



# airway

The Newsletter of the Association of Air Ambulances



Andrew Haines



## TOP SPEAKERS HEADLINE AAA CONFERENCE

The AAA's National Conference, a firm fixture on event calendars across the UK and Europe's air ambulance community, will follow a new, sharper format this year.

The quality of the expert speakers has never been higher, with industry heavyweights from the Clinical, Air Operations and Charity sectors delivering presentations and answering questions. Speakers include:

**Andrew Haines** – CEO of the Civil Aviation Authority.

**Keith Prior** – Director of the National Ambulance Resilience Unit (NARU).

**Sir Stuart Etherington** – Chief Executive of the National Council of Voluntary Organisations.

**Thilo Scheffler** – Technical Director, DRF Luftrettung, one of the leading European HEMS operations based in Germany.

**Professor Jonathan Benger** – National Clinical Director for Urgent Care, NHS England.

**Professor Sir Keith Porter** – Lead in Clinical Traumatology and Clinical Service Lead for Trauma at Queen Elizabeth Hospital Birmingham and the UK's only Professor of Clinical Traumatology.

**Dr. Gareth Davies** – Chair of the AAA's Clinical Subcommittee, Medical Director at London's Air Ambulance and Consultant in Emergency Medicine, Pre-hospital Care and Emergency Preparedness with Barts Health NHS Trust.

The event continues to evolve in response to delegates' feedback and this year will focus on four key subjects: Quality, Innovation, Resilience and Horizon.

Last year's National Conference saw 90% of the UK Air Ambulance operations attend with a sell-out 275 delegates. The event has grown year-on-year and with the quality of speakers on show this year, that trend is set to continue.

The Conference is held at the Millennium Gloucester Hotel, Kensington, London on 14 November 2016. For more information on the programme of events and to register online visit: [www.aaaa.org.uk](http://www.aaaa.org.uk). The event sold out last year and latecomers had to be turned away so please do book as soon as possible.

## FROM THE EDITOR

You will find a generous 12 pages in this issue of Airway, as we have responded both to the volume of stories that are relevant and interesting to you, our readers, and also the number of associate members and other suppliers to the sector who have expressed an interest in advertising in the publication.

Airway's long-term plan has always been to expand but only when it could do so organically and without losing its distinctive appeal. We believe a larger publication is a win:win situation as there will be more space for stories that matter, including the best of the news from members – both ambulance services and charities from around the country. Look out for the next issue in December for further news on what we have planned for 2017. In the meantime, we hope you enjoy the extra reading!

The editor



**AIR AMBULANCE AWARDS OF EXCELLENCE: SHORTLISTS ANNOUNCED: SEE PAGES 6-7**

Preferred exhibitions  
of the AAA

**THE EMERGENCY SERVICES SHOW**  
HALL 5 | NEC | BIRMINGHAM | 21-22 SEPTEMBER 2016

**helitech international**  
11-13 OCT 2016

# AIR AMBULANCE GROUND SUPPORT UNIT.



## THE BMW 2 SERIES GRAN TOURER.

The BMW 220d AC xDrive Gran Tourer is an All-Wheel-Drive vehicle providing a rapid and stable response capability with a commanding driving position, spacious crew work area and a large load area for medical equipment. The vehicle seen above is role-equipped as an AAA demonstration vehicle available to Air Ambulance Services for operational evaluation.

For further information please contact Andrew Buxton on:

 020 7514 9472

 [www.bmwgroup-gaad.co.uk](http://www.bmwgroup-gaad.co.uk)

 [mail@bmwauthorities.co.uk](mailto:mail@bmwauthorities.co.uk)

### **BMW Group – Government & Authorities Division**

Summit ONE, Summit Avenue  
Farnborough, Hampshire GU15 0FB

Official fuel economy figures for the BMW Range: Urban 13.8-64.2mpg (20.5-4.4l/100km).  
Extra Urban 26.2-83.1mpg (10.8-3.4l/100km). Combined 20.3-74.3mpg (13.9-3.8l/100km).  
CO<sub>2</sub> emissions 325-99g/km. Figures may vary depending on driving style and conditions.

# BREXIT MEANS...?

**While the politicians have reminded us in no uncertain terms that Brexit means Brexit, there appears little further clarification on what the vote to leave the EU means for the UK. There will undoubtedly be repercussions in our own sector but what could they be? Airway asked the AAA's National Director, Clive Dickin, to peer into his crystal ball.**

The first thing I would say is that it's too early to understand fully the impact of the Leave vote. Article 50 has not been enacted and there appears to be no rush to do so. In terms of the economy, Brexit is not the only issue that makes an impression on it and we, as a nation, have to be careful not to talk the country into recession through fear.

Having said that, there are a range of impacts that the EU Leave vote could have on our sector. There's a macro-economic impact, although it is hard to judge how significant this will be, advisors are forecasting a minor reduction in Gross Domestic Product. If we are being optimistic about this, however, we can look at how our member charities have continued to grow their income throughout difficult recessionary times and we expect that they can extend that resourcefulness to overcome any EU-related reluctance among donors.

Then there is an impact on education, training and recruitment. We have a strong history of recruiting and training the very best pilots, clinicians and fundraisers, and have historically brought aviators and clinicians to the UK from around the world with a view to advancing patient care. The Leave vote has the potential to

impact on the free movement of people and make those recruitments more challenging in the future. The Association will continue to lobby Government to ensure skilled people can come into the country and maintain our position as a centre of excellence.

We also don't want the sector's supply chain to be compromised. We have several European manufacturers who are major players in the sector and it will be important to maintain a relationship with those manufacturers, which is not adversely affected by trade restrictions. But perhaps the bigger issue in this context is the effects of a changing sterling: euro exchange rate.

The Association has bolstered its relationships with Europe in recent times and will continue to work hard to ensure the UK is at the heart of all HEMS developments in Europe. We have longer-term plans to forge stronger relationships with our industry counterparts, and have already begun this process with a visit to German organisations by our Chair and through dialogue with EHAC'S Stefan Becker, and with our Italian and Norwegian counterparts. We are also raising the Association's profile and influence through exhibiting at Helitech in Amsterdam (see below), where we look forward to meeting European colleagues.

Overall we're making great progress and we are determined to remain outward-looking, both towards Europe and beyond.

The bottom line is that, as an Association, we are not political and our focus is always to work with whoever happens to be in Government in order to pursue issues to aid the improvement of treating patients. The political scenery may have shifted but our goals remain the same.



## SPREADING THE MESSAGE

**Exhibitions and conferences are an important way to keep up to date with developments and raise awareness in the sector. Having reflected on the progress the Association has made in recent years in terms of awareness, the Board has now taken a strategic decision to concentrate the AAA's exhibition presence on two major events: Helitech (Amsterdam, 11-13 October) and the Emergency Services Show (Birmingham 21-22 September).**

Caroline Creer, Chair of the Communications Subcommittee at AAA, said: "Our focus over the past four years has been on raising awareness of the Association's presence and permanence in the sector. Now we need to get into the detail, to demonstrate the relevance of the Association to the acute healthcare, fundraising and aviation sectors. Therefore we have decided to partner with what we see as the two most significant exhibitions

in the UK and Europe, which give us the most prominent platforms to convey our messages and engage with the whole sector.

"We plan to create a HEMS village at each show, where member charities can join us to interact with the sector and speak with peers from across Europe about issues that affect HEMS services across the continent, such as borderless tasking, recruitment of paramedics, the clinical composition of aircraft and so on. The Association's Communications Subcommittee has asked members to be part of the team on our exhibitions stands, a presence we hope to enhance next year."



# NEW CHAIR FOR KEY LOBBYING GROUP

With Chloe Smith MP resigning her position as Chair of the All Party Parliamentary Group for Air Ambulances (APPGAA) due to the imminent birth of her first child, the Group is pleased to report that Jim Fitzpatrick, MP for Poplar and Limehouse, has taken on the role. Jim has been a member of the APPGAA for some time, and becomes Chair at a time when the membership of the group continues to grow.

The APPGAA is a crucial tool in the AAA's lobbying efforts and it continues to improve understanding of the sector and our key issues among political leaders and policy makers. For example, before standing down from her position, Chloe Smith MP wrote, as part of ongoing work on the issue, to over 100 MPs about helipads and their current shortcomings. Meanwhile

the AAA's own Operations Subcommittee has been tasked by the APPGAA to present a piece of work on Flight Time Limitations.

Several other streams of work are also ongoing. The APPGAA invites key people from the sector to make presentations to Ministers and MPs to discuss its key messages.

One of the Group's annual highlights is the House of Commons Reception. This year, it will be held on 28 November. The invitation-only event, to which representatives of all member organisations are invited, will this year welcome the Chancellor who will make an address.



**Jim Fitzpatrick MP**



**2015's APPGAA reception**



Association of Air Ambulances (Charity) Ltd.

## £200,000 BOOST FOR AAAC

Since the last edition of Airway, the Association of Air Ambulances Charity has secured over £200,000 for distribution to members. Two corporate partners have been particularly busy:



The Allianz Engineer Division took on the gruelling challenge of walking 600 miles continuously through day and night. Two teams set off, one from Cornwall and another from Wales and after six days they made it, passing through fifteen air ambulance bases in the process and ending in London. The teams achieved their fundraising target of £15,000, with donations still flooding in.



This year Roadchef's Support Office challenge comprised climbing the Welsh Three Peaks in under 24 hours. Having climbed the mountains - Pen Y Fan, Cadair Idris and Snowdon - the challengers threw themselves down a quarry using a mile long zip wire at Bethesda. The group completed the challenge in an outstanding 18 hours and raised £6,000.

On top of this fantastic achievement they held a golf day, raising over £16k, which with their badge collections and general sales means they will have raised over £90k in 2016!

## MEMBER FORUM CHANGE

Until now, AAA member meetings were tied in to happen on the same day as AAA Board meetings. However, the Board has now recognised that the volume of work the AAA is now involved in means the lengthening Board meetings are becoming untenable on the same day as the Member Forums, so they will now be held on separate days.

National Director Clive Dickin commented, "This move will allow both meetings breathing space and ensure that members who want to attend both are able to give them both their full attention. This change also affords us an opportunity to look again at the format of the Member Forums to ensure they are meeting the needs of the members. I have invited all members to feed back their views on what Member Forums should look like and would ask anyone who hasn't yet responded to email me their thoughts. Once responses have been collated, a proposal will be presented at the December Board meeting for further discussion."

## REVIEW OF SUBCOMMITTEES

The Association has set up a working group, comprising representatives from full members of the AAA, to consider the Subcommittee structure and to develop new Terms of Reference for them. This move is to ensure the Subcommittees continue to operate as efficiently as possible in helping to fulfil the recently approved Association strategy. The findings and recommendations of the working group will be discussed at the December Board meeting and a resolution will be put to members to vote on at the 2017 AGM.



Association of Air Ambulances

# The Air Ambulance CONFERENCE 2016

Leading Prehospital Air Ambulance Conference



**Monday 14th November 2016**

Millennium Gloucester Hotel, London, UK.

**The Conference is a must for:**

- Charity Staff
- Doctors
- Fundraisers
- Paramedics
- Pilots
- Senior Management
- Trustees
- Volunteers



**NETWORKING  
LOUNGE AVAILABLE**



Incorporating:



PRINCIPAL SPONSOR



Book your place: [www.aoaa.org.uk/event/37/](http://www.aoaa.org.uk/event/37/)

# AWARDS OF EXCELLENCE: THE STARS OF 2016



With the much-anticipated annual Air Ambulance Awards of Excellence just around the corner, Airway can reveal all the shortlisted nominees for the 2016 event. The winners will be announced by BBC News broadcaster Sophie Long and Helicopter Heroes presenter Rav Wilding at the awards ceremony to be held on 14 November at the Millennium Gloucester Hotel in Kensington, London.

The independent judging panel met and considered all entries made across the ten categories. Jim Fitzpatrick MP, Chair of the Judging Panel, commented: "The judging panel for this year's Awards were full of praise for all nominees. There are clearly some remarkable people

## Outstanding Young Person Award



**Isobel Pilsworth**  
Essex & Herts Air  
Ambulance Trust



**Joshua Withey**  
Devon Air  
Ambulance Trust



**Luca Saucek**  
London's Air  
Ambulance



Sponsor:  
Babcock MCS Onshore

operating in the air ambulance community, where everyone plays their part, from volunteers to doctors, pilots to paramedics, fundraisers to marketers. These awards recognise all those people and more. I know the judges found it a very difficult task to choose between some outstanding nominees but what is clear is that each and every nominee is an exceptional individual or team, and I would like to thank all of them for their hard work, courage, determination and vision. With great difficulty, the judges narrowed down the field and we can all now look forward to the winners being announced in November."

After lengthy deliberation and discussion, the panel shortlisted the following stars of our industry.

## Air Ambulance Paramedic of the Year



**Steve Garvey**  
Cornwall Air  
Ambulance Trust



**Neil Bizzell**  
Dorset & Somerset  
Air Ambulance



**Erica Ley**  
Essex & Herts Air  
Ambulance Trust



Sponsor:  
BMW Government and Authorities Division

## Air Ambulance Doctor of the Year



**David Stoddart**  
SCOTSTAR



**James Raitt**  
Thames Valley Air  
Ambulance



**Mark Wilson**  
London's Air  
Ambulance



Sponsor:  
Leonardo Helicopters

## Charity Staff Member of the Year



**Angela Watkins**  
Midlands Air  
Ambulance  
Charity



**Rosey Oakes**  
Devon Air  
Ambulance Trust



**Susie Croft**  
Cornwall Air  
Ambulance Trust



Sponsor:  
Milestone Aviation Group Ltd

## Air Ambulance Pilot of the Year



**Dave Webber**  
Thames Valley Air  
Ambulance



**Richard Steele**  
Midlands Air  
Ambulance  
Charity



**Steven Norris**  
East Anglian Air  
Ambulance



Sponsor:  
Safran UK



**Above last year's winners.**



**Below: Lifetime Achievement winner 2015, Peter Holden, pictured with Sophie Long, Nigel Lemon of Specialist Aviation Services and Rav Wilding.**



## Special Incident Award



**SCOTSTAR**  
Cardiac arrest



**Lincs & Notts Air Ambulance**  
Road traffic collision



**Wales Air Ambulance**  
Industrial accident



**Dorset & Somerset Air Ambulance**  
Motorcyclists' collision

Sponsor:  
Airbus Helicopters



## Innovation of the Year



**Essex & Herts Air Ambulance Trust**



**Devon Air Ambulance Trust**

Sponsor:  
Sloane Helicopters



## Air Ambulance Campaign of the Year



**Devon Air Ambulance Trust**  
Make Night Time Flight Time



**Hampshire and Isle of Wight Air Ambulance**  
Be a 999 Hero

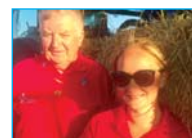


**East Anglian Air Ambulance**  
Together We Save Lives



Sponsor:  
Lottery Fundraising Services

## Charity Volunteer of the Year



**Jamie Edghill**  
East Anglian Air Ambulance



**Mary Phillips**  
Cornwall Air Ambulance Trust & Devon Air Ambulance Trust



**Chris Flack**  
Essex & Herts Air Ambulance Trust

Sponsor:  
Tower Lotteries



## Lifetime Achievement Award

**Winner to be announced on 14 November**



Sponsor:  
Specialist Aviation Services

**The Awards have been a sell-out for the last two years so if you would like to attend, go to <http://www.aoaa.org.uk/aaae> or call 01564 339959 as soon as possible.**

# THE COMPLETE PICTURE

**ZOLL Medical Corporation develops medical devices and software solutions that help advance emergency care and save lives, while increasing clinical and operational efficiencies.**

The company has recently added new functionality to its X Series monitor/defibrillator that gives clinicians invaluable extra information about key blood, fluid and oxygenation so they can quickly make the best call for their patients. The X Series is about half the size and half the weight of competitive full-featured monitor/defibrillators but a lot more powerful. ZOLL says it is compact without any compromise in display size, capability, or performance. West Midlands Ambulance

Service is just completing the rollout of the X Series, while the North East Ambulance Services has also specified the X Series. While the X Series alone has proved its value, ZOLL believes the new advanced parameters will be incredibly useful to air ambulance services. Jamie Cooke, clinical deployment specialist at ZOLL, says: "The advanced parameters give clinicians a much more complete picture of the patient. On an air ambulance, clinicians can quickly gather information that would normally only be possible with more time and invasive procedures or, in the case of haemoglobin monitoring, only in the hospital lab."

"These advanced parameters have only recently come to the UK but have proved their value in the United States and we really look forward to seeing how this advance will assist UK clinicians. Our clinical deployment staff are clinicians themselves and will be out training doctors and paramedics on the use of the product. They will also, as always, be listening carefully to feedback from clinicians because it is only by working closely with those clinicians that we can develop and enhance our products."

## THE ADVANCED PARAMETERS ARE:

### Non-invasive Haemoglobin Monitoring (SpHb)

Monitoring haemoglobin levels minute-by-minute so clinicians can see warning signs that can indicate internal bleeding, enabling them to quantify blood loss and/or the need for transfusion.

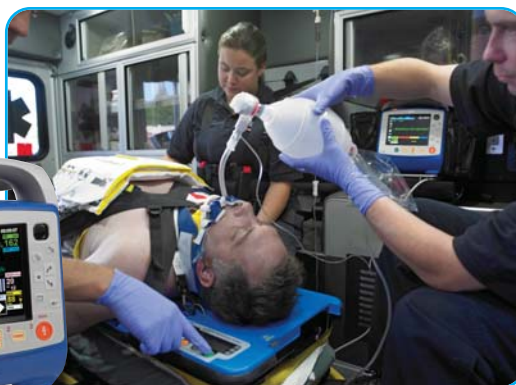
### Oxygen Content (SpOC)

What good is knowing an oxygen saturation level if your patient doesn't have the blood volume to carry it? SpOC gives clinicians a more complete picture of a patient's oxygenation status by factoring in haemoglobin and oxygen saturation levels.

### Pleth Variability Index (PVI)

Fluid administration is crucial to preserving cardiac output and optimising patient status. However, unnecessary fluid administration is associated with increased mortality and morbidity. PVI has been shown to predict fluid responsiveness in ventilated patients. PVI helps clinicians to non-invasively and continuously assess patients' fluid status.

**X Series monitor/defibrillator**



# ZOLL®

Jamie Cooke concludes: "With the X Series Advanced Parameters and the AutoPulse automated CPR resuscitation system, we believe the ZOLL range can be invaluable to ambulance and air ambulance services in treating both cardiac and trauma patients."

For more information, go to [www.zoll.com/uk](http://www.zoll.com/uk)



## BMW DEAL IMPRESSES GWAAC

One of the AAA's most popular member benefits is BMW's offer of a range of new deals to Association members and their staff. BMW has been making some exceptional offers available to members for both BMWs and Minis.

John Christensen, Chief Executive of Great Western Air Ambulance Charity, comments: "When the AAA first announced the partnership with BMW, I looked at it and thought it was too good to be true! However since it started, myself and my family have just bought our third car from BMW through this scheme. Andrew Wiseman, our point of contact, has been really fantastic to deal with. He was thoughtful, helpful and supportive. My wife was particularly impressed as she had a bad experience with her previous car purchase from another manufacturer. Overall this is a brilliant scheme and has enabled us all to get into new BMW Group cars at a fantastic price and with brilliant service. What more could you ask for? It genuinely is worth talking to Andrew at BMW."

For more information, call 0207 5148606 or go to [www.bmw-ukforces.co.uk](http://www.bmw-ukforces.co.uk) or [www.mini-ukforces.co.uk](http://www.mini-ukforces.co.uk)

## NAAW: LOOKING TO 2017

With the dust settling on another National Air Ambulance Week as this issue of Airway goes to press, the sector can reflect on another useful NAAW, which has provided a focal point for all local air ambulance services to raise their profile and add to their funds. Now the Association looks ahead to 2017, when the Week will move to the second week of September, where it will stay. This change is designed to move the Week away from competing events so it can receive an even greater focus.

Contact Caroline Creer, Chair of the Communications Subcommittee for more information at [c.creer@daat.org](mailto:c.creer@daat.org)





# THE NATIONAL DIRECTOR'S REPORT

With the Association involved in an ever-growing number of important activities, the Board has asked the National Director to write a quarterly report for Airway, which summarises the Association's most recent activities and priorities so all members can be kept up to date.

Below, Clive Dickin summarises some of the activities the Association has been undertaking. Several items are covered elsewhere in Airway and are therefore only briefly mentioned below. Clive writes:



## Casualty

BBC drama Casualty aired its 30th anniversary episode on 27 August. The broadcast portrayed a graphic air ambulance crash. Prior to production the BBC's production team were adamant that they would produce this inappropriate story line. This placed the AAA in the invidious position of either leaving the BBC to produce whatever they liked and complaining after, or to aid the BBC by providing positive input, changing the story to an educational one (drone), reducing the levels of graphic injury to crew and ambulance personnel in the programme.

Monitoring of the broadcast and social media revealed no negative reporting of air ambulances throughout the broadcast. Several members maximized the trending on social media to convey educational messages about air ambulances and drone use, as suggested by the AAA.

## Graham Hodgkin

Graham Hodgkin recently announced that he was leaving London's Air Ambulance. As a result, Graham's Directorship of the AAA and Trusteeship as an AAA Representative on the AAAC came to an end on 31 August. The AAA Board wishes Graham every success for the future and thanks him for all his support with the AAA and AAAC.

The AAA Board has appointed newly-elected Paula Martin as Graham's successor on the AAAC; in the usual way, Graham's vacancy on the AAA will be made available through the voting process which opens shortly after the close of the AAA Conference in late November.

## AAA Board Away Day

On the 25th July the AAA Board held its first full away day to discuss the future and a range of important issues including the long-term financial plan of the Association.

## Media Personnel

This subject has recently vexed the Civil Aviation Authority (CAA), Operators and Charities alike and focused the AAA's Communications and Operations Subcommittees to jointly approve a letter from my office to the CAA requesting the regulations to be reviewed as soon as possible. The letter issued by the CAA to the sector earlier this year did not change the regulations and resulted in some Air Operator Certificate holders stopping the process of flying with personnel who filmed on scene; it created an uneven playing field across the sector. We hope the CAA reviews its position, taking the pragmatic approach of providing a derogation to the regulations.

## Key Issues

The Key Issues of the Association were recently mailed to all full members and Communications Subcommittee members for review, with only one comment being received. Any amendments will be presented to the APPGAA at the briefing meeting on 8 November.

## National Air Ambulance Week

The NAAW Future questionnaire has revealed some very positive outcomes, which were presented at the recent Member Forum. Hope remains that the project can be funded as the majority of members wish.

## National Conference and Awards

The new look agenda and format has been announced, including a substantial line up of speakers talking about Innovation, Resilience, Quality and Horizon.

## Ambulance Radio Programme (ARP)

The Department of Health has appointed a manager to aid the air ambulance community in their transition to the new 3G / 4G ARP platform. Mick Hanks has been contacting members directly. Becky Steele (Chair of the Operational Subcommittee) continues to attend the Home Office hosted programme to ensure the membership is represented and receives all crucial information.

## Exhibitions

At the Emergency Services Show and Helitech in September and October respectively, we are creating a 'HEMS village' in the form of a special AAA stand, which will be used at shows in 2016 and 2017. The strategy for this initiative is to aid the dialogue with the aviation and emergency services sectors, promoting the AAA members' activities to groups such as CAA, SAR / Bristow, NHS and Paramedics.

## AAAC

The AAA Charity achieved its three-year objective within six months of launch! By June it had passed on over £187k to the 20 air ambulance charities. These are funds that would previously have been inaccessible. The next liaison meeting, which has been arranged on 22 November, will bring all corporate fundraisers together to discuss upcoming opportunities.

The Board of Trustees has now completed a number of core governance projects and started the recruitment of two independent trustees.

## Northern Ireland

Following the announcement by the Northern Ireland Government Health Minister of the appointment of Air Ambulance Northern Ireland as their Charity provider for an air ambulance in Northern Ireland, the AAA will shortly receive an application for membership from both the Charity and Ambulance Service.

## Lobbying

In July the APPGAA held its AGM where Jim Fitzpatrick MP was appointed as the new Chair. Jim, an ex-aviation minister, has proven already to be dynamic in supporting the AAA's Key Issues, especially the Media Personnel and Helicopter Landing Site issues. The membership of the group has grown to 62 from the previous parliament's respectable 47. We will continue to use the group to press for our issues to be understood.

## Subcommittee Structure

The Subcommittee Leadership Groups have all met under the new Terms of Reference, with delivery improvements already evident. The Subcommittee minutes are available on the members' only area of the website. The Short Life Working Group that is reviewing the Governance of the Subcommittees will report at the December Board meeting.

# NEWS FROM THE NATION

**Airway is pleased to announce that with an increase in the number of pages each issue, there will now be room for a page dedicated to the latest news stories from members across the UK.**



## Royal Visit to EAAA

Her Majesty the Queen and HRH the Duke of Edinburgh visited the East Anglian Air Ambulance recently. During the visit, Her Majesty opened the Charity's new operating base, the Egerton-Smith Centre, which is sited at Cambridge Airport.

The Queen and The Duke were given a tour of the new facility and briefed on the work of EAAA. The Duke of Cambridge showed them the H145 aircraft he flies for the Charity, and the Queen and Duke then met some of the Charity's volunteers, patients, crew and support staff. The Queen unveiled a plaque formally opening the new facility and met the founder of the Charity after whom the building is named, Andrew Egerton-Smith.

Among former EAAA patients was two-year-old Pepe Casonova, who presented the Queen with a posy of flowers. Pepe became seriously ill in March 2014, suffering from multiple organ failure as a result of undiagnosed Type 1 diabetes; the EAAA team helped save Pepe's life.

## Olympian Thanks Essex Team

It would have been easy for football-crazy teenager Jonny Coggan to think his sporting dreams were over when, on 11 April 2000, he was flown to hospital by Essex Air Ambulance after a road traffic collision left him paralysed. The sporty 16 year old had dreamt of becoming a professional sportsman one day. Jonny, now 33, has realised that dream, and has just returned from the Rio Paralympic Games where he was a member of the GB Paralympic Wheelchair Rugby team.

Jonny said: "I suffered a whiplash injury that broke my neck and damaged my spinal cord, leaving me paralysed from the chest down with partial movement in my arms. Essex Air Ambulance was called because I needed to get to a specialist spinal hospital as quickly as possible and as soon as they arrived, I knew I was in safe hands."

Jonny spent the next 11 and a half months in hospital undergoing surgery and physio. It was here that Bob O'Shea, former wheelchair rugby player and captain of the Paralympic Wheelchair Rugby GB team at the Sydney Games in 2000, visited Jonny. Sharing his passion for the sport, his enthusiasm spurred Jonny on to give it a go. Since then Jonny has played in four Paralympic Games, three World Championships and six European Championships, where he was part of the winning team in Finland last year.



## London CEO Steps Down

Graham Hodgkin, London's Air Ambulance CEO, has left the Charity to join leadership consultancy firm, Wavelength. Under his leadership, the Charity has achieved transformational change, including acquiring a second helicopter for London, extending operational hours and establishing the world's first Institute of Pre-Hospital Care. Graham was also a director of the AAA and as a trustee for the AAA Charity.

## Blood on board at DSAA

Dorset and Somerset Air Ambulance has become the tenth air ambulance charity to carry blood products on board their aircraft and rapid response vehicles. In a bid to ensure that patients have enough blood to keep them alive until they reach hospital, DSAA now carries four units of O type red blood cells along with Freeze Dried Plasma.

Forty per cent of trauma deaths are due to bleeding, so being able to carry and administer blood products to these patients before they get to hospital could be a matter of life or death.

The Charity's Critical Care Team have worked for months on identifying the best way to deliver, implement and fund this project. Special recognition should be given to the work of Critical Care Paramedic, Michelle Walker and Air Ambulance Intensive Care Consultant, Dr Ian Mew. The whole exercise was only possible thanks to close collaboration between DSAA, Dorset County Hospital, Devon Freewheelers, the South Western Ambulance Service NHS Foundation Trust and the Henry Surtees Foundation.

## HIOWAA Reaches Out to 22,000 Children

Less than a year since launching their 'Be A 999 Hero' education programme, Hampshire and Isle of Wight Air Ambulance (HIOWAA) have delivered their life-saving message to over 22,000 children in schools, clubs and nurseries across Hampshire and the Isle of Wight.

The programme is designed to teach young people about how to respond in an emergency and to highlight the importance of the air ambulance and other emergency services. At the forefront of the campaign are five super hero characters, inspired by the charity's team of paramedics, doctors and pilots.

The importance of the message is revealed by a survey released by Mumsnet last year which found that of 757 respondents, 37% had not taught their child to dial 999, and many children thought that the emergency number was 911.

## New Ambassadors for Wiltshire

WILTSHIRE sports stars Shelley Rudman and Lauren Booth and broadcaster Alan Dedicoat have become Charity Ambassadors for Wiltshire Air Ambulance (WAA). Shelley, who won the Olympic silver medal and was World Champion in Skeleton Bobsleigh, said: "I've become an Ambassador because it's a local Wiltshire charity and is very much needed in such a rural area. You also never know when and who may need it."

**If you would like a news story to be considered for the next edition, please email it to [info@aoaa.org.uk](mailto:info@aoaa.org.uk) with 'Airway news' in the subject line.**

# INTERVIEW: LIZ CAMPBELL

The Association of Air Ambulances Charity (AAAC) was formed a little over a year ago and has made huge strides in a short time, enabling the distribution of over £4m to the UK's air ambulance charities so far. In November 2015, the Charity appointed Liz Campbell as independent Chair of the AAAC.

Liz brings a wealth of experience and knowledge to the role, including previous roles as Director of a medical research charity, Chair of Surrey Police Authority and Non-Executive Director in the NHS. With many members still learning about the new Charity and its work, Airway asked Liz if she would answer some questions about the Charity and her role.



**Liz Campbell, Independent Chair of the AAAC**

## **Airway: Why did the Charity need an independent Chair?**

**Liz Campbell:** The appointment of an independent Chair was an important step to give confidence to both donors and to the air ambulance community. It means that anyone who feared that the Charity might be unduly influenced by any particular parties can be reassured that it is run with integrity and independence. An independent Chair and a broad range of trustees also brings balance to the organisation and ensures a diversity of views.

## **Airway: What qualifies you for this role?**

**LC:** I've been the chief executive of a fundraising charity and I Chair and trustee for a number of small charities; I have also been Chair of a police authority and non-executive director in the NHS, and I believe all of this experience is relevant and useful for this role. I also bring an open mind and willingness to listen and learn.

## **Airway: Can you tell us about the composition of the AAAC Board?**

**LC:** We have three trustees appointed by the AAA, an independent trustee and an independent Chair. The Board has recently decided to appoint another independent trustee, specifically one with charity accounting and financial experience. I feel very strongly that the money donated into the AAAC is never our money - we must take it and pass it on as efficiently and transparently as we can.

## **Airway: What does your role entail day to day?**

**LC:** We have enquiries coming in daily, such as solicitors calling about legacies, companies calling to source a national charity partner, local member charities looking to expand an existing relationship, and unsolicited calls from the general public. The AAA staff who are seconded to the AAAC pull together all the relevant information and then we will discuss the opportunity, its strengths and weaknesses and so on. As discussions with a potential donor continue, I am kept informed every step of the way. We know our role is not to fundraise and we are very careful not to do so. We constantly refer back to our Articles to ensure we are acting in accordance with them.

## **Airway: How do you choose with whom to work?**

**LC:** We are very aware that the Charity is there to benefit all local charities so if a donor comes to us only wanting to benefit a few of them, that's not a partnership for us. Donors must be prepared for at least some of their donation to go around to all air ambulance charities. Good governance and management is crucial and we will always seek to operate with ethical partners who share our values and an enthusiasm for the work of the HEMS service. While the money is of course important, it is not the be-all and end-all; you should not chase money to the detriment of your good governance.

## **Airway: How do you reflect on what the Charity has achieved in its first year or so?**

**LC:** I'm delighted that the disbursements to local charities have far exceeded initial expectations. We've had more approaches than anticipated and been able to develop several of those into fruitful partnerships. The success demonstrates that there was a real gap in the market and we have filled it with the AAAC.

## **Airway: How do you see the short and medium term future of the Charity?**

**LC:** I expect to see an increase in approaches in the short and medium term. There is currently an excellent opportunity because a fresh, new, uncontroversial cause is very much welcomed by corporate partners. If we run ourselves well and are seen to have strong governance, this will put us in an excellent position to make the most of these opportunities.

## **Airway: What is your strategy for the coming year?**

**LC:** Initially it is to ensure all governance arrangements are in place, sound and being followed. Secondly, it is to ensure early partnerships are excellently run and even more productive than donors might have expected and that we are building a legacy of local relationships to benefit the local charities into the future. Then, into next year, we need to review what we have learned in our first year so that we can improve our operations. To achieve this, we need the local charities to understand our role fully so they can be ambassadors for the AAAC. I understand why local charities might be nervous because fundraising is always tough and getting tougher; the trustees and I have a responsibility to demonstrate not only that we will not undermine their fundraising but will actually add considerable value.



## **Dates For Your Diary**

**11-13 October 2016** - Helitech International, Amsterdam

**14 November 2016** - AAA Conference & Awards, London

**28 November 2016** - APPGAA Reception, House of Commons, London

## **Contact Details**

**Association of Air Ambulances Ltd.**  
50 High Street, Henley in Arden,  
Warwickshire, B95 5AN.

**Email:**  
info@aoaa.org.uk

**Website:**  
www.aoaa.org.uk

**Telephone:**  
+44 (0)1564 339959

# Saving Lives. Anytime, Anywhere



## AW169

Finmeccanica is now Leonardo - inspired by the vision, curiosity and creativity of the great master inventor - designing the technology of tomorrow.

Lives depend on you.

The AW169 is ideally suited to life-saving primary and secondary EMS missions anytime, anywhere.

Easily adaptable, rapidly configurable and uniquely designed around patients' needs; the AW169 ensures that air medical professionals can provide the best care at the most critical moments.