

REPORT TO THE TRUST BOARD IN PUBLIC
27 January 2022

Title	ELFT Charity Committee 1 December 2021 – Committee Chair's Report
Committee Chair	Aamir Ahmad, Non-Executive Director and Chair of ELFT Charity Committee
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Purpose of the report

To bring to the Board's attention key issues and assurances discussed at the ELFT Charity Committee meetings held on 1 December 2021.

Key Messages

- **Charity Development**
 - The Charities Commission is experiencing unprecedented delays in processing charity registration applications; this has resulted in a delay in the Trust's application
 - Interim funding arrangements have been put in place allowing the Trust to award grants to the priority areas for ELFT services
 - Focus now on clarifying the Charity's vision and developing phased approach including the short and long term strategy, as well as building a portfolio of high impact stories and testimonials that will promote our vision and strategy
 - The Committee agreed it was essential to identify priorities that reflected the Trust's people participation priorities to demonstrate connection to our communities, and also to ensure there is the opportunity for service user involvement.

- **Equality Impact Assessment:** This report provided information on:
 - The current funding opportunities made available to services whilst in the transition phase of moving from Barts Charity to the new ELFT Charity
 - The funds awarded to ELFT services; six in total ranging from £150 to £1,200 including for patient engagement activities and medical equipment for children
 - Two bids were not approved as it was more appropriate for these to be sourced through NHS funding streams; these were successfully funded
 - The Equality Impact Assessments (EIA) undertaken that aims to ensure the funding decision-making processes are fair, and allows access to all protected groups and does not disadvantage any communities, covering both strategic and operational activities.

- **Communications Plan:** This report detailed the communication activities that will be needed to launch the Charity, raise its profile, generate donations and applications, and communicate outcomes to stakeholders to demonstrate the impact and benefits of donating to the Charity:
 - Communications strategy is being developed
 - The Charity's mission is to enhance and enrich the lives of our service users, vulnerable colleagues, staff and members of our communities
 - The Charity's 'brand' is about 'stepping up and stepping in' with a specific focus on the 'gaps', combatting loneliness and isolation, keeping people connected, support during adversity, practical ways to keep on track and underpinning this is the message that 'you are not alone'
 - There will be a phased communications timetable with an initial focus on raising awareness of the Charity with staff through a range of opportunities and a targeted approach.

Previous Minutes: The approved minutes of the Charity Committee meeting held on 26 July and 1 December 2021 are available on request by Board Directors from the Director of Corporate Governance.