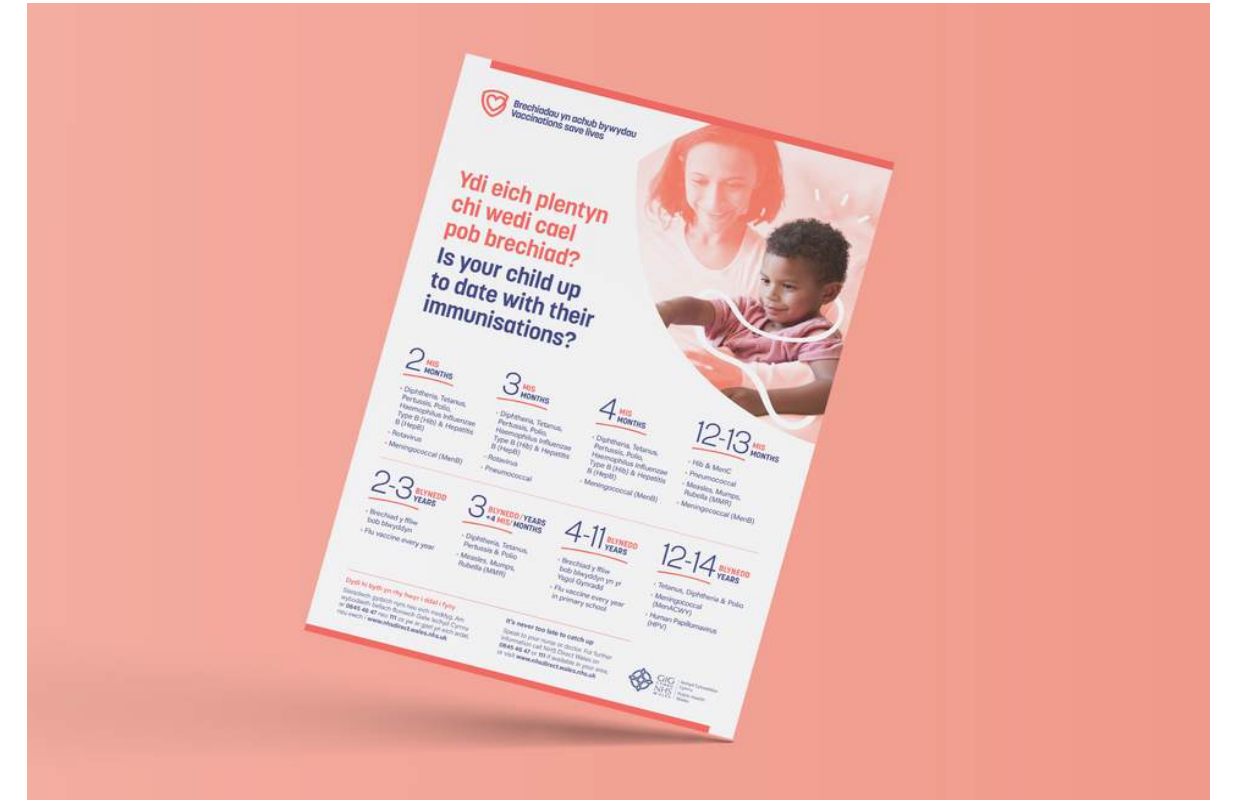
A colour palette was chosen for the identity based on public engagement, colour psychology, and the emotions and feelings we wanted to illicit amongst our target audience.

Results

This visual identity has been instrumental in Public Health Wales' COVID19 vaccination campaign and is an excellent example of how we developed a successful, effective brand through collaboration with PHW and consultation with stakeholders and our target audience. The same research, brand development process and project management tools were applied as outlined in our Approach.

Client feedback

"We have enjoyed working with jamjar on our visual identity project for the Vaccine Preventable Disease Programme in Public Health Wales. It has been a good collaborative process with successful results within specified timelines; working flexibly along the way to meet the needs of the service. We are very happy with the final product. Diolch yn fawr jamjar!" The Vaccine Preventable Disease Programme Team



National Forest for Wales

The Brief

In March 2020, Welsh Government announced its intentions to create a National Forest. The National Forest for Wales will run the length and breadth of the country through a connected ecosystem of ancient and new woodlands.

jamjar was commissioned to create the National Forest for Wales' new brand along with a set of communication assets which would help communicate its benefits.

From the outset, Welsh Government wanted the people of Wales to feel a sense of shared ownership and feel part of the creation of the National Forest, so we involved the public and key stakeholders in the brand development.

Our brief was to create a bilingual brand which would engage and inspire, be distinct and recognisable, and be easy to apply and understand.

Research and insight

As with all our branding projects, phase one involved a lot of research. We visited forests, we studied forests, we spoke about forests...we lived and breathed forests!

We thought about how forests and trees make us feel, and we asked others the same question.

We quizzed the team at Welsh Government about the plans, aspirations and benefits of the National Forest and we carried out a brand discovery workshop with key stakeholders.

Brand Creation

Armed with this insight, we built the brand strategy – the rationale, proposition, vision, mission, values and key messaging. From there, we moved onto visualising the identity and rafting the messaging. The brand language needed to communicate the fact that the National Forest is more than just trees. It will be home to thousands of plants and animals; crucial in tackling our climate emergency; an educational asset, a tourism asset, a commercial asset, a calm place to unwind and reconnect with nature...and so much more.

We worked up possible straplines, headlines and messaging to road test amongst the general public and stakeholders.

Working in tandem with the brand language was the initial ideas for the visual identity.

We took inspiration from our Celtic roots, the natural environment, the biodiversity of forests, different types of trees, the connectivity of the proposed forest and so much more to form some initial concepts.

Our initial ideas for both the visual identity and brand language were tested amongst the general public and key stakeholders for initial feedback.

Using this feedback, concepts were refined, enhanced and developed further, before reconsulting with the various audiences.

This took us to our final concept which features the recognisable outline of Wales made up from various types of leaves found within Welsh forests and our native trees. The interconnecting lines/veins within the symbol symbolise how the National Forest will stretch the length and breadth of Wales and connect our ancient and new woodlands.

Implementation

Once the brand was finalised, we moved onto applying the brand to a suite of communication assets including social graphics, digital graphics, posters, a leaflet, an overarching animation and a series of videos. We create a photo library and also worked with nature enthusiast and Welsh TV presenter Iolo Williams to create an overarching brand video which brought to life the importance of the National Forest for Wales.

Client feedback

"It has been a pleasure to work with jamjar on this brand development project. They have guided us through the process and the final brand is something we can all be proud of. As a national brand for Wales, it is now being used to help put Wales on a global map from a tourism perspective, but also showcasing how as a country we are tackling key issues such as climate change." Erika Dawson

National Forest for Wales



Swansea Bay Sports Park

The Brief

jamjar was commissioned to develop a logo and visual identity for Swansea Bay Sports Park which could be applied across all marketing materials, as well as site signage. It needed to be influenced by the Sports Park's location in Swansea Bay and work alongside partner logos – Swansea University, Sport Swansea, Wales National Pool Swansea, and Swansea Council.

What we did

After delving deeper into the facilities, offering and audiences at the Sports Park, three initial logo concepts were created for the client to review, each with a slightly different take on the brief. Following consultation with the client and wider partners, one identity was chosen to develop further.

The chosen identity was inspired by the location of the sports park taking the curves from the coastline of Swansea Bay. The curves were mirrored, and a horizon line was added to provide a focal point for the eye. The lines were then connected through right angles to make up the shapes from the venue's name – SBSPP from Swansea Bay Sports Park and PCBA from Parc Chwaraeon Bae Abertawe. The interconnecting lines within the icon also helped to unify the three facilities and marry up their audiences. The curves and shapes also helped to visualise direction, movement and the customer journey and could be used as graphical devices to support the brand.

To complement the icon, a bold and bright colour palette was chosen to align with the brand colours of Swansea City Council, Swansea University and Sport Swansea. During the development phase, we experimented with different typefaces, colours and orientations, before refining the chosen identity and applying it to mock ups so the client could get a real sense of how it could work in context.

The results of our work

The final identity features a strong symbol inspired by its Bay location and influenced by the facilities on offer (running track, waves, court lines). Three core lines and colours feature to represent the three main partners and three main audiences (professional athletes, students, local communities) and the icon is capped off by an angular protrusion to symbolise progression in a person's fitness journey.

Once the identity was signed off, we created brand guidelines to manage how the logo is applied going forward and worked with the team to produce signage for the new integrated facilities and a suite of digital assets to use in marketing materials.

Client feedback

"With multiple stakeholders, jamjar has done an incredible job at managing us through this project. The identity has fully achieved our aspirations, reflecting our location and offering. It has received amazing feedback and is being used throughout the Sports Park."

Swansea Bay Sports Park



Parc Chwaraeon
Bae Abertawe

Swansea Bay
Sports Park



Our recipe for success

3.

Our Recipe for Success

At jamjar, we know that great brands don't just happen – they're carefully crafted with purpose, passion, and a deep understanding of the people and markets they serve. Our proven process, honed from years of experience working with leading Welsh organisations like the Welsh Government and Public Health Wales, is structured into five robust phases.

Phase One: Intent – Defining your 'why'

In today's world, people want more than just a product or service—they want to connect with your purpose. We start by working with you to define your core reason for being, asking questions like:

- What are you best at?
- What are you passionate about?
- What difference do you make?

This foundation will shape your brand strategy and inform every creative decision, ensuring your future brand reflects your values, ambitions, and the impact you want to make.

Phase Two: Insight – Understanding what drives your brand

This is where we listen—carefully. We gather insights from across your organisation, staff, stakeholders, patients and the wider community to uncover barriers, perceptions and untapped opportunities.

We'll conduct:

- Stakeholder mapping and targeted engagement
- Focus groups with staff, stakeholders and patients

Phase Three: Ideation – Bringing it all to life

Here's where the magic starts. We'll begin developing the core elements of your brand:

- Name and naming rationale
- Brand purpose, positioning and proposition
- Vision, mission, and values
- Tone of voice
- Visual identity (with black-and-white concepts first, then colour and psychology-led design refinement)

We will rigorously vet all proposed names for:

- Availability with Companies House
- Domain name availability
- Trademark conflicts (UKIPO search)
- Digital and social media handle availability
- Cultural and linguistic appropriateness (including bilingual considerations)

All name concepts will be pre-validated before being presented, ensuring full confidence in their viability.

Phase Four: Improvement and Iteration – Reassure, refine, rebuild trust

Your feedback and that of your steering group will shape this critical phase. We'll refine the preferred concept across three structured iterations, balancing creativity with clarity and practical application.

All work will undergo:

- Internal QA checks
- Stakeholder testing for resonance and clarity
- Presentation to the team with rationale, evidence and real-world mock-ups to bring the brand to life

Phase Five: Implementation – Making it stick

Once we've got a brand that everyone believes in, we'll help roll it out with impact:

- Comprehensive brand guidelines – everything from logo usage to tone of voice
- Assets toolkit – corporate templates, social media designs, launch materials
- Launch support – strategic communication planning, internal engagement materials, and stakeholder comms to reinforce trust and transparency in the journey

We'll make sure your team has everything they need to apply the brand consistently and confidently.

At jamjar, we're passionate about lifting the lid on great ideas and turning them into brands that make a difference. Our process isn't just about creating a look—it's about building something that truly connects with your audience and stands out in the market.

Project management

We use market leading project management software – Monday.com – to plan and track projects. Each client has its own dedicated board on the platform, which is the place we map out what needs doing and by when, who's working on what and where things stand.

Through the tool we plan the project and workload over time, plotting in relevant review periods, including bi-weekly progress updates and monthly review meetings deadlines, and delivery dates. This is shared with the client and third parties so that they can set time aside in their workloads for their element of the project or to review our work. All parties can also access it at any time to see the status of the project.

By having a transparent implementation plan, everybody knows what is planned and when, what resources we need and when, improving communication between all participants and delivering a successful outcome for the project.

Project Timeline -

Phase 1: Discovery & Research (Intent & Insight)

Duration: 3 weeks

- Week 1
 - Start-of-work meeting: confirm brief, timelines, stakeholders and deliverables
 - Set up project board and timing plan
- Week 2
 - Brand discovery sessions with stakeholders
 - Desktop research: market analysis, benchmarking research on NHS and third-sector charity branding best practices
- Week 3
 - Stakeholder mapping
 - Insights report compiled

Phase 2: Brand identity development (Ideation, Improvement and Iteration)

Duration: 6 weeks

- Week 4
 - Develop first draft of brand strategy (purpose, positioning, values, tone of voice)
 - Test brand strategy with stakeholder panel
- Week 5
 - Refine brand strategy based on feedback
 - Finalise and approve brand strategy
- Week 6
 - Create 3 initial brand identity concepts (visuals + verbal elements including naming)
 - Rigorously test name availability (Companies House, UKIPO, domain, social handles)
- Week 7
 - Stakeholder panel consultation on initial concepts
 - Refine and develop chosen concept
- Week 8
 - Stakeholder panel consultation on final concept
- Week 9
 - Finalise and signoff brand identity
 - Supply logo in all formats required

Phase 3: Brand guidelines and asset development (Improvement & Iteration)

Duration: 3 weeks

- Week 10
 - Create draft brand guidelines (logo usage, colours, typography, tone of voice, brand application)
- Week 11
 - Client review and amends
- Week 12
 - Finalise and approve brand guidelines
 - Create first draft of branded templates for social media, presentations and printed materials
 - Test branded templates with stakeholder panel
- Week 13
 - Refine templates in line with feedback
 - Design of banners, key branded promotions and template communications for donors
- Week 14
 - Final refinements and supply of assets or send to print

Phase 4: Brand Launch and implementation

Duration: 2 weeks

- Week 15
 - Create launch plan (internal comms, stakeholder rollout, external launch)
 - Client review and amends
 - Finalise launch plan
 - Supply promotional content for social media, presentations and printed materials

Phase 5: Handover and post-launch support

Duration: 1 week

- Week 16
 - Final transfer of brand assets and guidelines
 - Transfer of all design templates and any relevant training / guidance for internal teams

Costings

4.

Task	Detail	No of hours	Cost
Project management	<ul style="list-style-type: none"> Start of work meeting, Monday.com set up, team briefing, scheduling and proofing. 2 hours at start of project and 1 hour / week for 16 weeks. 	18 hours	████████
Brand strategy	<ul style="list-style-type: none"> Brand research, brand workshop, market and insight analysis. Top line brand strategy development including name, rationale, proposition, positioning, mission & values, tone of voice 	24 hours	████████
Stakeholder engagement and testing	<ul style="list-style-type: none"> Stakeholder testing of brand strategy, feedback collation, reporting and refinements, Name checks (Companies House, UKIPO, domains, socials), stakeholder panel testing, and iteration feedback 	12 hours	████████
Brand identity development	<ul style="list-style-type: none"> Three initial concepts, refinement of chosen concept and delivery of final identity 	40 hours	████████
Brand guidelines	<ul style="list-style-type: none"> Creation of brand guidelines includes logo, colour palette, typography, brand devices, messaging, brand application templates 	32 hours	████████
Brand materials, launch and implementation support	<ul style="list-style-type: none"> Launch plan and toolkit development as per your brief. 	40 hours	████████
TOTAL	+ VAT		████████



Additional Information

5.

Additional Information

1. How will you ensure the new brand for our Charity feels distinct from the Health Board's identity, while still reflecting our shared NHS values and long-term partnership?

We understand the importance of creating a brand that is legally and visually distinct from the Health Board, while still reflecting the shared ethos and values of the NHS.

Our process includes:

- Conducting deep discovery sessions to define the Charity's unique purpose and narrative separate from the Health Board.
- Creating a brand identity rooted in the impact, emotion and purpose of the Charity's work - going beyond NHS delivery to enable the "extras" that matter most to staff and communities.
- Developing visual and verbal cues (e.g. colour palette, tone of voice, messaging) that position the Charity as a standalone organisation while subtly nodding to the NHS brand family where appropriate (e.g. through shared values or complementary elements).

In the brand development phase, we will present three brand identity concepts along a strategic spectrum, giving you clear options for how closely the new Charity brand aligns with the Health Board's identity.

- Concept 1 will be the most closely aligned, reflecting shared NHS values and visual cues for clear association.
- Concept 2 will offer a degree of separation—visually distinct but still recognisably within the NHS 'family'.
- Concept 3 will be the most distinctive, positioning the Charity as a standalone brand with its own personality and voice, while still reflecting shared purpose and partnership values.

As with the Powys Health Charity and "Vaccination Saves Lives" campaigns, we are adept at developing brands that can sit proudly alongside NHS organisations while telling their own story. opportunities.

2. Given your experience with Powys and national campaigns, how will you tailor your approach to reflect the specific culture and needs of communities across Bridgend, RCT, and Merthyr Tydfil?

We never take a one-size-fits-all approach. Instead, we'll:

- Use stakeholder mapping and conduct workshops and consultations across all three localities to capture hyperlocal insight.
- Seek input from frontline NHS staff, patient representatives, community organisations and volunteers to understand emotional connections, communication preferences and cultural nuances.
- Capture voices and stories from across Bridgend, RCT and Merthyr Tydfil to ensure the brand reflects the full geography and diversity of CTM.
- Recommend creating an asset bank of photography showcasing the impact of the Charity's work on real people across Bridgend, RCT and Merthyr Tydfil.

This approach ensures the brand doesn't just "work everywhere" – it feels rooted in place and builds pride across the patch. Taking the time to listen to real people's stories is the reason we're able to create brands that work. More often than not, it is during these conversations that someone will say something and in that moment, a defining point of difference is revealed.

It was during one such session when we discovered that although the towns and villages in Powys are geographically spread out, each individual community is incredibly close-knit—where neighbours genuinely know and look out for each other. For that reason, we introduced a brand language rooted in personalisation, centred around always naming who each donation or project supported. Instead of listing services or equipment and what the Charity had provided, we focused on who it impacted. Phrases like 'For Sian. For Dad. For the nurses who looked after Mam' brought emotional connection and clarity, making it instantly clear who the Charity was helping and why it mattered.

3. Can you confirm what level of hands-on support or training you'll provide to ensure our small team can confidently use and maintain the new brand over time?

We've designed our handover phase with empowerment in mind, including:

- A detailed brand guidelines document (visual and verbal identity, tone of voice, application examples).
- Editable branded templates (social media, leaflets, presentations) provided in user-friendly tools like Canva and PowerPoint.
- A 1:1 or group training session (virtual or in person) to walk the team through how to apply the brand confidently and consistently.
- Optional follow-up support in the months post-launch to troubleshoot, refine or create additional assets as the brand embeds.

We aim to leave you with a toolkit and the confidence to ensure long-term brand success. Naturally, we hope for our working relationship to continue far beyond the initial brand development and rollout, as we have with Powys Health Charity, but equally you will have the tools and templates to successfully move forward with the brand independently of jamjar.

Additional Information

4. How will success be measured post-launch—particularly in terms of increasing awareness, local engagement, and charitable income generation?

We believe brand success must be measurable, so we'll co-define metrics with you during the discovery phase. These may include:

- Awareness: Website traffic, social media engagement, brand recall from surveys
- Engagement: Number of new followers, event participation, community partnerships
- Fundraising: Number of donations, donor retention, total charitable income

Where helpful, we can also support the setup of baseline data collection (e.g. simple surveys or engagement metrics) to allow comparison post-launch.

The brand strategy itself will be designed with measurable outcomes in mind, supporting your future fundraising and community engagement plans.

5. Can you elaborate on how you will bring stakeholders together and if feedback from staff, stakeholders or community members is mixed or divided, how will you navigate those differences?

We are highly experienced in managing multiple stakeholder views and building consensus in complex environments. Our approach includes:

- Mapping stakeholders and planning targeted engagement for staff, community partners, patients and donors.
- Facilitating interactive workshops to explore perceptions and aspirations and surface any tensions early.
- Using transparent documentation and phased feedback to show how insights have been considered and inform decisions.
- Where views diverge, we don't try to meet in the middle, we work collaboratively to find common ground rooted in shared purpose and values.
- Taking our stakeholders on the journey with us by forming strong relationships at the start of the process and continuing to engage and benefit from their experience and insight throughout.

We've applied this approach successfully in projects like the National Forest for Wales and Powys Health Charity. By grounding the brand development process in insight and strategy, we create a clear, objective framework that guides decisions. Even when individual preferences differ from the final direction, stakeholders can see the rationale behind the choices made and feel heard and included in the journey.

**Byddem wrth ein bodd
yn jamio gyda chi.**

**We'd love to
jam with you.**

Cyfeiriad / Address

39 High Street
Cowbridge
Vale of Glamorgan
CF71 7AE

Gwefan / Website

jamjar.agency

E-bost/Email

info@jamjar.agency

It's what's inside that counts.

jamjar



Agenda Item

4.3

Charitable Funds Committee

CTM NHS Charity Fundraising Lottery Update

Dyddiad y Cyfarfod / Date of Meeting	09/07/2025
Statws Cyhoeddi / Publication Status	Open/ Public Not Applicable
Awdur yr Adroddiad / Report Author	Abe Sampson, Head of Charity & Income Generation
Cyflwynydd yr Adroddiad / Report Presenter	Abe Sampson, Head of Charity & Income Generation
Noddwr Gweithredol yr Adroddiad / Report Executive Sponsor	Simon Blackburn, Director of Communications, Engagement & Fundraising

Pwrpas yr Adroddiad / Report Purpose	For Noting
---	------------

Engagement (internal/external) undertaken to date (including receipt/consideration at Committee/Group)		
Committee / Group / Forum Individuals	Date	Outcome
Charitable Funds Committee	11/08/2021	Initial staff lottery paper was noted/endorsed.
Charitable Funds Committee	22/01/2025	Fundraising lottery options paper was approved.
Engagement with Public Health and People teams	March - April 2025	Lottery plans supported, updates to format and messaging.
Executive Leadership Group	21/04/2025	Lottery planning supported.
Staff Q&A/Leadership Forum	May 2025	Fundraising lottery plans socialised with wider CTMUHB staff.

Acronyms / Glossary of Terms	
CTMUHB	Cwm Taf Morgannwg University Health Board



1. Situation /Background

- 1.1 Increasing levels of unrestricted income remains a strategic priority for CTM NHS Charity. A fundraising lottery was identified as a key opportunity to establish a sustainable income stream and support the Charity's long-term development.
- 1.2 Initial work on a staff lottery began in 2021, led by the People team, and involved a proposal to implement a bespoke internal lottery using Harlequin software. However, due to high setup and staffing costs, and the need for a more developed Charity strategy, this was paused.
- 1.3 The proposal was revisited in 2024, informed by engagement with other NHS Wales charities and national providers, and a review of successful schemes across the UK. Three delivery models were considered: internal delivery, bespoke external management, and joining an existing community lottery platform.
- 1.4 Following a detailed options appraisal presented to the Charitable Funds Committee in January 2025, the Committee approved the adoption of the Unity Community Lottery, operated by Sterling Lotteries. This approach offers the lowest setup costs and administrative burden while allowing the Charity to begin building a player base with minimal financial risk.
- 1.5 The scheme will operate under the CTM NHS Charity small society lottery licence, with administration handled externally and promotional activity led by the Charity. The option also retains flexibility to migrate to a more bespoke model if the scheme is successful and continues to grow.

2. Specific Matters for Consideration

- 2.1 The introduction of a fundraising lottery marks a new income generation and engagement mechanism for CTM NHS Charity. As such, clear, ethical, and engaging communication is essential to ensure staff and public understanding, uptake, and responsible participation.
- 2.2 A soft launch to CTM UHB staff is planned for September 2025, to be followed by a public rollout aligned with the Charity's brand relaunch (post November 2025). This phased approach will allow the Charity to test messaging, refine resources, and build an initial player base with minimal risk.
- 2.3 Communications and engagement activity will focus on three core objectives: driving awareness and uptake among staff, embedding the lottery into the Charity's year-round giving strategy, and ensuring the use of responsible gambling messaging throughout all platforms. A full



Communications & Engagement plan for the launch of the lottery is outlined in **item 4.3b**.

- 2.4 The plan includes the development of accessible, bilingual promotional content, intranet and website updates, regular impact stories, and ongoing staff engagement. It also outlines how responsible gambling principles, data protection requirements, and internal capacity will be considered throughout delivery.
- 2.5 The Unity platform provides an externally managed solution, with all draws, administration, and prize distribution handled by Sterling Lotteries. The Charity retains responsibility for promotion and impact reporting and can scale or migrate the platform depending on future player numbers.
- 2.6 No additional promotional budget is currently requested, but the plan includes flexibility to integrate future print materials and campaign tie-ins as part of the broader Charity brand development.

3. Key Risks / Matters for Escalation

- 3.1 There are some risks associated with the pre and post launch activity for the lottery, which are noted here.
- 3.2 Low Staff Engagement at Launch: There is a risk that CTM UHB staff may be unfamiliar with the concept or uncertain about participating. This will be partially mitigated through targeted internal messaging, use of staff champions, and visibility of local impact. The public and staff launches have been split in order to support improved engagement.
- 3.3 Reputational Sensitivities Related to Gambling: There are obvious public health risks around gambling, and this has been factored into development of the lottery and lottery comms planning. The Public Health and People teams have provided helpful recommendations to better support players (such as reducing the number of entries to a maximum of 3 per draw/week). The Communications and Engagement plan also prioritises responsible play messaging, links to GambleAware, and positions the lottery clearly as a way to support charitable activity—not as a solution to financial hardship.
- 3.4 Overlap with Other NHS Lotteries: There is a possibility of confusion with other staff lotteries already active in Wales. Our Charity's offer will be clearly branded and positioned as a local scheme, with proceeds supporting staff and services within CTM UHB specifically.
- 3.5 Capacity to Sustain Ongoing Promotion: Internal resource limitations may affect long-term promotion. The plan addresses this through pre-scheduled messaging, seasonal campaign tie-ins, and leaning on internal advocates and champions.



- 3.6 Technical Delays: Any delays in approvals, DPIA completion, or website integration could impact launch timelines as there are multiple stakeholders required for these processes. The Charity has been able to liaise with Hywel Dda Health Charities and other NHS Charities who are already utilising the same lottery scheme, to help support technical implementation.
- 3.7 Drop-Off in Player Retention Over Time: Initial novelty may decline if players don't win or perceive impact. The plan includes retention strategies such as monthly winner comms, regular updates on how funds are used, and engagement campaigns every 6–12 months. Further information on this will return following an initial evaluation report in early 2026.

4. Assessment

Objectives / Strategy	
Dolen i Nod (au) Strategol BIP CTM / Link to CTMUHB Strategic Goal(s)	Creating Health
	If more than one applies please list below: Sustaining our Future; Improving Care
Dolen i Feysydd Strategol BIP CTM / Link to CTMUHB Strategic Areas	Not Applicable
	If more than one applies please list below:
Dolen i Ddeddf Llesiant Cenedlaethau'r Dyfodol – Nodau Llesiant / Link to Wellbeing of Future Generations Act – Wellbeing Goals 150623-guide-to-the-fg-act-en.pdf (futuregenerations.wales)	Not Applicable
	If more than one applies please list below:
Dolen i Hwyluswyr Ansawdd (Canllawiau Statudol Dyletswydd Ansawdd (llyw.cymru)) / Link to Enablers of Quality (Duty of Quality Statutory Guidance (gov.wales))	Culture and Valuing People
	If more than one applies please list below:
Dolen i Feysydd Ansawdd (Canllawiau Statudol Dyletswydd Ansawdd (llyw.cymru)) / Link to Domains of Quality (Duty of Quality Statutory Guidance (gov.wales))	Not Applicable
	If more than one applies please list below:
Effaith Amgylcheddol/ Cynaliadwyedd (5R) / Environmental /Sustainability Impact (5Rs)	No - Not Applicable
	If more than one applies please list below:

Impact Assessment



Ansawdd <i>Ydych chi wedi ymgymryd â Sgrinio Asesiad o'r Effaith ar Ansawdd? /</i> Quality <i>Have you undertaken a Quality Impact Assessment Screening?</i>	Yes: <input type="checkbox"/>	No: <input checked="" type="checkbox"/>
	Outcome:	If no, please include rationale below: There are no specific quality and safety implications related to the activity outlined in this report.
Cydraddoldeb a'r Gymraeg <i>Ydych chi wedi ymgymryd â Sgrinio Asesiad o'r Effaith ar Gydraddoldeb a'r Gymraeg? /</i> Equality and Welsh Language <i>Have you undertaken an Equality and Welsh Language Impact Assessment Screening?</i>	Yes: <input type="checkbox"/>	No: <input checked="" type="checkbox"/>
	Outcome for Equality (delete as appropriate): N/A	If no, please include rationale below: Not required.
	Outcome for Welsh Language (delete as appropriate): N/A	
Cyfreithiol / Legal	Yes (Include further detail below)	
	<p>Considerations need to be made in order to ensure any fundraising lottery schemes, partners and associated activities are compliant with the Gambling Act (2005) and Charities Act (2011), and any associated regulation. The Health Board and Charity must also hold the appropriate licenses, such as the small society lottery license (which is already held and which is renewed on an annual basis).</p>	
Enw da / Reputational	Yes (Include further detail below)	
	<p>Transparency, accountability, and alignment with NHS/Charity values will be considered for all fundraising lottery activity and communications. Clear communication about how funds are raised and used, adherence to legal and ethical standards, and responsible management are essential to maintaining trust. Efforts will be made to avoid perceptions of exploitation or harm, particularly given the potential sensitivities around gambling. The lottery and its impact will align with the Charity's goals and be able to demonstrate a direct benefit to staff, patients, and the wider community.</p>	
Effaith Adnoddau	Yes (Include further detail below)	



(Pobl /Ariannol) /
Resource Impact
(People / Financial)

Implementation of a fundraising lottery required a small initial setup cost, which has already been funded.

There are also requirements from a staff resource perspective to support implementation, marketing and reporting.

5. Recommendation

- 5.1 The Charitable Funds Committee is asked to:
- **NOTE** the update on the CTM NHS Charity fundraising lottery scheme.
 - **NOTE** and **ENDORSE** the fundraising lottery Communications & Engagement plan (item 4.3b).

6. Next Steps

- 6.1 Subject to Digital Governance assurances, the planned rollout for the scheme will proceed with a soft launch for CTMUHB staff members in September 2025, followed by a wider rollout for the public from November 2025 onwards.



GIG
CYMRU
NHS
WALES

Bwrdd Iechyd Prifysgol
Cwm Taf Morgannwg
University Health Board

CTM NHS CHARITY FUNDRAISING LOTTERY COMMUNICATIONS AND ENGAGEMENT PLAN

BACKGROUND

CTM NHS Charity is launching a new fundraising lottery scheme to support charity activity across Cwm Taf Morgannwg University Health Board and its communities of Bridgend, Merthyr Tydfil and Rhondda Cynon Taf.

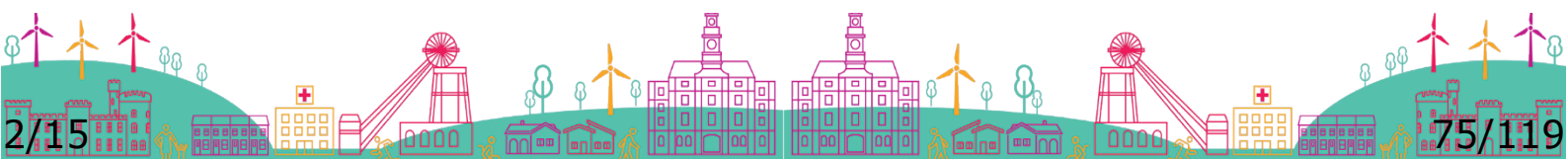
The need for a dedicated communications and engagement plan stems from the strategic importance of this initiative as a sustainable source of unrestricted income, and consideration for the potential legal, regulatory, and ethical risks around the gambling element of the lottery. Fundraising lotteries have become a successful model for other NHS charities and, when embedded effectively, can be a key driver of long-term donor engagement and income growth.

This initiative aligns with the CTM 2030 strategy, contributing to the overarching aim of *Creating Health* by enabling the Charity to enhance services and facilities that improve population health and wellbeing—particularly through investments that go beyond core NHS provision. Funds raised through the lottery will support staff wellbeing, patient experience, and community-led health improvements—key enablers in realising the goals of improving care, inspiring people, and sustaining our future.

Following a comprehensive review of options and best practices from across Wales and the UK, the Charity has joined the *Unity Community Lottery* platform operated by Sterling Management. This low-risk, cost-effective model allows CTM to begin growing its player base with minimal upfront costs, and scale sustainably over time. The formal application and setup process began in February 2025 following approval from the Charitable Funds Committee, and once all data protection and digital compliance steps are completed, the lottery is expected to launch to CTM UHB staff in September 2025. A wider public rollout will follow later in the year, aligned to the relaunch of the Charity’s new brand identity.

The communications plan must therefore serve multiple purposes:

- Drive awareness and uptake within the CTM UHB workforce during the soft launch.



- Build engagement pathways for long-term donor retention and public participation.
- Embed the lottery into the Charity’s year-round giving strategy, ensuring it complements other donation and engagement campaigns.

Operational objectives:

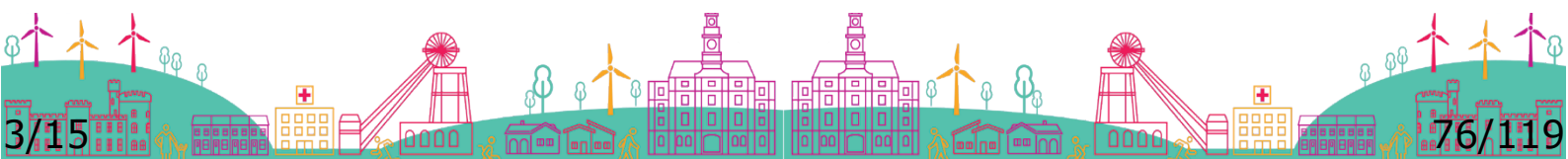
- Launching a compliant, well-communicated lottery for CTM UHB staff in September 2025.
- Reaching a target number of players to establish monthly income sustainability.
- Positioning the lottery as a core pillar of the Charity’s ongoing supporter offer.
- Ensuring responsible gambling messaging is consistently applied.

Milestones for delivery include:

- August 2025: Approval of all compliance requirements (DPIA, licences, digital assets).
- September 2025: Soft launch of the staff lottery via internal channels.
- November 2025 onwards: Wider public launch aligned to new brand rollout.
- January 2026 onwards: Quarterly messaging to retain and recruit players.

Delivery partners and key roles:

- **Head of Charity** – Responsible for overall project delivery, marketing, impact and statutory reporting.
- **Communications and Engagement Team** – Supporting launch messaging, alignment to CTM branding, supporting intranet and web resources and staff channels.
- **Payroll & Charity Finance** – Processing income, supporting financial/statutory reporting.
- **Sterling Lotteries (Unity team)** – External Lottery Manager responsible for platform operation, processing payments, player/technical support, draw facilitation, regulatory compliance.
- **Public Health and People Teams** – Providing support with the development of communications and messaging to consider the



ethical and personal wellbeing impact of a lottery scheme for CTM UHB staff and the wider population.

- **Digital, Data and Governance leads** – Supporting compliance and due diligence.

OBJECTIVES

Communications Objectives

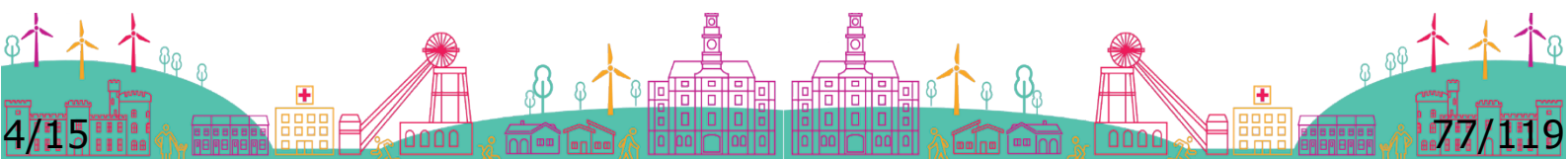
To raise awareness and build understanding

- **Increase Awareness of the Lottery Offer:**
Ensure that all CTM UHB staff are aware of the new CTM NHS Charity Lottery, how it works, and how to sign up.
- **Promote Legitimacy and Build Trust:**
Clearly communicate that the lottery is managed under proper licensing, administered by a regulated External Lottery Manager (Sterling Lotteries), and that funds raised support CTM NHS patients, staff, and communities.
- **Showcase Impact and Transparency:**
Regularly share how lottery proceeds are making a difference across Health Board sites—e.g., through short stories, updates, and testimonials that demonstrate value and can build pride.
- **Align with Wider Charity Messaging:**
Embed the lottery as a regular part of the Charity’s “ways to give” offer, reinforcing it as an accessible option in internal and external campaigns throughout the year.

Engagement Objectives

To influence and drive behaviour change – uptake of offer

- **Drive Staff Participation at Launch:**
Motivate staff to sign up and commit to playing the lottery regularly and sustainably within their means, using targeted messaging and internal champions to promote uptake during the initial rollout.
- **Foster Ongoing Retention and Loyalty:**
Encourage continued participation through personalised communications winner recognition, and regular updates showing the tangible impact of their contributions.



- **Encourage Advocacy Among Staff and Supporters:**
Empower lottery players and Charity advocates to share information about the lottery with colleagues and the wider community, supporting organic growth of the player base.
- **Facilitate Public Rollout and Onboarding:**
Engage wider community supporters from late autumn onwards, aligning public-facing promotion with the new Charity brand identity and seasonal giving campaigns.
- **Support Responsible Participation:**
Reinforce responsible play by promoting sign-up limits, offering opt-out and support resources, and ensuring that all engagement is inclusive and ethically grounded.

KEY MESSAGES

Key Messages for CTM NHS Charity Lottery

Primary Message (Core Statement)

Play the CTM NHS Charity Lottery to help support NHS patients, staff and communities across our Health Board – a ticket at a time.

The primary aim is to lead with the purpose, not prizes/winning, and position the lottery as a meaningful and ongoing act of support.

Supporting Messages (Sub-Messaging)

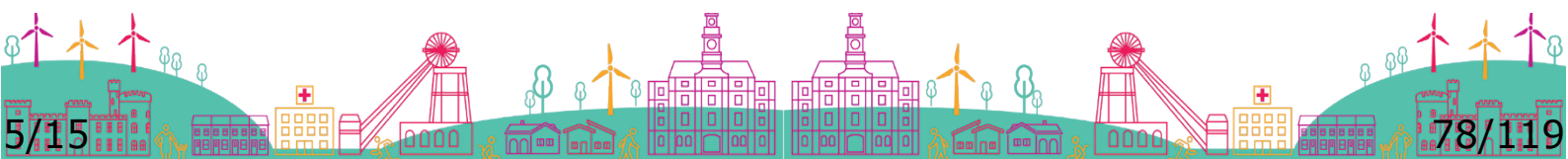
1. Purpose-Driven

Every £1 entry helps us fund projects that go above and beyond NHS care—supporting wellbeing spaces, specialist equipment, staff development and more.

The lottery should be accessible, transparent, and the messaging impacted.

By playing, you're giving back to the NHS here in Bridgend, Merthyr Tydfil, and Rhondda Cynon Taf.

Community connection made explicit and ensuring it remains locally grounded.



Fundraising lotteries have already made a huge difference for other NHS charities—now your £1 a week can help us do the same in CTM.

Invokes existing successful lotteries that staff may be familiar with from other HBs.

2. Simple and Accessible

Easy to join, simple to play—just £1 a week by Direct Debit or card.

Focus on convenience.

You'll be automatically entered each week—no need to check in or claim. And you can stop at any time.

Reduces barriers and encourages inclusivity for all participants, including those less digitally-engaged.

3. Responsible Framing of Prizes

As a thank you for your support, you'll also have the chance to win up to £25,000 each week.

'Thank you' pitched first, prizes second.

It's about doing good—and maybe winning a little something along the way.

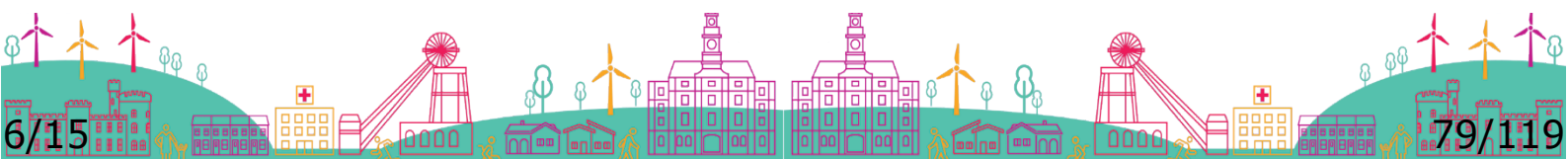
Clear value framing that aligns with CTM UHB/Charity values and responsible play.

The lottery is designed for enjoyment and support—not a solution to financial problems. Please play responsibly.

Support is available via [BeGambleAware.org](https://www.begambleaware.org) if you are worried about gambling.

Ensure that all messages are compliant with relevant regulation. Support from Unity is available for this.

4. Transparency and Trust



The lottery is operated securely through Unity by Sterling Lotteries, a licensed and trusted provider for UK charities.

At least 50p of every £1 goes directly to support our Charity’s work.

Building confidence in the lottery itself and the governance behind it.

5. Social Proof and Impact

Your support funds real projects designed by NHS staff to improve care for everyone.

Thanks to players like you, our Charity can do more—for patients, families, and those who care for them.

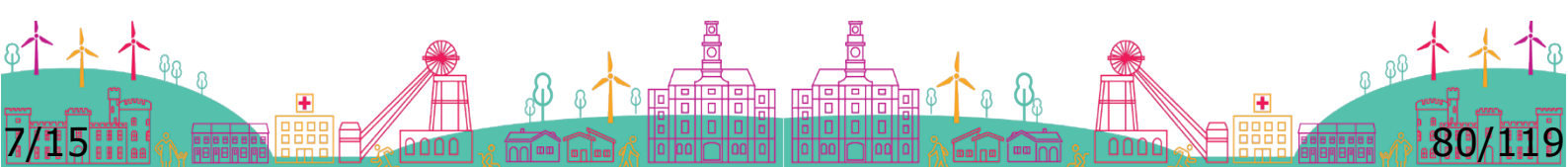
For the first time, CTM UHB staff and supporters can take part in a lottery that gives directly back to our own sites, services and communities through our Charity.

Tone and Accessibility Notes

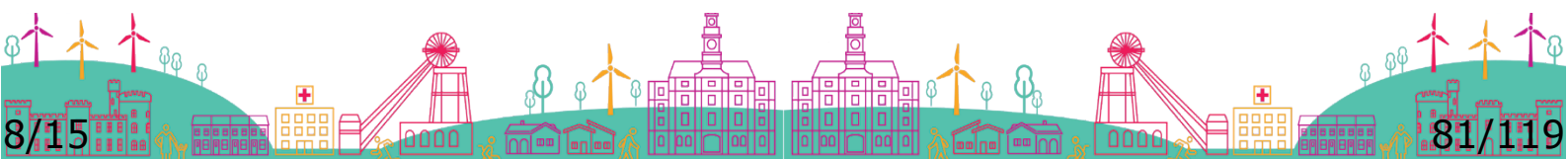
- Language is inclusive, jargon-free, and people-centred.
- Avoids any implication that playing is a solution to financial need or any framing which encourages excess, irresponsible.
- All communications should follow our accessibility guidelines—choice of colours, minimum font size, plain English principles, and inclusive imagery where applicable.

KEY AUDIENCES

CTM staff	Public i.e. patients / service users	Stakeholders/ partners
<p>CTM UHB All Staff Group (Clinical and Non-Clinical)</p> <p>Primary Audience</p> <p>Target for soft launch.</p>	<p>Wider CTM Community Members / New Public Supporters</p> <p>Primary audience (second phase).</p>	<p>Union/LPF Colleagues</p> <p>Secondary audience.</p> <p>Useful channels to share information, address concerns, and promote participation ethically.</p>



<p>All-staff messaging channels (Hub, Email, Staff Groups, Viva Engage(?), Q&A/Leaders Forum, Staff Message)</p>	<p>Residents of Bridgend, Merthyr Tydfil and Rhondda Cynon Taf.</p> <p>Target via digital/social channels primarily.</p> <p>Engaged during the public rollout in late 2025.</p>	
<p>Health Board Corporate Teams</p> <p>Primary audience.</p> <p>Those involved in shaping/contributing to the project.</p> <p>People team, Finance, Communications, Digital, and Board members.</p> <p>Crucial partners in implementation, administration, promotion, as well as target audience.</p>	<p>Existing CTM NHS Charity Supporters and Donors</p> <p>Primary/Secondary audience.</p> <p>Individuals already giving through regular donations or fundraising.</p> <p>Opportunity to offer the lottery as an additional way to give.</p> <p>Risk of alienating audience if pitched incorrectly.</p>	<p>Community Leaders</p> <p>Secondary audience.</p> <p>Look for opportunities for cross-promotional opportunities that are mutually beneficial, like Gift of Kindness campaign.</p>
<p>Internal Champions and Influencers</p> <p>Primary Audience.</p> <p>Includes:</p> <p>Fund Holders/Care Group Leads</p> <p>Site-Based Engagement Champions</p>	<p>Patients and Families Engaged with Charity Projects</p> <p>Secondary audience.</p> <p>Potential advocates and word-of-mouth champions.</p> <p>Messaging tailored around the impact of charity support.</p>	



<p>Charitable Funds Committee and Health Board Leadership</p> <p>Ensure strategic buy-in, visibility, and alignment with organisational goals.</p> <p>Help cascade messaging through internal channels.</p>		
---	--	--

BUDGET

Launch & setup costs

- £199 for software setup, agreed and purchased.
- Additional administration costs will be taken from player draws (approx. 50p in each pound).
- All prizes are funded centrally by Unity at no additional cost to CTM UHB.

Ongoing costs

- No ongoing costs beyond staff resource for those involved in promotion, reporting.
- No additional costs to support marketing and promotion have been requested yet, but there is scope to develop additional print materials alongside/as part of the rollout of new Charity branded resources.

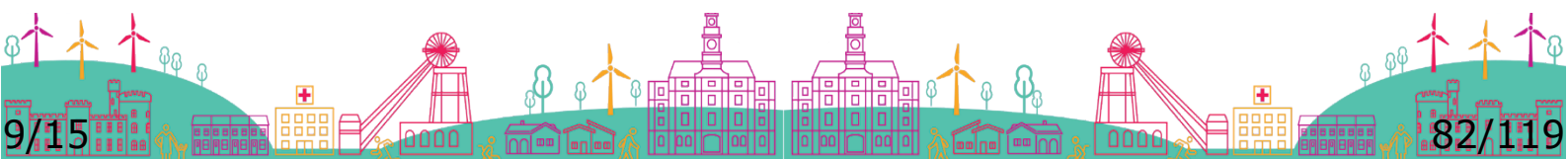
RISK AND DEPENDENCIES

Low Staff Uptake at Launch

Risk: Staff may be unfamiliar with the concept or unsure about signing up to a new lottery scheme, especially without upfront financial incentives.

Mitigation:

- Leverage internal champions (e.g. staff with experience of other lotteries, those who have benefitted from Charity projects) for promotion to build trust.



- Use storytelling and staff-led messaging to show how lottery funds will directly support their workplace.
- Promote simplicity and security of sign-up.

Negative Perception of the Lottery as ‘Gambling’

Risk: Misunderstanding or concern about the ethics of promoting gambling within an NHS setting.

Mitigation:

- Prioritise messaging around charitable impact, not winning.
- Include responsible gambling messaging and signposting to support (e.g. GambleAware).
- Highlight regulation, licensing, and safeguards (sign-up cap on number of draws to a maximum of 3 per week, controlled promotion environments).

Confusion with Other Existing Lotteries

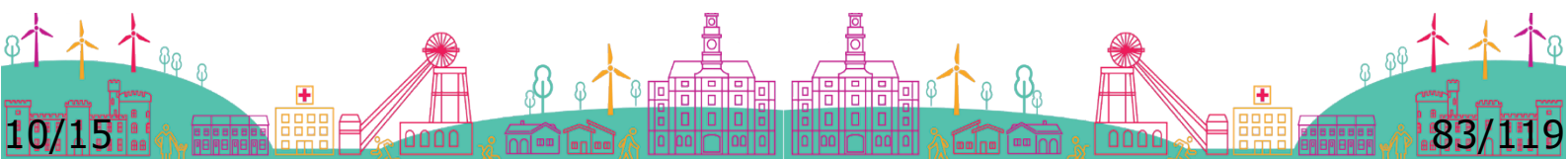
Risk: Staff may already participate in other NHS-related lotteries and think they are the same, or not see the added value of CTM’s offer.

Mitigation:

- Clearly position this lottery as CTM’s own, with local benefit and staff-designed projects.
- Use comparative messaging: “Now it’s our turn to make a difference here at CTM.”
- Emphasise that proceeds directly support their own sites and services.

Capacity Constraints for Internal Promotion

Risk: Limited Charity or Communications team resources may affect ability to sustain regular promotion, especially beyond launch.



Mitigation:

- Schedule pre-approved, automated intranet and email updates where possible.
- Build engagement capacity via volunteers, comms champions, and cross-departmental support.
- Incorporate lottery into wider seasonal or staff campaigns to maintain visibility.

Player Retention and Drop-Off Over Time

Risk: Initial interest may decline if players don't win or perceive little personal impact.

Mitigation:

- Maintain regular updates showing the outcomes of funds raised.
- Share stories from winners and beneficiaries. Must be engaging, personal.
- Introduce re-engagement opportunities every 6–12 months.

Compliance or Technical Delays

Risk: Delay in data, digital, or procurement approvals could postpone launch.

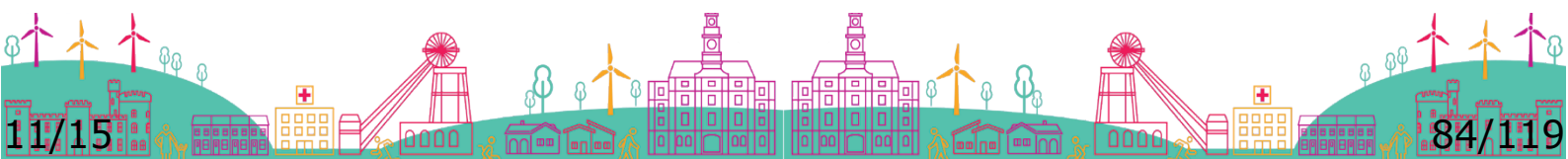
Mitigation:

- Finalise all DPIA, licensing, and digital review requirements by early August.
- Maintain dialogue with Digital team to stay on timeline.
- Have contingency ready in case of minor launch adjustments, flexibility in dates.

EVALUATION

Success Measurement and Evaluation Framework

How We Will Know the Plan Has Been Successful

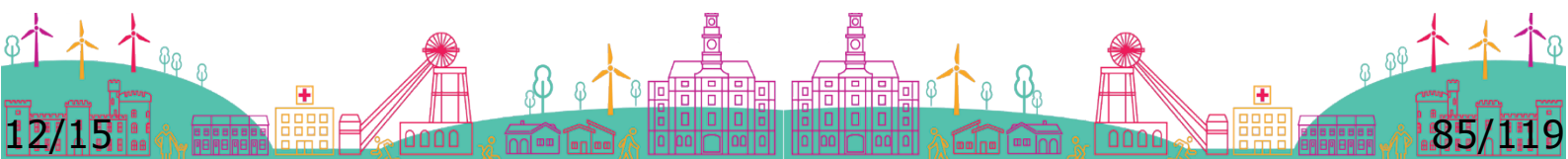


The plan will be considered successful if it:

- Achieves strong awareness and engagement across CTM UHB staff during the soft launch phase (September 2025).
- Establishes a sustainable number of active players via direct debit/card sign-up over the first 3–6 months.
- Demonstrates ongoing staff and public participation through regular engagement and retention.
- Embeds the lottery within the Charity’s broader giving strategy and messaging over time.
- Upholds responsible gambling and accessibility principles across all communications.

Evaluation

Focus Area	Metric	Measured When	Success Indicator
Sign-Ups (Staff Launch)	Number of staff lottery sign-ups	Monthly, from Sept 2025	Target: 60+ players by end of first quarter of rollout (Dec 2025) Positive growth post-launch.
Sign-Ups (Public Rollout)	Number of public lottery sign-ups	Monthly, from Nov 2025 onwards	Steady increase in supporters post-public launch
Retention	Percentage of players retained at 3, 6, and 12 months	Jan 2026, Apr 2026, Oct 2026	>70% retention at 6 months

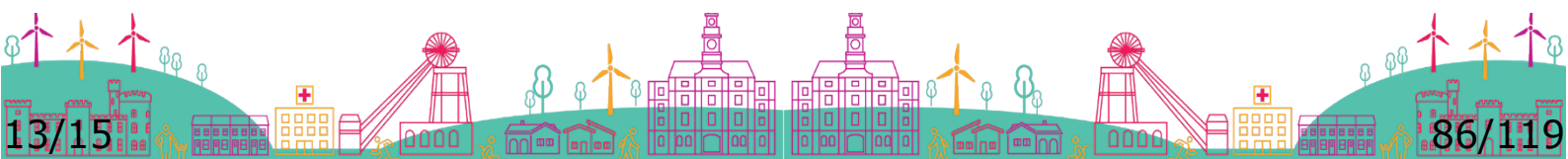


Focus Area	Metric	Measured When	Success Indicator
Engagement	Intranet/social interaction, engagement, enquiries	Ongoing monitoring	Qualitative and quantitative feedback from staff
Impact Awareness	Staff understanding of lottery & how funds are used (survey responses, anecdotal)	6-monthly check-ins (March & September)	Strong recall of at least one impact story from lottery comms – measured from supporter survey.
Responsible Gambling	Visibility of responsible gambling messaging across all platforms	Spot checks and audits (quarterly)	100% of core materials compliant
Comms Effectiveness	Sign-up conversion from campaigns	Monitored per campaign	Benchmarked and improved over time

ACTION PLAN

Pre-Engagement & Launch Phase (July-September 2025)

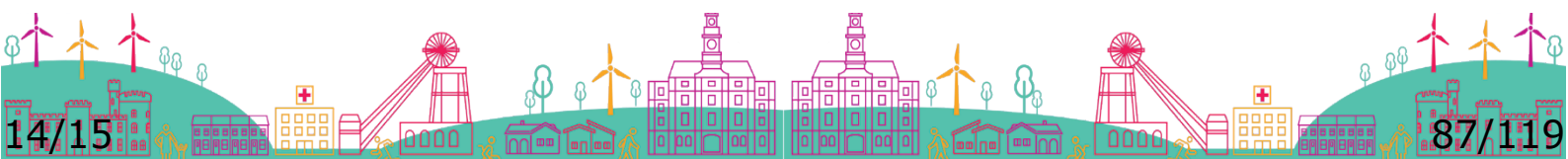
Action	Date	Lead /s	Status (RAG)	Notes
Initial scoping work to outline potential wider public health impact and considerations.	April - May 2025	Charity / PH Team		Changes to framing/presentation of offer messaging as part of considerations for 'at risk' audiences within CTM, i.e. 1% of staff population.



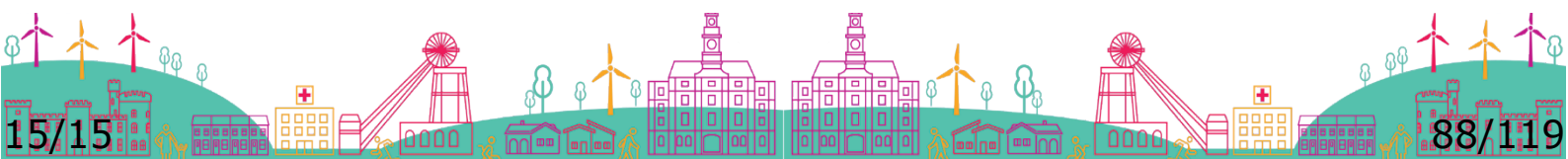
Initial scoping exercise to review potential personal wellbeing impact of lottery on staff.	April – May 2025	Charity / People Team		Changes to key messaging and sign-up limits implemented as part of safeguarding for vulnerable staff and users.
Setup and onboarding with Unity & Sterling lotteries	April 2025	Charity / Unity Lottery Manager		Checklist of compliance guidelines produced / FAQ documents produced for players and participating charities.
Finalise DPIA, licence confirmation, and digital compliance.	Early Aug 2025	Charity / IG / Digital		Precondition to launch.
Finalise internal-facing content and digital assets (FAQs, intranet page, poster, social tiles)	End of July 2025	Charity / Comms & Eng		Ensure time is allowed for accessibility and Welsh Language revisions.
Translate all launch content	Early August 2025	WL		Content will be staged, public campaign comms not required until later.
Identify and brief champions/key internal stakeholders	Late July 2025	Charity		
Pre-schedule content for week of launch	Mid-August 2025	Charity / Comms & Eng		
Testing of digital sites / test transactions	Mid-August 2025	Charity / Comms & Eng		
Prep supporter case study for launch comms	Mid- August 2025	Charity		
Staff wide launch messaging	Launch week (early Sep)	Charity / Comms & Eng		
Go-live of CTM Hub and CTM UHB website lottery pages.	Launch day	Charity / Digital / Comms		

Post-Launch Phase (October 2025-March 2026)

Action	Date	Lead / s	Status (RAG)	Notes
--------	------	----------	--------------	-------



Develop regular winner announcement comms	Monthly	Charity		With appropriate permission – anonymised if needed.
Track monthly sign-up and retention data via Unity data	Ongoing	Charity		Review drop-off, growth patterns
Plan to share first 'lottery impact story' from supported projects	Nov 2025	Charity		Can outline proposed case studies in advance of launch.
Align lottery with new Charity brand for public relaunch	Nov 2025	Charity		Integrated messaging for public phase. Explore opportunities for in-person engagement across sites.
Promote at seasonal campaigns	Dec 2025	Charity		
Conduct brief staff/supporter feedback survey	Jan-Feb 2026	Charity / Comms & Eng		
Produce internal evaluation report	March 2026	Charity		
Produce refreshed comms plan for public growth & reinvigoration in 2026/27	Late March 2026	Charity/ Comms & Eng		Informed by feedback and user data.





Agenda Item

4.4

Charitable Funds Committee

Charitable Funds Update to 31st March 2025 and 31st May 2025

Dyddiad y Cyfarfod / Date of Meeting	09/07/2025
Statws Cyhoeddi / Publication Status	Open/ Public Not Applicable
Awdur yr Adroddiad / Report Author	Owen James – Head of Corporate Finance
Cyflwynydd yr Adroddiad / Report Presenter	Owen James – Head of Corporate Finance
Noddwr Gweithredol yr Adroddiad / Report Executive Sponsor	Sally May, Executive Director of Finance

Pwrpas yr Adroddiad / Report Purpose	For Noting
---	------------

Engagement (internal/external) undertaken to date (including receipt/consideration at Committee/Group)		
Committee / Group / Individuals	Date	Outcome
(Insert Details)	Click or tap to enter a date.	

Acronyms / Glossary of Terms	
CTMUHB	Cwm Taf Morgannwg University Health Board
NHSCT	NHS Charities Together

1. Situation /Background

- 1.1 To advise the Charitable Funds Committee of the activity and balances on charitable funds as at the end of the financial year 2024/25 and to the 31st May 2025. This report also provides further analysis over their use by both fund type and directorate.
- 1.2 This report provides an update to end of 31st March 2025 and the 1st April 2025 to 31st May 2025.
- 1.3 This report provides details on the contract performance against the UHB's Investment Strategy as noted within section 2 of this report and the distribution of the unrealised gain in excess of the 20% of the market value of the investments.

2. Specific Matters for Consideration

2.1 Balances Held by the Charitable Fund

Financial Year 2024/25

The year ending 31st March 2025 ended up with a fund balance £3.821m, which is only a small decrease of £75k from the opening balance in April 2024. However, there were significant donations, legacies and grants received in the year of £655k and the funds were utilised to provide grants to the health board of £730k to support staff expenditure, patients and research & development in line with the objectives of the Charity.

Corporate Finance are currently preparing the annual Charitable Fund accounts for review by Audit Wales in the autumn, prior to the submission to the Charity Commission by 31st January 2025.

Update on Fund Balances to 31st May 2025

Balances held by the Charitable Fund as at 31st May 2025 are summarised in Appendix A analysed by fund type and location.

The balance at the end of May 2025 was £3.816m. In the financial year to end of May 2025 there have been donations/legacies/grants of £15k and £20k has been utilised, meaning an in-year decrease in funds of £5k. However, it is important to note that there is a further £240k worth of commitments against the funds which are detailed in Appendix A.

2.2 Low value and low use funds

Appendix B details the funds with a value of under £1,000 and funds which have not been used during financial year.

There are 31 funds (30 @ November 2024) with a value of under £1,000 with a total value of only £14,172 (£14,069 @ November 2024). It is proposed that, where deemed appropriate, these funds are reviewed and transferred into appropriate existing funds. This will need to be done in line with Charity Commission guidelines.

A significant amount of work has been done by the Head of Charity & Income Generation on the review of fund holders since the last Committee meeting. Communication has gone out to the proposed fund holders and following training the new approval hierarchy will be implemented. Following this a thorough review will be undertaken with the new fundholders on the use of their funds and a strategic view on the use of those funds in the future. This is with the view of improving the funds with low movement by getting firm plans on their use.

2.3 Investment Update and Investment Strategy

The investment strategy for CTM NHS Charitable Fund is as follows:

"The charity will invest funds not required for immediate expenditure in suitable investments approved by the Audit Committee, in conjunction with guidance from its investment advisors. The aim of the investment strategy is to deliver a positive real return of at least CPI + 1% with a minimum of risk.

The level of risk inherent in the investment portfolio shall have volatility (maximum drawdown) of less than 20% over a 5-year period.*

The charity will strive to maximise income from investment dividends and interest, which will be used to fund administration costs and protect funds from inflation.

Increases in capital values will be used to build up a reserve to protect the funds from any subsequent fall in capital values, and therefore individual fund balances.

Should the reserve exceed 20% of the overall investment, any excess will be distributed to a general purpose reserve, subject to Charitable Fund Committee approval (distribution can be made to individual balances if otherwise agreed by the Charitable Fund Committee). Any falls in capital value will be taken to the general purpose reserve in the first instance, therefore protecting other individual fund balances from the impact of any falls in value.

The investment strategy will be reviewed on an annual basis, with particular regard to the level of risk and returns expected.

**maximum drawdown represents the largest drop in the value of an asset class from its peak to its lowest point over a period."*

Balances are held in two places, with investments being held in CCLA and remaining cash balances being held in the ring-fenced Barclays bank account.

As at 31st March 2025 the investment balances are as follows:

CCLA

The number of units held has remained the same at 978,820.98.

The market value at 31st March 2025 was £2.903m, this is a decrease of £124k since reported at the last Committee. The monetary value of the cash invested in CCLA is £2.1m as such a surplus of £0.803m (38%) has been achieved cumulatively.

Despite this decrease the dividend income received for the year 2024-25 was £86k which is apportioned between funds based on average fund balance.

As per the investment strategy, should the reserve exceed 20% of the overall investment, any excess will be distributed to fund balances, subject to Charitable Fund Committee approval.

Barclays Bank

The current balance as at 31st March 2025 is £1.569m. As part of the new charity management arrangements, an assessment will be made on the level of cash that is required over the next two to three years and what could be invested over the longer term.

3. Key Risks / Matters for Escalation

3.1 Excess reserves (unrealised gains) over 20%

As per the investment strategy, any gains that exceed 20% are distributed to the general purpose reserve, unless otherwise agreed by the Charitable Fund Committee.

As at 31st March 2025 £497k of the £803k surplus has been realised, meaning £306k remains unrealised. This is below the excess reserves by



£47k, so no gains will be released at this stage. If the unrealised gains falls below that of the realised gains over a longer term, we may need to look at ring-fencing a proportion of the general purpose reserve back to mitigate any further falls in the capital value.

Monetary value invested (£'000)	Capital value (£'000)	Surplus (£'000)	Realised Gains (£'000)	Unrealised Gains (£'000)	Gains @ 20% of monetary value (£'000)	Excess reserves (£'000)
2,100	2,903	803	497	373	420	-47

4. Assessment

Objectives / Strategy	
Dolen i Nod (au) Strategol BIP CTM / Link to CTMUHB Strategic Goal(s)	Not Applicable
	The Charity links to ALL of CTMUHB Strategic Goals
Dolen i Feysydd Strategol BIP CTM / Link to CTMUHB Strategic Areas	Not Applicable
	The Charity links to ALL of CTMUHB Strategic Areas
Dolen i Ddeddf Llesiant Cenedlaethau'r Dyfodol – Nodau Llesiant / Link to Wellbeing of Future Generations Act – Wellbeing Goals 150623-guide-to-the-fg-act-en.pdf (futuregenerations.wales)	A Healthier Wales
	If more than one applies please list below:
Dolen i Hwyluswyr Ansawdd (Canllawiau Statudol Dyletswydd Ansawdd (Ilyw.cymru)) / Link to Enablers of Quality (Duty of Quality Statutory Guidance (gov.wales))	Whole-systems Perspective
	If more than one applies please list below:
Dolen i Feysydd Ansawdd (Canllawiau Statudol Dyletswydd Ansawdd (Ilyw.cymru)) / Link to Domains of Quality (Duty of Quality Statutory Guidance (gov.wales))	Person Centred
	If more than one applies please list below:
Effaith Amgylcheddol/ Cynaliadwyedd (5R) / Environmental /Sustainability Impact (5Rs)	No - Not Applicable
	If more than one applies please list below:



Impact Assessment		
Ansawdd <i>Ydych chi wedi ymgymryd â Sgrinio Asesiad o'r Effaith ar Ansawdd? /</i> Quality <i>Have you undertaken a Quality Impact Assessment Screening?</i>	Yes: <input type="checkbox"/>	No: <input checked="" type="checkbox"/>
	Outcome:	If no, please include rationale below: N/A
Cydraddoldeb <i>Ydych chi wedi ymgymryd â Sgrinio Asesiad o'r Effaith ar Gydraddoldeb? /</i> Equality <i>Have you undertaken an Equality Impact Assessment Screening?</i>	Yes: <input type="checkbox"/>	No: <input checked="" type="checkbox"/>
	Outcome:	If no, please include rationale below: N/A
Cyfreithiol / Legal	Yes (Include further detail below)	
	Charitable funds are required to be managed in accordance with charity legislation and requirements of the Charity Commissioner.	
Enw da / Reputational	Yes (Include further detail below)	
	If Charitable Funds are not utilised in line with the objectives of the Charity, this could cause a reputational risk for the organisation.	
Effaith Adnoddau <i>(Pobl / Ariannol) /</i> Resource Impact <i>(People / Financial)</i>	Yes (Include further detail below)	
	To advise the Charitable Funds Committee of the activity and balances on charitable funds as at 31 st May 2025.	

5. Recommendation

5.1 To **Note** the update for Charitable Funds as at 31st March 2025.

5.2 **Note** update on investment balances and reserves.

6. Next Steps

6.1 **ACTION:** Following approval of the new hierarchy structure for funds, the Head of Charity & Income Generation will link in with new fund holders to discuss their responsibilities and actions to utilise funds effectively. The system will be updated and training provided to all fund holders.

Appendix A

Row Labels	Count of Fund No	Sum of Fund Value @ 01/04/2025	Sum of Income	Sum of Expenditure	Sum of Transfers	Sum of Current Fund Value	Sum of Commitments
Chief Operating Officer	1	1,813	-	-	-	1,813	-
Children & Families	16	93,145	-	-	-	93,145	-
Corporates	6	78,759	-	-	-	78,759	-
Diagnostics, Therapies & Specialities	16	178,310	1,549	-944	-	178,916	-3,180
General Purpose	4	69,490	-	-220	-	69,270	-
General Purpose	6	305,608	932	-4,259	-	302,281	-40,708
General Purpose - RGH	1	34,443	-	-1,521	-	32,923	-9,634
LHB Wide	4	57,225	-	-	-	57,225	-23,151
Mental Health & LD	13	74,497	354	-105	-	74,745	-583
Planned Care	40	678,713	5,067	-1,639	-	682,142	-29,211
Primary & Community Care	15	1,109,011	6,502	-9,291	-	1,106,222	-69,776
Unscheduled Care	36	1,042,507	200	-778	-	1,041,930	-32,850
General Purpose - POW	1	97,922	-	-1,320	-	96,602	-30,506
Grand Total	159	3,821,444	14,604	-20,075	-	3,815,974	-239,600

A	Low Value Funds - fund balances below £1,000 as at 31.05.2025
----------	--

Directorate	Fund No and Name	Current Fund Value
Diagnostics, Therapies & Specialities	9680 Nutrition & Dietetics	965.11
Unscheduled Care	9824 General Purposes Outpatients Fund	962.27
Diagnostics, Therapies & Specialities	9368 Paediatric Physiotherapy	817.57
Mental Health & LD	9357 Glanrhyd Dr R Colgate Research	802.32
Children & Families	9339 East Paediatric CF Fund	783.91
Planned Care	9306 POW Day Surgery	781.80
General Purpose	9650 Taff Ely General Purposes	778.02
Diagnostics, Therapies & Specialities	9350 POW Physiotherapy Dept	751.00
Mental Health & LD	9423 Post Graduate Education	731.83
Primary & Community Care	9604 Day Hospital	723.25
Primary & Community Care	9352 East Palliative Care	689.57
Planned Care	9322 POW Upper GI	676.53
Planned Care	9506 G I Research	671.04
Planned Care	9341 Neath Port Talbot Mastectomy Fund	575.60
Planned Care	9304 POW Theatres Fund	500.80
LHB Wide	9993 CTMUHB BAME NETWORK	487.63
Mental Health & LD	9358 Older People Services Coity Clinic	368.83
Children & Families	9874 Merthyr & Cynon Paediatric Fund	304.54
Primary & Community Care	9850 Primary Care Fund (Care of the Elderly)	304.10
Unscheduled Care	9313 POW ECG Fund	285.08
Diagnostics, Therapies & Specialities	9364 East Pharmacy Development Fund	264.55
Mental Health & LD	9373 Coity Clinic Adult General Endowment	240.24
Diagnostics, Therapies & Specialities	9318 POW Pharmacy	198.92
Planned Care	9994 SAS FUND FOR CTMHB	196.93
Primary & Community Care	9891 Merthyr & Cynon Valley Equipment Fund	177.06
Diagnostics, Therapies & Specialities	9362 East Breast Radiology Fund	72.23
Children & Families	9349 East CHS Speech Therapy Fund	28.91
Diagnostics, Therapies & Specialities	9363 East Radiology/Endoscopy at social	16.29
Children & Families	9516 SALT-Paediatric	15.11
Primary & Community Care	STAGE 2:COMMUNITY PARTNERSHIP GRANT	1.55
Primary & Community Care	9374 Glanrhyd General Purpose	0.31
		14,172.90

B	Low Activity Funds - no expenditure against fund in financial year other than magement charges.
----------	--

Directorate	Fund No and Name	Current Fund Value
Corporates	9301 East Trust Medical Postgraduate	1,074.62
Planned Care	9304 POW Theatres Fund	500.80
Planned Care	9305 Acute Pain Management Fund	1,681.99
Planned Care	9307 East Ophthalmology Day Surgery Fund	2,344.27
Planned Care	9308 POW Breast Cancer Fund	9,093.41
Unscheduled Care	9310 East Cardiac Fund	9,126.22
Unscheduled Care	9311 East Chest Fund	5,948.78
Unscheduled Care	9313 POW ECG Fund	285.08
Mental Health & LD	9315 POW Cardiac Rehabilitation Fund	7,745.61
Unscheduled Care	9316 East Cardiac Catheter Laboratory	1,221.96
Diagnostics, Therapies & Specialities	9318 POW Pharmacy	198.92
Planned Care	9319 POW Ward 7 and Ward 8	2,261.10
Planned Care	9321 POW Urology	50,882.72
Planned Care	9322 POW Upper GI	676.53
Unscheduled Care	9325 POW Diabetic Adults	231,291.16
Unscheduled Care	9326 POW Ward 5 and Ward 6	9,648.81
Unscheduled Care	9327 POW Ward 2 and Ward 10	4,416.60
Unscheduled Care	9329 POW Gastroenterology	15,523.94
Unscheduled Care	9330 East Respiratory Fund	1,585.65

Planned Care	9331 East Anticoagulation Fund	2,647.02
Children & Families	9334 East Children's Ward	9,756.88
Planned Care	9335 East Obs & Gynae	1,139.56
Planned Care	9338 East OD & T Fund	1,767.46
Children & Families	9339 East Paediatric CF Fund	783.91
Children & Families	9340 Paediatric Endocrine Fund	6,394.25
Planned Care	9341 Neath Port Talbot Mastectomy Fund	575.60
Planned Care	9342 POW ENT Fund	3,664.40
Planned Care	9343 POW Orthopaedic Ward	1,883.96
Planned Care	9344 POW Ophthalmology Fund	5,632.62
Planned Care	9345 East Ophthalmology Glaucoma Fund	7,015.53
Mental Health & LD	9346 East Health Psychology Tinnitus	6,496.16
Unscheduled Care	9348 POW Medical Day Unit	1,474.50
Children & Families	9349 East CHS Speech Therapy Fund	28.91
Diagnostics, Therapies & Specialities	9350 POW Physiotherapy Dept	751.00
Primary & Community Care	9352 East Palliative Care	689.57
Corporates	9355 POW Chapel	1,630.39
Mental Health & LD	9357 Glanrhyd Dr R Colgate Research	802.32
Mental Health & LD	9358 Older People Services Coity Clinic	368.83
Diagnostics, Therapies & Specialities	9362 East Breast Radiology Fund	72.23
Diagnostics, Therapies & Specialities	9363 East Radiology/Endoscopy at social	16.29
Diagnostics, Therapies & Specialities	9364 East Pharmacy Development Fund	264.55
Children & Families	9365 West Maternity	1,031.17
Unscheduled Care	9367 East Stroke & Vascular	2,826.06
Diagnostics, Therapies & Specialities	9368 Paediatric Physiotherapy	817.57
Diagnostics, Therapies & Specialities	9369 Occupational Therapy	2,058.51
General Purpose	9370 East Community General Purposes	1,572.30
Mental Health & LD	9373 Coity Clinic Adult General Endowment	332.62
Primary & Community Care	9374 Glanrhyd General Purpose	0.31
Mental Health & LD	9375 Glanrhyd CDAT Fund	2,409.78
Children & Families	9421 CAMHS Endowment Fund	11,699.86
Mental Health & LD	9422 Psychiatric Postgrad Fund	1,504.96
Mental Health & LD	9423 Post Graduate Education	741.87
General Purpose - RGH	9450 General Purpose Fund - RGH	55,704.63
Chief Operating Officer	9453 Quality Department Fund	1,838.58
Unscheduled Care	9455 Medical Unit Wards Fund	42,544.05
Planned Care	9459 Research & Education(Gen Surg)	1,325.38
Unscheduled Care	9464 Diabetic Research & Development	44,458.27
Planned Care	9465 Vascular Surgery Research & Dev	2,398.99
Children & Families	9469 Women's Wards	2,882.90
Unscheduled Care	9470 Cardiac Rehabilitation	2,455.22
Planned Care	9479 Breast Care Support Programme	6,992.56
Unscheduled Care	9483 Endoscopy	1,708.68
Corporates	9485 Post graduate Medical Education	6,260.42
Unscheduled Care	9488 STC IN G(I)M Educational Fund	1,829.73
Planned Care	9492 Anaesthetic Educational Fund	8,958.71
Planned Care	9494 Urology Research	16,231.90
Planned Care	9497 Surgical Directorate Wards Fund - RGH	3,147.09
Unscheduled Care	9499 Cardiology Research	16,621.67
Diagnostics, Therapies & Specialities	9505 Radiologist Special Study & Res.	5,426.70
Planned Care	9506 G I Research	580.47
Unscheduled Care	9508 Rheumatology Research	33,796.16
Planned Care	9510 Ophthalmology	2,853.21
Children & Families	9516 SALT-Paediatric	15.35
Children & Families	9519 G.U.M. Clinic	1,105.01
Corporates	9529 Post graduate Medical Education - Pfizer	11,333.67
Primary & Community Care	9604 Day Hospital	734.26
Unscheduled Care	9679 Stroke Unit	1,398.83
Diagnostics, Therapies & Specialities	9680 Nutrition & Dietetics	979.10
Primary & Community Care	9681 Ward B2 (Ynyscynon Ward)	1,626.01
General Purpose	9730 Rhondda General Purposes	6,716.92
LHB Wide	9731 Community Nursing Equipment	2,121.44
Primary & Community Care	9750 Ward A1 (Formerly Maerdy Ward)	9,795.22
Unscheduled Care	9809 Rheumatology Research Fund	11,169.80
Planned Care	9822 Restricted Colorectal Res & Ed Fund Coloplast	21,023.26
Unscheduled Care	9824 General Purposes Outpatients Fund	962.27
Planned Care	9834 Dental Post Graduate Fund	8,158.15
Primary & Community Care	9850 Primary Care Fund (Care of the Elderly)	304.10
Children & Families	9874 Merthyr & Cynon Paediatric Fund	304.54
LHB Wide	9883 Rosslyn Chidgey	16,641.06
General Purpose	9886 Enablement Fund	50,000.00
Primary & Community Care	9891 Merthyr & Cynon Valley Equipment Fund	177.06

836,940.49

Unapproved Minutes of the Charitable Funds Committee

Date and Time of Meeting	Wednesday 22 January 2025 at 13:00 pm
Venue	Virtual via Microsoft Teams

Members Present	Dilys Jouvenat	Independent Member (Committee Chair) (Trustee)
	Rachel Rowlands	Independent Member (Trustee)
	Ian Wells	Independent Member (Trustee)
	Patsy Roseblade	Independent Member (Trustee)
In Attendance	Sally May	Executive Director of Finance (Trustee)
	Simon Blackburn	Director of Communications, Engagement & Fundraising
	Owen James	Head of Corporate Finance
	Abe Sampson	Head of Charity and Income Generation
	Cally Hamblyn	Assistant Director of Governance & Risk
	Kathrine Davies	Corporate Governance Manager (Committee Secretariat)
Meeting Observers	Not applicable	

Agenda Item	Meeting Business
1.	PRELIMINARY MATTERS
1.1	Welcome and Introductions
	<p>D. Jouvenat, Committee Chair welcomed everyone to the meeting.</p> <p>The format of the proceedings in its virtual form were also noted.</p> <p>Members noted that the meeting would be recorded to aid the Committee Secretariat in ensuring the accuracy of scrutiny related discussions and decisions made during the meeting. Members noted that the recording would be destroyed once the minutes had been confirmed as accurate. Members confirmed they were happy to proceed.</p> <p>The Committee Chair advised that at the end of the meeting, she would be seeking Members views as to how the meeting went.</p>



1.2	Apologies for Absence There were no apologies received.
1.3	Declarations of Interest No declarations had been notified prior to the meeting.
2. CONSENT AGENDA BUSINESS	
2.1 FOR APPROVAL	
2.1.1.	Unconfirmed minutes of the meeting held on 29 October 2024 The Minutes were APPROVED as an accurate record of the meeting.
2.1.2	Committee Annual Cycle of Business 2025 The Annual Cycle of Business 2025 was APPROVED.
3. MAIN AGENDA	
3.1	Action Log and matters arising not contained within the action log Following consideration of the action plan updates, Members confirmed they were happy to close the actions being proposed for closure.
Resolution	The Action Log was reviewed and NOTED.
3.2	Matters Arising no contained within the Action Log There were no matters arising.
4. SUSTAINING OUR FUTURE	
4.1	CTM NHS Charity Communication & Engagement Report A Sampson presented the report which provided an overview of the Charity communications and engagement activities for the period October – December 2024. In relation to the 'Gift of Kindness' Campaign, the Committee welcomed an update on the charity's activities from October to December 2024, focusing on the 'Gift of Kindness' festive campaign. The campaign aimed to raise awareness and support for the Charity, resulting in increased engagement and donations. The importance of focusing on areas with the most engagement for future campaigns and the value of in-person engagement opportunities was recognised. It was noted that overall, the campaign provided a strong platform for future efforts and increased the Charity's visibility and support along with increase in donations and applications for charitable funding benchmarked with previous years. I Wells commented that it would have been helpful to have some quantification of how successful the activities of the campaign had been, particularly in relation to any subsequent applications for charitable funds from staff as a result of it. A. Sampson advised that regarding the data, as they were starting from a baseline perspective there was not a previous campaign to benchmark with. However, he advised that they have the data and engagement from this campaign and the level of donations generated which will provide a benchmark



	<p>and learning for future initiatives, such as the staff lottery that will be discussed later in the agenda.</p> <p>A Sampson advised that they had seen a positive increase in the number of first applications to the Charity from staff who had not previously accessed the process. A. Sampson confirmed that he should be able to include benchmarking data at the next meeting.</p> <p>R. Rowlands referred to the third sector charities that were funded by the Charity including the 'Hospital to Home' service, Cwm Taff Care and Repair and Bridgend Care and Repair and sought assurance on the sustainability of services once Charitable Funding ended., S. May, in response, advised that exit criteria was included within the grant applications that were submitted to NHS Charities Together which outlined the steps to be undertaken once the funding period ends, ensuring there is plan in place for the continuation or conclusion of the funded activities.</p> <p>O. James also confirmed that regular updates were provided to NHS Charities Together regarding all funded activities which include information on the progress and impact of the projects, ensuring transparency and accountability in the use of the funds.</p> <p>A Sampson advised that in terms of future planning, the Charity was working on raising the profile of the funded activities to generate additional support and exploring opportunities for continued funding, including initial discussions with NHS Charities Together and other potential funding sources to ensure the sustainability of these services.</p> <p>The Chair thanked A Sampson for the report and commented that she was pleased to note the update regarding staff involvement and also the Wellbeing Room in Prince Charles Hospital.</p>
Resolution	The Committee to DISCUSSED and NOTED the content of the report on Charity activity for October – December 2024.
Action	To include benchmarking data in the next report to compare against previous quarters.
4.2	CTM NHS Charity Forward Look
	<p>A. Sampson presented a comprehensive report, highlighting the following key areas:</p> <ul style="list-style-type: none"> • Objectives and Plans – An update on progress with various initiatives was provided. A. Sampson advised that some objectives had been completed whilst others were slightly delayed or awaiting progress. • Draft Charity Vision – There was detailed discussion on the draft by Members around the framing and vision to ensure clear language and inclusivity. There was a focus on the Strategic Pillars, and it was agreed that these will be



further refined to ensure there is clear alignment to the Charity Goals and CTMUHB’s strategic objectives. S May requested that financial sustainability be captured in the pillars, highlighting the need for income sustainability. R Rowland and I Wells drew attention to the research element of the pillars and suggested that this is strengthened to reflect other examples of research activity.

- Charity Brand – the development of a unified, brand identity was supported by the Committee. It was noted that following consultation with stakeholders and further development work on the Charity’s vision, the Charity will commence work on the development of the brand with external marketing support with a view to presenting an initial proposal for the brand and launch plan in April 2025. An advisory board of stakeholders, including Committee members will be established to support this process work over the next few months.

The Committee sought clarity on costings of brand development and suggested that the team first explore the effectiveness of internal funding efforts prior to investing externally recognising that there is a balance that needs to be met, taking into consideration the capacity challenges if managed internally.

The Committee sought assurance that any investments are accompanied by a clear measurement of success for evaluation purposes

- Housing Association Collaborations – the Committee were made aware that there will be a partnership approach to this project incorporating a holistic and strategic view. It was acknowledged that further detail will follow once the activity is underway.

A Sampson thanked Members for their feedback and comments, all of which he would take on Board.

The Chair sought clarity on the governance route for approval of the Vision. C. Hamblyn advised that colleagues are currently at the consultation stage. Following consultation, the Aims, Vision and Objectives will be agreed by the Board of Trustees and then approval will be sought from the Charity Commission to request a change under supplementary deed. C. Hamblyn suggested that it might also be something to consider at the Strategic Development Committee to ensure that the Strategic Pillars aligned to the strategic direction of the Health Board.

Resolution	<p>The Committee</p> <ul style="list-style-type: none"> • NOTED and DISCUSSED the Charity forward plan and accompanying tracker (item 4.2a). • NOTED and DISCUSSED the draft CTM NHS Charity Vision (item 4.2b) which is provided for feedback and comment. • NOTED and SUPPORTED the proposed approach for the development of the Charity’s branding.
------------	---



	<ul style="list-style-type: none"> • NOTED the update with regards to a future CTM staff awards/recognition event. • NOTED the update with regards to the potential collaboration with the Strategy & Partnerships and Public Health teams, and Housing Associations.
Action:	Charity Vision to be reviewed based on the feedback and comments provided by Members of the Committee.
Action:	The Strategic Pillars to be refined to ensure there is clear alignment to the Charity goals and CTMUHBs wider strategic objectives.
4.3	Charitable Funds Committee Annual Report and Accounts
	<p>O. James presented the Annual report and Accounts of the Cwm Taf Morgannwg NHS General Charitable Fund for 2023-24.</p> <p>O. James advised that were a small number of non-trivial misstatements that remained uncorrected as they were of very small value and would be contained within the 2024-25 Annual Accounts. O. James assured Members that Audit Wales were content with this approach.</p> <p>O. James advised that once approved by the Board on the 30th March 2025 the Annual Report and Accounts will be submitted to the Charity Commission by the deadline of the 31 January 2025.</p> <p>P. Roseblade drew attention to a typographical error to the name of a Trustee on Page 3 of the Accounts. O. James confirmed that he would correct this in the version that will be submitted to the Board.</p> <p>P. Roseblade referred to the term 'non-trivial' and suggested that the wording of this section be reframed to a less financial technical nature so that it is clearer for the lay reader. O James accepted that the use of the Audit Wales wording could be simplified in the cover paper and that he would make this change.</p> <p>R. Rowlands referred to page 8 and suggested that further research examples are captured to explain that research, whilst important, goes beyond attendance at conferences.</p> <p>I. Wells, in response, proposed that specifying the impact of conferences and how it supports improvement and development would help strengthen this area and demonstrate how conferences were a fundamental part of research and is a positive use of charitable funding.</p> <p>In response, O James advised that he will discuss with A. Sampson and provide a clearer example within the report.</p> <p>A. Sampson advised that the plan for the next financial year is to produce a more accessible public facing Annual Report and Accounts document.</p>



Resolution:	The Committee ENDORSED the CTM NHS Charity Annual Report and Accounts for 2023-2024 for Board approval on the 30 January 2025, subject to minor amendments.
Action:	To correct the typographical error on page 3 of the report.
Action:	To review the examples relating to research.
4.4	Staff Lottery and Related Policies Update
	<p>A. Sampson presented the report and highlighted the various options and approaches for implementing a Charity Fundraising Lottery as outlined within the report.</p> <p>In concluding his update A. Sampson advised that the recommendation is to adopt 'Option C', which would be to join the Unity Community Lottery scheme. This would enable the Charity to slowly grow its 'player base' and build a case for further support/investment if required, with the ability to switch to a more bespoke lottery as the 'player base' increases.</p> <p>Following detailed discussion Committee Members were assured that there would be a robust framework of financial governance and controls in place. A Sampson provided assurance on the queries raised from P Roseblade as to tax and pension implications as well as confirming that the introduction of the platform would have minimal impact in terms of resources on CTM's Digital Team.</p> <p>I. Wells commented that that Option C was a much more sensible option to go for and queried whether they could put their own branding on it. In response to I Wells' query, A Sampson confirmed that CTMUHB's Charity branding would be displayed on the platform and that there is a clear exit strategy from the agreement should the Charity wish to explore an independent approach in future.</p> <p>P. Roseblade queried whether there would be any tax or pension implications for members who sign up. A. Sampson confirmed that this would be separate and would not affect payroll.</p> <p>P. Roseblade queried whether this would take any resources from IT or would it be a separate function. A. Sampson confirmed that the Health Board would not be committing to any IT resources other than user set up for the page. The operation of the lottery and all associated would be hosted by the provider Sterling Lotteries via their website. They will also provide IT support for all users to address any payment or technical issues.</p>
Resolution:	<p>The Committee</p> <ul style="list-style-type: none"> • NOTED the previous approval and endorsement of the creation of a charity fundraising lottery for CTM UHB staff. • NOTED the review of approaches and the preferred option (approach C). • NOTED the associated costs of setting up the lottery. • NOTED the key risks and mitigation as indicated in the paper.



	<ul style="list-style-type: none"> • SUPPORTED the recommendation of the paper to progress with implementing a charity fundraising lottery
Action:	No action required.
4.5	Charitable Funds Update to 30th November 2024
	<p>O. James advised the Charitable Funds Committee of the activity and balances on charitable funds as at 30 November 2024.</p> <p>O. James provided assurance to the Committee that improvements had been made in terms of the Low Value and Low Use.</p> <p>O. James advised that following the approval of the new hierarchy structure for funds, the Head of Charity & Income Generation will be working on implementing the new care group hierarchies, supporting the fund managers and fund leads to improve fund usage and to utilise funds effectively.</p> <p>O. James confirmed that following agreement at the last meeting, work was underway on updating the Investment Policy, benchmarking with other Health Boards Policies and considering the template shared from CCLA.</p> <p>I Wells sought clarity on the process applied to moving and merging low value funds and queried whether this would be subject to any external audit process. In response, O James explained that based on the value of funds there is a level of discretion which is within the remit of CTMUHB to make changes as long as compliance with the Charity objectives is maintained.</p>
Resolution:	<p>The Committee</p> <ul style="list-style-type: none"> • NOTED the update for Charitable Funds as at 30 November 2024 including grants from NHSCT. • NOTED the update on investment balances and reserves.
Action:	No action required
4.6	Art Manager's Role – Verbal Update
	<p>S. Blackburn provided the Committee with a verbal update. The Committee noted that the Charitable Fund expenditure request was withdrawn. An agreement had been reached with the Arts Council to advance a project without financial input from CTM or its Charitable Fund.</p>
Resolution:	The Committee NOTED the verbal update.
Action:	No action required.
5.	OTHER MATTERS
7.1	ANY OTHER BUSINESS
	No further areas of business were identified
7.2	Highlight Report to Board



	C Hamblyn proposed the areas for inclusion in the highlight report and noted that the draft would be shared with Members immediately following the meeting, with the intention that the Highlight Report could then be submitted to the January Board meeting.
7.3	How did we do in this meeting
	Members were asked to send any questions to the Chair and the Corporate Governance Team should they wish to raise anything.
	There were no specific items to be discussed at an In-Committee Meeting
6.	DATE & TIME OF NEXT MEETING
8.1	The next Committee meeting will be held on 9 July 2025
7.	CLOSE OF MEETING



Agenda Item

5.1.2

Charitable Funds Committee

**CHARITABLE FUNDS COMMITTEE ANNUAL REPORT
2024-25**

Dyddiad y Cyfarfod / Date of Meeting	09/07/2025
Statws Cyhoeddi / Publication Status	Open/ Public Not Applicable
Awdur yr Adroddiad / Report Author	Kathrine Davies, Corporate Governance Manager
Cyflwynydd yr Adroddiad / Report Presenter	Gareth Watts, Director of Corporate Governance/Board Secretary
Noddwr Gweithredol yr Adroddiad / Report Executive Sponsor	Gareth Watts, Director of Corporate Governance / Board Secretary

Pwrpas yr Adroddiad / Report Purpose	Endorse for Board Approval
---	----------------------------

Engagement (internal/external) undertaken to date (including receipt/consideration at Committee/Group)		
Committee / Group / Individuals	Date	Outcome
(Insert Details)	Click or tap to enter a date.	

Acronyms / Glossary of Terms	
CFC	Charitable Funds Committee
CTMUHB	Cwm Taf Morgannwg University Health Board



1. Situation / Background

- 1.1 The purpose of this report is to highlight the activities and performance of the Charitable Funds Committee (CFC) during 2024-2025.
- 1.2 The Chair of the CFC is required to present an annual report outlining Committee business throughout the financial year to provide the Board with assurances on the monitoring and scrutiny undertaken in relation to those issues set out under the Terms of Reference (TOR) for this Committee.
- 1.3 The Committee’s draft Annual Report for 2024-2025 is presented at **Appendix 1** for approval.
- 1.4 The revised Terms of Reference for the CFC were last approved by the Board in September 2024 and are available on the Health Boards website via the following link: [Standing Orders - Cwm Taf Morgannwg University Health Board \(nhs.wales\)](https://www.nhs.uk/standing-orders-cwm-taf-morgannwg-university-health-board).
- 1.5 An annual self-assessment questionnaire is also required to be undertaken and this will be completed by members outside of the meeting, the results of which will be reviewed at the next meeting.

2. Specific Matters for Consideration

- 2.1 The Committee is asked to approve the CFC Annual Report for 2024-2025.

3. Key Risks / Matters for Escalation

- 3.1 The publication of the annual report demonstrates compliance with the Standing Orders, which stipulates that each Committee is required to submit an annual report to the Board through the Chair at the end of the reporting year setting out its activities during the year and detailing the results of a review of its performance and that of any sub-groups it has established.

4. Assessment

Objectives / Strategy	
Dolen i Nod (au) Strategol BIP CTM /Link to CTMUHB Strategic Goal(s)	Not Applicable
	If more than one applies please list below:
Dolen i Feysydd Strategol BIP CTM /Link to CTMUHB Strategic Areas	Not Applicable
	If more than one applies please list below:
Dolen i Ddeddf Llesiant Cenedlaethau'r Dyfodol – Nodau Llesiant / Link to Wellbeing of Future Generations Act – Wellbeing Goals 150623-guide-to-the-fg-act-en.pdf (futuregenerations.wales)	Not Applicable
	If more than one applies please list below:



Dolen i Hwyluswyr Ansawdd <i>(Canllawiau Statudol Dyletswydd Ansawdd (llyw.cymru)) /</i> Link to Enablers of Quality <i>(Duty of Quality Statutory Guidance (gov.wales))</i>	Not Applicable
	If more than one applies please list below:
Dolen i Feysydd Ansawdd <i>(Canllawiau Statudol Dyletswydd Ansawdd (llyw.cymru)) /</i> Link to Domains of Quality <i>(Duty of Quality Statutory Guidance (gov.wales))</i>	Not Applicable
	If more than one applies please list below:
Effaith Amgylcheddol/ Cynaliadwyedd (5R) / Environmental /Sustainability Impact (5Rs)	No - Not Applicable
	If more than one applies please list below:

Impact Assessment	
Ansawdd <i>Ydych chi wedi ymgymryd â Sgrinio Asesiad o'r Effaith ar Ansawdd? /</i> Quality <i>Have you undertaken a Quality Impact Assessment Screening?</i>	Yes: <input type="checkbox"/>
	No: <input checked="" type="checkbox"/>
Cydraddoldeb a'r Gymraeg <i>Ydych chi wedi ymgymryd â Sgrinio Asesiad o'r Effaith ar Gydraddoldeb a'r Gymraeg? /</i> Equality and Welsh Language <i>Have you undertaken an Equality and Welsh Language Impact Assessment Screening?</i>	Yes: <input type="checkbox"/>
	No: <input checked="" type="checkbox"/>
Cyfreithiol / Legal	There are no specific legal implications related to the activity outlined in this report.
Enw da / Reputational	There is no direct impact on the reputation of the Health Board as a result of the activity outlined in this report.
Effaith Adnoddau <i>(Pobl /Ariannol) /</i> Resource Impact <i>(People / Financial)</i>	There is no direct impact on resources as a result of the activity outlined in this report.



GIG
CYMRU
NHS
WALES

Bwrdd Iechyd Prifysgol
Cwm Taf Morgannwg
University Health Board

5. Recommendation

5.1 The Committee are asked to **ENDORSE FOR BOARD APPROVAL** the Charitable Funds Committee Annual Report for 2024-25

6. Next Steps

6.1 Members of the Committee to undertake its Annual Self-Effectiveness Survey to be reviewed at the next meeting.



Bwrdd Iechyd Prifysgol
Cwm Taf Morgannwg
University Health Board

Appendix 1



GIG
CYMRU
NHS
WALES

Bwrdd Iechyd Prifysgol
Cwm Taf Morgannwg
University Health Board

Charitable Funds Committee

Annual Report 2024/25

CHARITABLE FUNDS COMMITTEE ANNUAL REPORT 2024/25

1. FOREWORD

I am pleased to present the Annual Report of the Cwm Taf Morgannwg University Health Board, Charitable Funds Committee for 2024-2025. The purpose of this report is to formally report on the work of the Charitable Funds Committee for the year ending 31 March 2025 in accordance with the Committee's Terms of Reference.

During the year my fellow Independent Members – Helen Lentle, Kath Palmer, Patsy Roseblade, Ian Wells and Rachel Rowlands once again offered their considerable knowledge and wide-ranging experience to the Committee. We bid farewell to Lynda Thomas, previous Chair of the Committee in August 2024 and I would like to express my thanks and appreciation to Lynda for her invaluable contribution to the Committee.

I would like to express my thanks to all the officers of the Committee who have supported and contributed to the work carried out and for their commitment in meeting important targets and deadlines. I also wish to record my appreciation for the support and contribution given by the Independent Members.

The Annual Committee Cycle of Business was approved by the Committee at the meeting held in January 2025, which outlined the forward planning for the work of the Committee for 2025.

I continue to advocate the promotion of a culture of continual improvement, and as usual look forward to the learning that will come from the self-assessment which is undertaken each year to reflect on the Committee's effectiveness.

Dilys Jouvenat
Committee Chair



2. INTRODUCTION

The key function of the Charitable Funds Committee (CFC) is to make and monitor arrangements for the control and management of CTMUHB's Charitable Funds, within the budget, priorities and spending criteria determined by the Board and consistent with legislative framework.

To provide assurance to the Board in its role as Corporate Trustee of the charitable funds held and administered by the Health Board.

To oversee the strategic direction and development of the CTMUHB Charity.

The Committee meets on a twice-yearly basis. Any additional meetings will be arranged as determined by the Chair of the Committee in discussion with the Lead Executive.

All papers relating to the Committee (unless held 'in-committee') are available on the Health Board [website](#). The Committee aims to meet up to twice per annum to make decisions involving the sound investment of the charitable funds in a way that both preserves their value and produces a proper return consistent with prudent investment and ensuring compliance with the:

- Trustee Act 2000
- The Charities Act 2011
- The Charities Act 2022
- The terms outlined in the CTMUHB Charity's governing documents.

Key areas of activity and reports received by the Committee during 2024-2025 are outlined below:

- Charitable Funds Committee Annual Cycle of Business 2024-25
- Charitable Funds Committee Annual Self-Assessment
- General Charitable Fund Update
- Update on Investment from CCLA
- Head of Charity & Income Generation Role
- Charitable Funds Committee Annual Report and Accounts
- Financial Control Procedure Update Report
- Audit Wales – CTMUHB Charitable Fund Audit Plan 2024
- Charitable Funds Communication and Engagement Update
- CTM NHS Charity Forward Look
- Staff Lottery & Related Policies Update

The Committee also received reports on the following:

- CTM Decision on Legacy
- Ratification of Chairs Urgent Action – Approval of the Stage 3 NHS Charities Together Recovery Grant
- Art Manager's Role
- Charitable Fund Request to Support Repatriation
- Expenditure Request – Glaucoma Ophthalmology Diagnostic Hub



3. MEMBERSHIP

Only the Independent Members are formal members of the Committee, however, they are joined at the meeting by Executive Directors and other Senior Officers as appropriate. When deemed appropriate, Independent Members from other Health Boards, representatives from Internal Audit, Audit Wales and the Welsh Government have also attended the meetings on occasions.

The role of the Independent Member of the Committee is to provide appropriate scrutiny and assurance to the Board independently of the management decision-making processes. The tables below outline the membership of the Charitable Funds Committee during 2024/25:

Table 1 – Composition of Independent Members

Independent Member
Lynda Thomas (Chair until August 2024)
Dilys Jouvenat (Chair from January 2025)
Ian Wells (Vice Chair until May 2025)
Kath Palmer (until December 2024)
Patsy Roseblade
Rachel Rowlands (Vice Chair from January 2025)

3.1 MEETING ATTENDANCE

The Charitable Funds Committee met on four occasions during 2024/25.

Name:	23/04/2024	01/08/2024 *	23/10/2024	22/01/2025
Core Membership				
Lynda Thomas	√	√		
Dilys Jouvenat		√	√	√
Patsy Roseblade	X	√	√	√
Ian Wells	√	X	√	√
Rachel Rowlands		√	√	√
Helen Lentle	√	√		
Kath Palmer	√			

* Extra Ordinary Meeting



4. MAIN AREAS OF THE CHARITABLE FUNDS COMMITTEE ACTIVITY

The agenda for each meeting follows a standard format as outlined below:

- Preliminary Matters
- Consent Agenda
- Sustaining our Future (Investment Update from CCLA, CTM NHS Charity Communication & Engagement Report, CTM Charity Forward Look, General Charitable Funds Update)
- Forward Work Programme, Highlight Report, How did we do today? and items to be referred to other Committees

5. ACTION LOG AND REPORTS TO BOARD

In order to monitor progress and any necessary follow up action, the Committee has developed an action log that captures all agreed actions. This has provided an essential element of assurance both to the Committee and from the Committee to the Health Board. Following each meeting of the Committee a summary report is submitted to the next Board meeting to update all Board Members as to any decisions made, referrals to other committees or particular concerns the Committee had. These are available via our website.

6. GOVERNANCE

The Committee provides an essential element of the overall governance framework for the organisation and intends to develop its function still further in the forthcoming year. The Committee has an Annual Cycle of Business for each year which is approved at the first meeting of each year.

The Terms of Reference for the Committee were revised with minor amendments and approved by the Health Board in September 2024.

7. COMMITTEE ANNUAL SELF-ASSESSMENT

The Committee is required to complete an annual self-assessment and the questionnaire is undertaken via Microsoft Forms. This year's self-assessment will be completed following the July 2025 meeting and the outcome will be received at the next meeting.

8. CONCLUSION AND ASSURANCE TO THE BOARD

The Charitable Funds Committee wishes to assure the Board that on the basis of the work completed by the Committee during 2024/25 there are effective measures in place to make and monitor arrangements for the control and management of CTMUHB's Charitable Funds, within the budget, priorities and spending criteria determined by the Board and consistent with legislative framework.



Agenda Item

5.2.1

Charitable Funds Committee

**Committee Annual Cycle of Business
January – December 2025**

Dyddiad y Cyfarfod / Date of Meeting	09/07/2025
Statws Cyhoeddi/ Publication Status	Open/ Public Not Applicable
Awdur yr Adroddiad / Report Author	Kathrine Davies, Corporate Governance Manager
Cyflwynydd yr Adroddiad / Report Presenter	Cally Hamblyn, Assistant Director of Governance & Risk
Noddwr Gweithredol yr Adroddiad / Report Executive Sponsor	Gareth Watts, Director of Corporate Governance / Board Secretary

Pwrpas yr Adroddiad / Report Purpose	For Noting
---	------------

Engagement (internal/external) undertaken to date (including receipt/consideration at Committee/Group)		
Committee / Group / Individuals	Date	Outcome
N/A		

Acronyms / Glossary of Terms	
N/A	



1. Situation /Background

- 1.1 The Charitable Funds Committee should, on annual basis, receive a Cycle of Business which identifies the reports which will be regularly presented for consideration. The annual cycle is one of the key components in ensuring that the Committee is effectively carrying out its role.
- 1.2 The Cycle of Business covers the period 1st January – 31st December 2025.

2. Specific Matters for Consideration

- 2.1 The Cycle of Business has been developed to help plan the management of Committee matters and facilitate the management of agendas and Committee business.

3. Key Risks / Matters for Escalation

- 3.1 Please refer to **Appendix 1** – Charitable Funds Committee Cycle of Business for further detail.

4. Assessment

Objectives / Strategy	
Dolen i Nod (au) Strategol BIP CTM /Link to CTMUHB Strategic Goal(s)	Sustaining Our Future
	If more than one applies please list below:
Dolen i Feysydd Strategol BIP CTM /Link to CTMUHB Strategic Areas	Not Applicable
	If more than one applies please list below:
Dolen i Ddeddf Llesiant Cenedlaethau'r Dyfodol – Nodau Llesiant / Link to Wellbeing of Future Generations Act – Wellbeing Goals 150623-guide-to-the-fg-act-en.pdf (futuregenerations.wales)	Not Applicable
	If more than one applies please list below:
Dolen i Hwyluswyr Ansawdd (Canllawiau Statudol Dyletswydd Ansawdd (Ilyw.cymru)) / Link to Enablers of Quality (Duty of Quality Statutory Guidance (gov.wales))	Not Applicable
	If more than one applies please list below:
Dolen i Feysydd Ansawdd	Not Applicable



(Canllawiau Statudol Dyletswydd Ansawdd (Ilyw.cymru)) / Link to Domains of Quality (Duty of Quality Statutory Guidance (gov.wales))	If more than one applies please list below:
Effaith Amgylcheddol/ Cynaliadwyedd (5R) / Environmental /Sustainability Impact (5Rs)	Choose an item.
	If more than one applies please list below:

Impact Assessment		
Ansawdd <i>Ydych chi wedi ymgymryd â Sgrinio Asesiad o'r Effaith ar Ansawdd? /</i> Quality <i>Have you undertaken a Quality Impact Assessment Screening?</i>	Yes: <input type="checkbox"/>	No: <input checked="" type="checkbox"/>
	Outcome:	If no, please include rationale below: Not required
Cydraddoldeb a'r Gymraeg <i>Ydych chi wedi ymgymryd â Sgrinio Asesiad o'r Effaith ar Gydraddoldeb a'r Gymraeg? /</i> Equality and Welsh Language <i>Have you undertaken an Equality and Welsh Language Impact Assessment Screening?</i>	Yes: <input type="checkbox"/>	No: <input checked="" type="checkbox"/>
	Outcome for Equality (delete as appropriate):	If no, please include rationale below: Not required
Cyfreithiol / Legal	There are no specific legal implications related to the activity outlined in this report.	
Enw da / Reputational	There is no direct impact on the reputation of the Health Board as a result of the activity outlined in this report.	
Effaith Adnoddau <i>(Pobl /Ariannol) /</i> Resource Impact <i>(People / Financial)</i>	There is no direct impact on resources as a result of the activity outlined in this report.	

5. Recommendation

5.1 The Charitable Funds Committee is asked to:

5.2 **NOTE** the Committee Cycle of Business.



Charitable Funds Committee - Annual Cycle of Committee Business

(1st January 2025 to the 31st December 2025)

The Annual Cycle of Committee Business has been developed to help plan the management of Committee matters and facilitate the management of agendas and committee business. The Annual Cycle of Committee Business will be complemented by a "Non-Routine Committee Business (Forward Plan)" for 'one-off' Adhoc items raised during the course of meetings.

The role of the Committee is set out in CTMUHB's standing orders and the Terms of Reference, both of which are available here: [Standing Orders & Standing Financial Instructions - Cwm Taf Morgannwg University Health Board \(nhs.wales\)](#). The Charitable Funds Committee meets at **least twice per annum**.

<p>Committee Chair:</p> <ul style="list-style-type: none"> Dilys Jouvenat, Independent Member (Third Sector) 	<p>Committee Vice Chair</p> <ul style="list-style-type: none"> Rachel Rowlands, Independent Member (Community) 	<p>Executive Leads for Agenda Planning</p> <ul style="list-style-type: none"> Sally May, Executive Director of Finance Simon Blackburn, Director of Communications, Engagement & Fundraising <p>In Support: Abe Sampson, Head of Charity and Income Generation Owen James, Head of Corporate Finance</p>
--	--	---

CTMUHB Committee Business:

Items of Business	Executive Lead / Or External Representative	Reporting Frequency	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Consent Agenda	Main Agenda
Committee Governance Arrangements																
1. Action Log	Chair of the Committee	All Regular Meetings	R						R						R If all actions are complete	R If actions in progress / overdue actions
2. Minutes of the previous meeting (Public and Closed Session)	Chair of the Committee	All Regular Meetings	R						R						R	X
3. Non-Routine Committee Business (Forward Plan)	Chair of the Committee	All Regular Meetings	R						R						R	X
4. Annual Cycle of Business	Director of Corporate Governance / Board Secretary	All Regular Meetings	R Annual Review						R						R Except for the annual review in January	R Annual Review only
5. Committee Annual Report	Director of Corporate Governance / Board Secretary	Annually							R						X	R
6. Outcome of Annual Committee Self-Assessment	Director of Corporate Governance / Board Secretary	Annually	R												X	R
7. Terms of Reference Review	Director of Corporate Governance / Board Secretary	Annually							R						X	R

Items of Business	Executive Lead / Or External Representative	Reporting Frequency	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Consent Agenda	Main Agenda
Assurance Matters																
8. Investment Performance Review	Investment Manager (External CCLA)	Annually	R												X	R
9. Charitable Funds (Trustee) Annual Report & Accounts	Executive Director of Finance / Director of Communication, Engagement & Fundraising	Annually	R												X	R
Strategy & Performance																
10. Charity Strategy & Annual Delivery Plan – Discussions and way forward	Executive Director of Finance / Director of Communication, Engagement & Fundraising	All Regular Meetings	R						R						X	R
11. Financial Report & Summary of Commitments	Executive Director of Finance	All Regular Meetings	R						R						X	R
12. Annual Audit Letter / ISA 260	Executive Director of Finance / Director of Communication, Engagement & Fundraising	Annually	R												X	R
13. Charitable Funds Business Cases (in accordance with Scheme of Delegation and/or novel/contentious matters)	Executive Director of Finance / Director of Communication, Engagement & Fundraising	All Regular Meetings	R						R						X	R
14. Fundraising Proposals	Executive Director of Finance / Director of Communication, Engagement & Fundraising	All Regular Meetings	R						R						X	R
15. Fundraising Update Report	Director of Communication, Engagement & Fundraising	All Regular Meetings	R						R						X	R
16. Evaluation of Business Case and Fundraising Activity (Impact & Lessons learned)	Executive Director of Finance / Director of Communication, Engagement & Fundraising	All Regular Meetings	R						R						X	R