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## **MINUTES from TRUSTEE BOARD MEETING**

# **Thursday 14th July 2022** 10.00 am Hove Club, Fourth Avenue, Hove, BN3 2PJ

**Present:** Chris Rendel, Chair (CR); Janet Flint, Vice Chair (JF); Emma Church, Vice Chair (EC); Howard Kidd, Treasurer (HK); Debbie Reeder (DR); Muna Al Jawad (MAJ); Robert Griffiths (RG); Katy Wells, Fundraiser (KW); Suzy Horne, Office Manager (SH)

**Apologies:** John Austin (JA); Rosie McColl (RMC)

1. **Treasurers Report**

HK talked through the financial statements. Profit and Loss to date indicates an expected annual loss of approx. £25 - £30 when looking at core income again direct expenses. Fundraising, corporate and legacy income for the period is £10,974.

Assets and Liabilities have been updated following the annual audit and full payment of grants for Cardiac Nurses and Small Acts of Friendship completed following late receipt of UHSussex Trust invoices. The liability to Sussex Partnership Trust (Caburn Garden) has now been fully paid.

A date error on the Assets and Liabilities statement circulated has been amended and a corrected version is attached with these minutes.

1. **Marketing and Comms Update**

KW updated Trustees on preparations for the Tennisathon (17th July) and Big Brighton Sea Swim (2nd October). A new Sea Swimming course is booked with Ocean Set for NHS Staff. Cost is £700 and 50% of this is from income from KW run.

This staff well-being initiative will be promoted by Faye Heffernan on the UHSussex staff intranet and featured on the Friends website as a good news story as the Friends demonstrate the provision of support for NHS people and their well-being.

1. **Approval of updated constitution**

Final approval of the updated constitution will be confirmed at the October 2022 board meeting.

1. **Discussion Session**

Trustee EC then led a discussion session exploring the positioning of FBHH and a SWAT analysis. EC provided this summary with action points at the end.

**Summary of the discussions**

Clarity of our positioning. Please let me know if you have any suggestions to the statement below otherwise we will go with this statement for the reasons discussed on communications going forward.

‘Making life better for patients in our local hospitals’

Strengths

* As a charity we are small and independent, allowing us to be agile when decision making.
* We have people on the board with diverse skills and experience who are passionate to the cause and wanting the best outcome for the patients
* The charity has a positive caring image amongst stakeholders and is local giving us an advantage over larger more generic charities.
* We focus on areas where we can make a real difference to patients ie underfunded services
* Strong networks

Weaknesses

* Need to clarify our positioning (above) so stakeholders are clear what we stand for as a charity.
* We have resources in place internally that are not used to their full potential
* Awareness of the charity amongst hospital staff is low.
* Diminishing funds
* Reliance on legacies in the past means our fundraising focus is not as robust as it could be.
* Follow through on ideas and initiatives could be better

Opportunities

* 3T – Can we secure space somewhere/café possibilities – Discuss with Alan McCarthy.
* Using the staff networks at the hospital to promote events or initiatives
* Revisit possibility of Doctor Talks – Could this be run as a live online event – Chargeable or donations in an interval
* Untapped public – How do we reach more people
* Technology – How do we utilise this more effectively ie Social media, database – Buying in the expertise we need when we need it may be a solution
* Guide to a hospital journey – Robert to investigate what already exists and if there is any benefit in Friends version to raise profile. Could this sit on website rather than printed?
* Business partnerships to scale up support and income
* Cultivate and take care of our ‘ambassadors’ who fundraise for us

Threats

* Our finances are not as strong as we would like which will limit our potential to support initiatives.
* Hospital staff are constantly changing so need to have a repeating effort on visibility.
* Competition from other charities, lack of clarity for the public as to who does what.
* Ourselves – Not utilising the board and capabilities to full potential

**Actions from today**

Develop elevator pitch to create clarity for everyone internally on articulating ‘what we do and what we stand for’ – Robert to tweak his version based on discussions and send to Emma then out for comments.

Database – Develop further to ensure we grow our supporters – Jane to advise and action

Activity plan developed to focus efforts – Emma to develop with Katy.

Social media – Trial with expert found by Jane – Assess success of tennisathon social media presence and further engagement.

**Next meeting:** Thursday 13th October 2022. 10am at The Hove Club.

Dates for 2023 available shortly.