

Board meeting minutes, 8th March 2021
10.30am -12.30pm
Meeting via zoom call

Present:

Chris Brackley (CB)	Chair
Judith Bromfield (JB)	Vice Chair
Agnes Crutchard (AC)	Board member
John Cunningham (JC)	Board member
Robert Peacock (RP)	Board member
Beverley Proctor (BP)	Board member
Pat Southgate (PS)	Board member
Ashley Green (AG)	CEO

Agenda Item	Item Details
1	<p>Welcome, apologies & remarks CB welcomed everyone to the meeting.</p> <p>CB said that he was looking forward to Kevin Sinfield’s presentation on marketing and hoped that the trustees/CEO would find it helpful.</p> <p>He also reflected on the planning workshop that was held the previous week and said that he felt the discussions were a good start to the planning process, and good to see everyone involved. As had been highlighted at the session, he would invite Richard Webb to a future Board meeting to talk about social care priorities and issues, so this could feed into the workplan process.</p>
2	<p>Minutes & Actions Points</p> <p>CB went over the minutes from the February Board meeting - which everyone present agreed with and accepted.</p> <p>Action from 1st September Board meeting</p> <p><u>Bank Mandate to be signed by AG</u> ACTION: JB by mid-October RP said that he hadn’t received the mandate form from JB, so JB agreed to re-send.</p> <p>Action from 26th October Board meeting</p> <p><u>All Board members & AG to have completed DBS checks if not already completed</u> ACTION: AG & Board by end of Dec AG said that he had contacted Community First Yorkshire but hadn’t heard back from them to see if they could process DBS checks for us. AG confirmed that he would chase this.</p> <p>Action from 11th January Board meeting</p>

	<p><u>Investigate benefits of opening a GOLD account with CAFBank to invest our surplus funds</u> ACTION: JB by Feb Board meeting JB reported that she had looked online to see what it entailed to open an account, and that it required us to complete all new forms. She therefore felt that we should wait until we all meet after lockdown when she can bring the paperwork for us all to complete/sign.</p> <p>Actions from 15th February Board meeting</p> <p><u>Review terms of reference / service of trustees as part of policy / governance review</u> ACTION: AG by end of May AG said that he hadn't started this yet. But would.</p> <p><u>Put AG in touch with Angela Thompson, Skills for Care</u> ACTION: BP by end of Feb AG said that BP had contacted Angela and that he had already been in touch with her and a meeting had been arranged. Completed</p> <p><u>Undertake costs analysis of new Business Support Officer post and increased salaries + revised JDs</u> ACTION: AG/JB by 1st week of March See section 5.</p> <p><u>Undertake an options appraisal on our data analysis software & report findings to the Board</u> ACTION: AG by April Board meeting AG said that Ashley OB (Research & Intelligence Officer) was undertaking this, and it would be presented at the next meeting.</p> <p><u>Send GP website health check report to GP practice managers</u> ACTION: AG by end of February AG said that the report had been shared with NYCC and NYCCG, along with chairs of the PCCCs. He would now distribute to GP practices later this week.</p> <p><u>Arrange meeting with potential new trustee - include CB, AG & JC</u> ACTION: CB by March Board meeting CB said that he hadn't done this yet - but would this week.</p>
3	<p>February Board report</p> <p>AG summarised the 'highlights, successes & challenges' from the Board report which included the dental briefing that had been produced this month. AG said that local intelligence on dentistry had been shared with the Yorkshire & Humber Dental Executive Commissioning group. It was commented that many of the dentistry issues were national problems and that it was difficult for us to effect local change, other than continuing to ensure that dentistry remained on the agenda and to feed our public concerns to HWE.</p> <p>AG said that after a slight pause with the care home project - we had attended a Care-Connect webinar to promote involvement in the project which had resulted in a positive response and several care homes had already come forward to say that they wanted to</p>

	<p>be involved. Richard Webb, who was present at the webinar was positive towards our plans and suggested a few helpful points to help us.</p> <p>BP asked if we would like her to promote the project in one of the ICG newsletters, which AG said he would.</p> <p>AG said that he had received some really positive feedback about the GP website check-up report from Bradford & Craven CCG and the Vale of York CCG. Additionally, he had heard from Amanda Bloor from NY CCG and a meeting had been arranged with the CCG to discuss the report. He said that the report would be released to the media this week and sent to the PCNs and GP practices.</p> <p>AG said that he was really pleased with the website traffic for February as it had exceeded the previous month with over 18,000 unique visits, which was the highest number of visitors ever recorded by us. He said that much of this was down to providing the right information to the public, particularly around vaccine centres.</p> <p>PS asked about the volunteer activity and how their activity was fed back and how it supported / influenced our work. AG said that currently there weren't robust processes in place to fully feed the information gathered etc. to our work, but that this was something that he wanted to work on with Lada. He knew that a lot of really good work was taking place by volunteers but there weren't the mechanisms in place to capture or act on these.</p>
4	<p>Marketing - overview, principles & brand awareness</p> <p>Kevin Sinfield delivered as presentation on marketing followed by questions. The presentation covered;</p> <ul style="list-style-type: none"> - Brand definition - Brand values & personalities - Marketing trends - Using the Yorkshire brand & values <p>Some of the thoughts from the Board & CEO included - the importance of tailoring messages to audiences (for example the different districts of NY), focusing on our strengths around knowledge and expertise, utilising our new website to promote ourselves and using the new HWE brand guidance to support our marketing.</p>
5	<p>Workforce review - task review paper</p> <p>AG said that he had hoped to have this completed but after undertaking the costs analysis it was apparent that we didn't have the funds available to undertake a substantial pay increase and a new FT member of staff.</p> <p>AG said that he had been working with CB and JB on this and they would explore options around salaries and roles and come up with a solution in the next week(s). He said he was meeting with JB again this week to go over finances and would send a final paper/recommendation to the Board for agreement this week or next.</p>
6	<p>North Yorkshire unitary authority - consultation</p> <p>The Board briefly discussed the two options open to the consultation process,</p> <ul style="list-style-type: none"> - NYCC single authority + York City council

	<p>- an East / West authority split</p> <p>It was agreed by the Board & CEO that we would not submit a consultation response on behalf of HWNY, but rather ensure that we engaged proactively with any future discussions around the new unitary authority when/where relevant.</p>
7	<p>Finances</p> <p>February financial accounts</p> <p>JB gave an overview of the January accounts and highlighted that current income was £167,625 which included the NYCC grant. Expenditure was at £136, 512 which included actual to 28.02.21 and forecast to 31.3.21.</p> <p>JB said that this would give us a surplus for the year of £31,112 which was slightly higher than she predicted last month, and she didn't expect that this would now change much with only one month to go for the financial year.</p>
8	<p>AOB</p> <p>CB reflected on the marketing presentation and was pleased that it had stimulated lots of discussions and thoughts from people. A number of the trustees asked if the presentation could be circulated? CB said that he would contact Kevin to see if this was OK.</p> <p>CB said that he felt it was a good idea to ask for external speakers to attend our Board meetings from time to time to help build knowledge amongst the group as well as external relationships and the promotion of HWNY. All those present agreed with this.</p>
9	<p>Date of next meeting</p> <p>Monday 12th April 2021 - 10.30am to 12.30pm</p>

	Date	Outstanding actions	Who	When	Comments
1	01/09/20	Bank Mandate to be signed by AG	JB	Mid Oct 2020	JB to resend form to Robert. (08/03 Board meeting)
2	26/10/20	All Board members & AG to have completed DBS checks if not already completed	AG, Board	By end of Dec 2020	It was agreed that we should all be DBS checked & AG would contact Community First Yorkshire. (15/02 Board meeting)
3	11/01/21	Investigate benefits of opening a GOLD account with CAFBank to invest our surplus funds	JB	By Feb Board meeting	JB suggested that she brings application forms to complete when we all next meet, post lockdown. (15/02 Board meeting)
4	15/02/21	Review terms of reference/service of trustees as part of policy/governance review	AG	By end of May	
5	15/02/21	Undertake costs analysis of new Business Support Officer post and increased salaries + revised JDs	AG/JB	By 1 st week of March	AG to send costs review & recommendations to Board in the next 2 weeks. (08/03 Board meeting)
6	15/01/21	Undertake an options appraisal on our data analysis software & report findings to the Board	AG	By April Board meeting	
7	15/01/21	Send GP website health check report to GP practice managers	AG	Immediately	
8	15/02/21	Arrange meeting with potential new trustee - include CB, AG & JC	CB	By March Board meeting	
9	08/03/21	Invite Richard Webb to future Board meeting	CB	Immediately	
10	08/03/21	Promote care home project in ICG newsletter	AG/BP	By end of March	
11	08/03/21	Ask Kevin Sinfield if his presentation can be shared with the Board	CB	Immediately	