



**The Royal Wolverhampton  
NHS Trust Charity**  
Registered Charity No:1059467

# RWT Charity Strategy 2022





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**The Royal Wolverhampton**  
NHS Trust Charity

# Introduction

At The Royal Wolverhampton NHS Trust Charity, we are dedicated to improving the experience and outcomes for our staff, patients, and our local community. The people and patients of The Royal Wolverhampton NHS Trust are at the heart of what we do.

Our mission is to enhance patient care and help families and carers in Wolverhampton, by transforming hospital and community-based services. We do this through funding “added extras” - items, projects, research, staff training and services – that are over and above those provided by the NHS. This is what drives our charity, inspires our fundraisers, and connects us to Wolverhampton’s warm, friendly, and diverse population.

We work alongside The Royal Wolverhampton NHS Trust, raising funds to support our staff to deliver the very best possible care and to help adults and children across Wolverhampton and surrounding areas. With the help of our wonderful community, our fundraising efforts make a real difference to patient outcomes.

Whether people come to hospital for routine procedures, medical investigations, or for lifesaving, cutting edge treatment we understand that needing NHS care can be a worrying time. Every day the fundraising of the Royal Wolverhampton NHS Trust Charity helps to ensure that visits to our hospitals and our services are as comfortable, reassuring, friendly and positive as possible.

## Trust Overview

The Royal Wolverhampton NHS Trust is one of the largest healthcare providers in the Black Country and West Midlands, providing primary, secondary, community and tertiary care services to a combined population of 450,000 people. The Trust provides 850 beds at our New Cross site (including intensive care beds and neonatal cots), 56 rehab beds at West Park Hospital, and 54 beds at Cannock Chase Hospital. They are the largest employer in Wolverhampton, with more than 10,500 staff. This means that the charity supports in the region of 460,500 beneficiaries year on year.

The Trust provides services in the following locations:

**Cannock Chase Hospital** - General Surgery, Orthopaedics, Breast Surgery, Urology, Dermatology, Medical Day Case investigations and treatment (including Neurology and Endoscopy) Inpatient rehabilitation beds.

**Community Services** - More than 20 community sites providing services for children and adults, Walk-in Centres, and Therapy and Rehabilitation services.

**Primary Care** - Nine GP practices.

**New Cross Hospital** - Secondary and tertiary services, Maternity, Accident & Emergency, Critical Care and Outpatients.

**West Park Hospital** - Rehabilitation, Inpatient and Day Care services, Therapy services and Outpatients.

The Trust also successfully host Black Country Pathology Services (BCPS) and the West Midlands Local Clinical Research Network (WMCRN), and have done since its establishment in April 2014.

# Impact of COVID-19

The pandemic has been incredibly hard, not only on our staff, but Wolverhampton as a whole, the city was a COVID-19 'hotspot', as well as being particularly hard hit by the contraction in the economy.

Challenging as it was, COVID-19 has also showcased the true determination and commitment of our staff and of the people of Wolverhampton to come together and support each other.

The pandemic also highlighted some key areas of focus for the NHS, which has helped to shape the way our charity will move forward and support the Trust, and everyone associated with it, as we emerge from what has been the most challenging period in its history.

We will support our NHS colleagues' commitment to ensuring everyone has equal access to our services, saving lives and improving health outcomes for our diverse community with a key focus on:

- Staff wellbeing
- Improving the patient experience
- Opportunities to further medical knowledge through research
- Engaging with our local community
- Developing partnerships
- Tackling health inequalities

Owing to the exceptional circumstances and the uncertainty of the current environment, this strategy intentionally focuses on the strategic direction for a shorter timeframe than usual - the 2022/ 23 and 2023/ 2024 financial years. This allows us to develop our usual longer-term strategy once there is more certainty over the environment in which we operate.

## Aim

The charity actively supports projects that enhance the delivery and experience of care for all patients and their families. This includes the provision of additional equipment or equipment that is of a higher specification than NHS funding can provide, funding projects that enhance the healing environment, provision of funding for additional training and any other resources that will help make a real difference.

We are grateful for all of the support we receive; however, we have further aspirations to enhance patient care and experiences that require us to be ambitious in our income generation activities. We will strive to increase the value of monetary and non-monetary donations we receive year upon year.

# Our objectives for 2022-2024

- We will increase the visibility, profile and understanding of the charity within the hospitals and our local community
- We will strive to increase the value of monetary and non-monetary donations we receive year upon year, to ensure that we can continue to enhance the care and experiences of patients, their families, and our staff
- We will deliver an effective, accessible grants programme to support Trust improvements to services and the patient environment
- We will actively encourage applications to fund projects that further enhance and improve the health and wellbeing of staff and volunteers
- We will actively encourage applications to fund research projects that will further medical knowledge through research
- We will actively seek opportunities for collaboration with our colleagues from both statutory and non-statutory organisations and build and strengthen partnerships with key health and voluntary sector organisations to deliver greater impact
- We will embrace the digital agenda and utilise opportunities to raise further awareness of the charity with stakeholders as well as actively support projects that embrace technology and innovative ways of working
- We will actively encourage applications to fund projects that further enhance and improve the health and wellbeing of staff and volunteers

