



**Elusen Iechyd Powys
Powys Health Charity**



POWYS HEALTH CHARITY STRATEGY 2022-2025

November 2022



1. The Charity's vision and values

Wherever possible, the Charity will strive to support the health and wellbeing of the people of Powys in the following ways:

Accessible

- Ensure that wherever possible the Charity's investment in local health care brings benefit to the community, the wider NHS and beyond.

Collaborative

- Look to support health improvement projects and cultivate partnerships which enable people to live healthy lives.

Inclusive

- Embrace equality and diversity by ensuring the Charity is of, by, and for, the people of Powys.

Innovative

- Play a key role in the development of greatly improved health care for Powys.

Sustainable

- Utilise the Charity's existing and future assets to strengthen its strategic priorities and deliver positive long-term impacts for Powys.

2. Strategic priorities and key deliverables

The following priorities and objectives will outline a clear and consistent identity for the Charity. They will help to build its profile and increase the impact of its work through greater engagement and strategic investment. This strategy will ensure Powys Health Charity remains relevant and sustainable for the next three years and beyond.

The priorities for this strategy have been identified through consultation with the Charity's stakeholders, which includes PTHB staff and Board members, third sector partners, patients and their families, as well as members of the community. They reflect our stakeholders' expectations of what Powys' Health Board Charity can deliver and are linked to the strategic objectives of Powys Teaching Health Board's Integrated Medium-Term Plan (IMTP) 2022-2025.

Demonstrating Responsible Leadership	
What our Stakeholders said:	What we will deliver:
<i>Ensure the Health Board's Charitable Funds are managed responsibly to deliver sustained health and wellbeing improvements for many years to come in Powys.</i>	<ul style="list-style-type: none">- A commitment to swift and responsive decision making whilst maintaining high standards of good governance.- An increase in the scale of Charity operations which ensures long-term sustainability and viability.- New grant funding programmes to respond to emerging health and wellbeing priorities in a timely manner.- Additional guidance which allows PTHB staff and independent members to navigate and work alongside the Charity with ease.

	<ul style="list-style-type: none"> - Annual reviews of existing governance and bidding arrangements, audit for vulnerabilities and implementation of operational efficiencies. - A clear long-term investment strategy which adopts a responsible and balanced approach to risk and ethical imperative. - A clear long-term fundraising strategy to diversify income streams and maintain financial sustainability. - A robust programme of evaluation for all Charity projects and activity to measure the impact, influence and effectiveness of Charitable Funds within Powys.
<p><u>Linked PTHB IMTP Objectives:</u></p> <p>25. Implement key governance improvement priorities embedding risk management, effective policies, procedures and guidance; audit and effectiveness; Board effectiveness and systems of accountability.</p>	
<p>Upholding Our Civic Mission</p>	
<p>What our Stakeholders said:</p>	<p>What we will deliver:</p>

<p><i>There is a vital civic leadership role that the Health Board and the Charity has within the community, which needs to be a key priority.</i></p>	<ul style="list-style-type: none"> - Better outcomes for communities struggling with socio economic deprivation in Powys (lack of access to services, a lack of adequate digital infrastructure or geographic disparity). - Increased accessibility and more equitable opportunities for foundational economy training, support, and careers in Powys. - A commitment to embed proactive environment and sustainability initiatives in all Charity activity. - Collaboration with existing PTHB services to ensure they are sustainable.
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Linked PTHB IMTP Objectives:

1. Take action to reduce health inequalities and improve population health.
 17. Enhance the health board's role in partnership and citizenship, maximising opportunities for volunteering and healthcare careers.
 20. Implement ambitious commitments to carbon reduction, biodiversity enhancement and environmental wellbeing

Enhancing NHS Services

What our Stakeholders said:	What we will deliver:
<p><i>The Charity can provide transformational opportunities for learning, training and initiatives that can greatly improve the working environment for staff and enhance patient experience.</i></p>	<ul style="list-style-type: none"> - An enhanced patient experience, particularly for those undergoing long stays in community hospitals. - More digitally enabled NHS services through the provision of additional kit and equipment. - New pilot schemes which encourage innovation in healthcare.

	<ul style="list-style-type: none"> - An additional programme of support for NHS staff wellbeing. - Bursary schemes across multiple Health Board service areas for Powys community members which provide beneficiaries the opportunity to learn as they work. - A commitment to equitable support and investment for all services and service areas. - A dedicated digital resource hub to help NHS staff and patients to find project funding in Powys.
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Linked PTHB IMTP Objectives:

- 4. Improve access to high quality sustainable primary care.
- 6. Improve access to high quality, equitable prevention and early intervention services for children, young people, and their families.
- 12. Support improved access to and outcomes from specialised services.
- 16. Enhance access to high quality education and training across all disciplines, specifically focusing on 'grow our own'/apprenticeships.
- 18. Implement clinical digital systems that directly enable improved care, including cross border clinical records sharing, clinical service priorities (nursing, eye care, prescribing), and telecare.
- 21. Implement capital, estate and facilities improvements that enhance services to patients/public and wellbeing/experience of staff.
- 24. Implement value-based healthcare, to deliver improved outcomes and experience, effective deployment and management of resources.

Establishing a Culture of Collaboration

What our Stakeholders said:	What we will deliver:

Through strong partnerships with other local organisations and projects, the Charity can help ensure greater joined up planning across health services. The Charity is also uniquely poised to support cross sector collaborations between the public and voluntary sectors.

- A strong and successful brand for Powys Health Charity which is of, by, and for our stakeholders (staff, service users, volunteers, Powys residents and third sector partners).
- Smarter and more effective use of combined resources through new collaborations with public and voluntary sector partners in the community.
- Greater fundraising presence in the community with more resources and opportunities for those who want to raise funds for their local NHS services.
- An established development pathway for the Charity, which includes a new volunteering network for those who want a more active role in shaping the Charity's future.
- Engaging campaigns to widen Powys Health Charity's reach to new audiences by sharing and celebrating the impact of charitable funds projects.
- Improved project coordination across service areas and hospitals by building upon existing regional partnerships with stakeholders such as Powys' Leagues of Friends.
- An innovative approach to health and wellbeing engagement by leveraging the expertise of the STEAM (science, technology, engineering, arts, mathematics) sector to engage staff and patients.

Linked PTHB IMTP Objectives:

15. Deliver improvements to staff wellbeing and engagement, working closely with Trade Unions in Social Partnership on key joint priorities.

23. Develop and implement key actions to enhance integrated/partnership system working in Wales and England.