



ANNUAL REVIEW 2018-2019

MISSION 24/7: LIGHTING YOUR DARKEST HOUR

By 2020 we aim to:



Have
24/7
HEMS availability



Raise an additional
£1m
each year



Treat
400
more patients
annually



Be dispatched
600
more times
each year

www.mission247.co.uk

Looking to the future our mission continues



**MISSION
24/7**
LIGHTING YOUR DARKEST HOUR

We believe the time of day or night should not determine what level of emergency critical care you receive in a life-threatening situation. This is why we have now launched our ambitious plans to become a 24/7 helicopter emergency medical service (HEMS) in 2020. Becoming 24/7 will enable us to be dispatched to an estimated 600 extra missions a year, ensuring someone's worst day doesn't become their last.

Our work towards 24/7 operations began in April with the introduction of doctors to our night shifts by rapid response car. Our clinical team has seen an increase in taskings, uses of doctor-only interventions, an increase in other advanced pre-hospital interventions (such as administering pre-hospital anaesthetic), and a decrease in total scene time. In September 2019 we will extend the flying hours from our Cambridge base until 1:30am, to match the clinical crews' shift pattern.

"For what will be a 22% increase in activity, there will be just an 8% increase in cost." Matthew, Director of Operations

Over the past 12 months East Anglian Air Ambulance has achieved some ground-breaking milestones and made innovative plans that will impact our future. As a charity we are proud to push the boundaries of pre-hospital emergency medicine; it is the expertise of our crew at the scene and our high performance helicopters that can reach anywhere in the region within 25 minutes which helps to make a difference to the people of East Anglia. It's thanks to your support that we can achieve this 365 days of the year.

Since our launch in 2000 and our first flight in 2001, we have been dispatched to over 26,000 life-saving missions. Our crews are tasked to an average of 8 missions a day and in 2018/19, thanks to your dedicated support, have attended 2,821 missions and treated 1,664 patients.

But our mission doesn't start and end with the crew; every single supporter, lottery player, raffle player, donor, volunteer, fundraiser and staff member has played a vital role in keeping our service operational and helped raise an incredible £14.4 million.

We have achieved some record-breaking targets together; this year over 1,860 participants took on our flagship event, Only The Brave raising an incredible £208,959 - (its highest figure yet), our income from local businesses has increased

by 37% and hundreds of you supported our brand new regional fundraising day, Get Up and Go Yellow.

Our volunteers continued to prove how vital they are by supporting our fundraising activities. On the 7th April over 200 volunteers came together to donate a total of 1,138 hours at three key events across the region for our charity. In addition to this, every week we have volunteers and fundraisers representing the charity in our local community. Without this dedicated support our crews couldn't continue to deliver our life-saving service.

Once again, one of our most common call-outs was cardiac arrests, but this year you have helped us to form a community of life-savers more than ever before. Since launching our First Aid Training programme



in June 2018, 1,722 members of the public have signed up to our free Basic Life Support training – an astounding number.

Through all of this we continued to be inspired by our patients, putting them at the heart of everything we do. This year we have seen a phenomenal 25% increase in patients who have made contact with our aftercare team or received support.

We believe our charity, and what we have all achieved, is something the region can be truly proud of. Every life we save is thanks to the generosity of the people of East Anglia. **We will continue to work together as one team.**

Together we save lives

Aviation preparation for 24/7 operations

Our Operations Team has been working closely with Babcock International, which provides our helicopters and pilots, looking at how we can best prepare for flying 24/7. So far we have looked at the following:

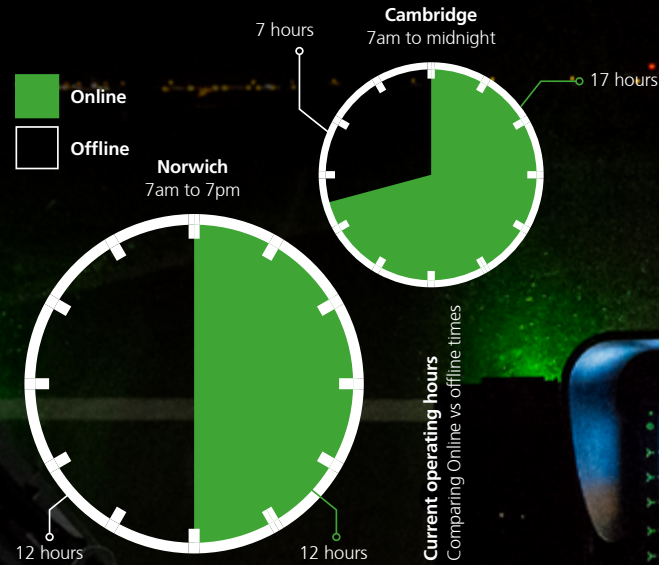
Helipads: How we can effectively work with hospitals in the region to increase the network of lit helipads, helping to improve our service at night.

Welfare: Dealing with crew fatigue and how we can best manage pilot shift patterns.

Equipment: Ensuring our crews have access to additional equipment they need to fly safely in the hours of darkness. For example, more night vision goggles.

New back-up H145 helicopter:

Our aircraft need regular maintenance to make sure they are performing safely and effectively. Babcock have recently



purchased an additional H145 aircraft which is being fitted with the same medical interior that EAAA use. This will be ready to use when Anglia One and Two require scheduled maintenance helping keep our 24/7 operations running smoothly.

Introduction of new contract: EAAA are working with Babcock to set in place a new contract, which will cover a 24/7 HEMS service. This is expected to come into effect in 2020.



Pilots view at night

The cockpit on the ground at our Norwich base

Raising awareness EAAA Market research

Last July we undertook market research to better understand how many people in our region know about East Anglian Air Ambulance and exactly what they know about us.

Do the public know we don't receive regular government or NHS funding? Do they know we have two helicopters, one based in Norwich and the other in Cambridge? Are they aware we are more than a swoop and scoop service, with the ability to bring the A&E department directly to scene?

We received some fascinating results; 86% of the region are aware of East Anglian Air Ambulance, an incredibly high number; awareness in Norfolk and



Suffolk is higher than in Cambridgeshire and Bedfordshire and 70% of the East Anglian population know that we are a charity and rely on community support. We also found out that 27% of the region think we're a national service, when we are in fact regional.

This information is vital and will help us develop our future marketing and fundraising strategy to ensure we can continue to deliver our service.

Year in highlights 2018 - 2019

July

We launched our Inspiration Awards to celebrate Norfolk Day. The awards were presented to individuals and groups who have inspired us with their support in the past year.



September

EAAA launched a brand new annual fundraising day, Get Up and Go Yellow, which encourages supporters to wear, bake, make and create all things yellow at home, school or work to raise vital funds for our charity.



August

EAAA welcomed four new Pre-Hospital Emergency Medicine (PHEM) trainees and one Senior Clinical Fellow to our cohort of clinicians.



November

Three EAAA nominees were shortlisted at the Association of Air Ambulance Awards and Jenny Easton won Charity Staff Member of the Year.



October

EAAA founder, Gerry Hermer, received the Sword of Honour from the Honourable Company of Air Pilots and we hosted our annual roadshows, which saw four past patients share their story with supporters.



February

A month that will go down in EAAA history. We launched our campaign to become a 24/7 helicopter emergency medical service by 2020; 'Mission 24/7: Lighting your darkest hour'. Our charity also saw a high as it climbed 36 places to 7th in the Sunday Times' top 100 not-for-profit companies to work for.



December

15 members of our staff were trained in mental health first aid.



January

EAAA was dispatched to its 25,000th mission highlighting the vital need for our service.

April

EAAA started the process of becoming 24/7 from our Norwich base by introducing Doctor and Critical Care Paramedic night shifts on the Rapid Response Vehicle (RRV). The Emergency Medical Journal published our first research paper written in March 2019, alongside our colleagues at the Ambulance Trust.



March

Critical Care Paramedic and Training Manager Mark Milsom attended the first of many Norfolk Crucial Crew sessions on behalf of EAAA. These are multi-agency safety events which aim to educate children aged 10 to 11 years old.



June

Two new HEMS paramedics are welcomed to the EAAA team and our third Clinical Liaison Officer joins the Aftercare team.

May

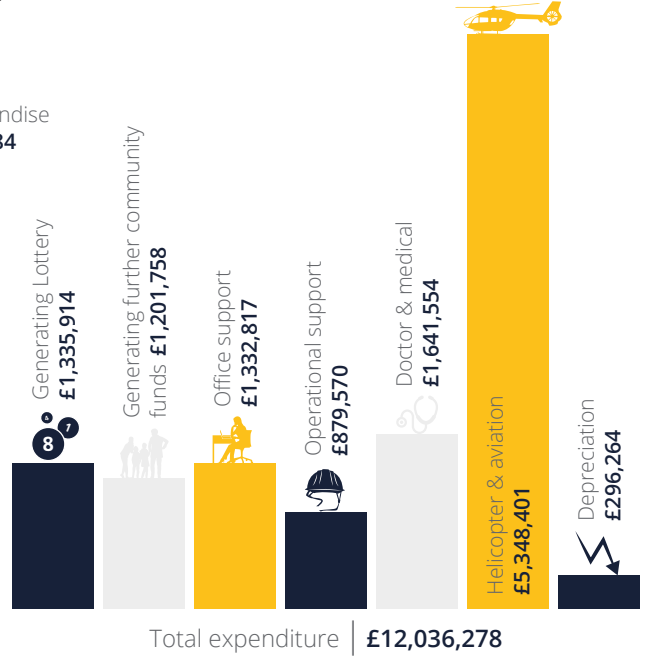
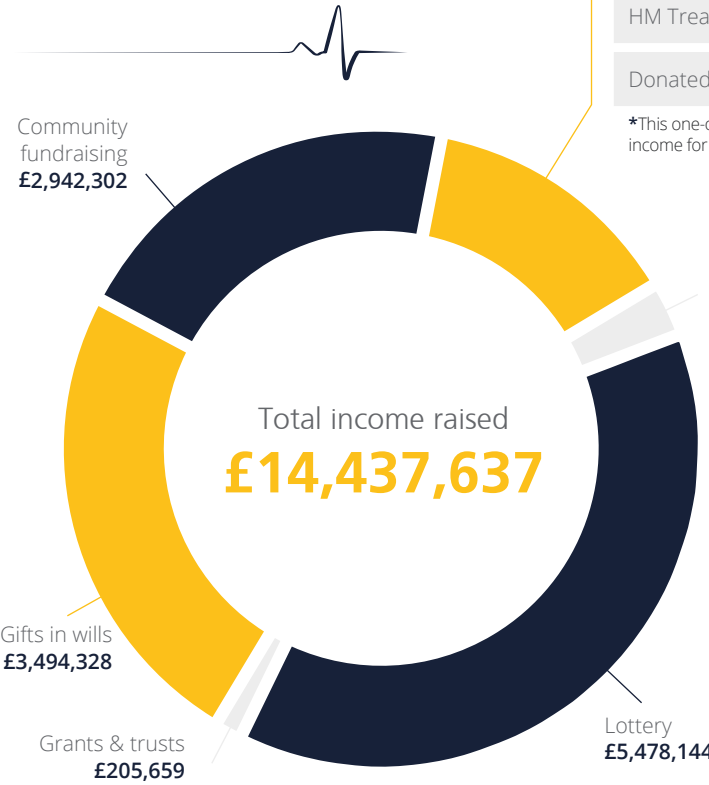
The Aftercare team expands employing its second regional Clinical Liaison Officer and our crews star in the second series of 'Emergency Helicopter Medics', a TV documentary on More4. EAAA also hosted a community engagement event announcing our plans to build a new base.



Finance Report

Income vs Expenditure

The figures used in this review are extracts from the audited, unsigned draft accounts and may be subject to change. The full accounts will be available from the Charity Commission.



Community Fundraising

Our community support continues to grow! With a focus on securing more support from local businesses we have seen significant growth in corporate income with the number of corporate supporters growing from 159 (in 2017/18) to 217 this year.

Lottery

Our Lottery continues to be one of the most popular ways to support our charity, bringing in almost 38% of the total income. This year we trained canvassers to become charity ambassadors, each completing our 1 hour CPR and defibrillation awareness course.



Gifts in Wills

Gifts in Wills are an incredible way to show your support for EAAA and help to secure our life-saving service for the next generation. This year, we received £3.49m in total, making up over 24% of our income.

Where does my £1 go?



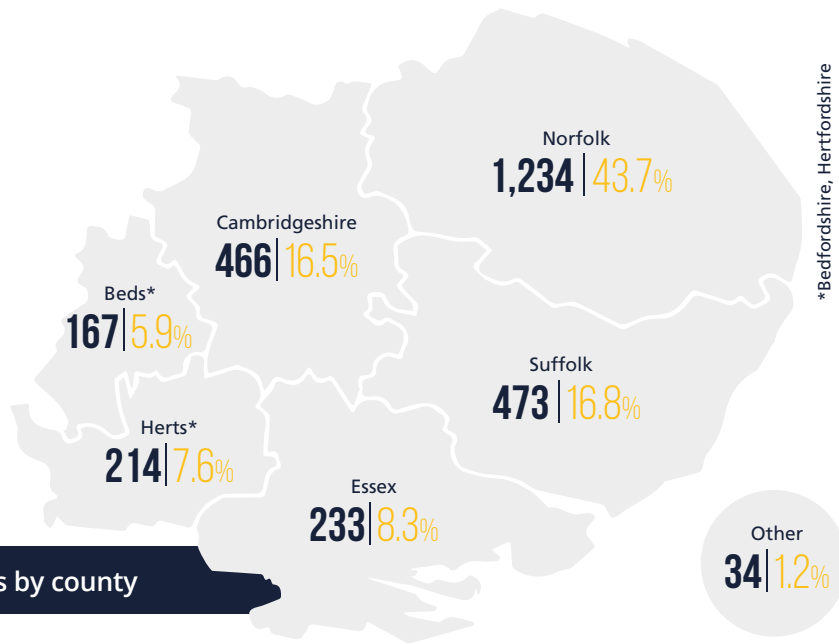
To operate a 24/7 service we need to raise £13 million annually. As shown above every single pound donated is hugely important and can help make a big difference towards our life-saving service.

What we have achieved

Mission and patient statistics



Total missions by county



Total patients by missions type

Rounded to the nearest 0.5%

Other 1% (17); Exposure 0.5% (10); Other transport 0.5% (9)



Cardiac arrest
29%
(480)



Road traffic collision
21.5%
(355)



Accidental injury
15.5%
(256)



Medical emergency
20.5%
(340)



Intentional self-harm
4.5%
(73)

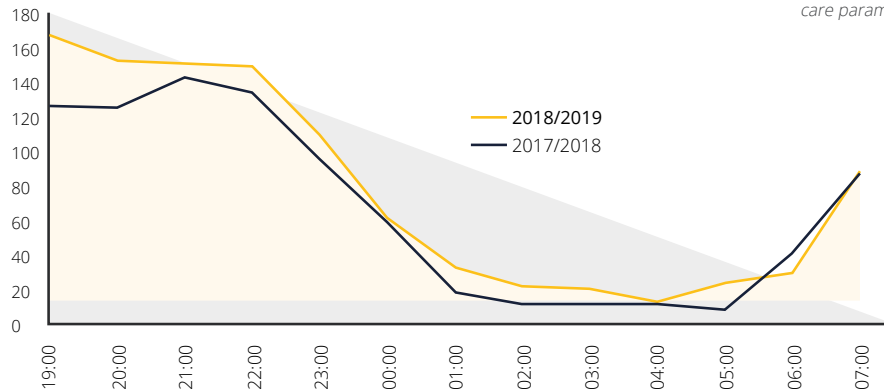


Sport/leisure
4%
(70)



Assault
3%
(54)

Number of night taskings (7pm to 7am)



HEMS Interventions

958

HEMS* interventions are defined as a clinical intervention done in the field that the ambulance service couldn't provide.



Aftercare Contacts

282

New aftercare contacts (25% increase), defined as people who have filled in feedback surveys or requested support.



Flying Time

120,000 MILES
1,001 HOURS

Approximate figures from Anglia 1&2 combined in the last financial year.

Aftercare achievements

The Aftercare team at East Anglian Air Ambulance has grown significantly in the past 12 months. The team now consists of Head of Aftercare, Alison Brett and three part-time Clinical Liaison Officers, who are all employed nurses based around the key regional hospitals.

With this new structure in place, the team has started visiting patients in hospitals, as well as conducting home visits to help aid patient recovery. The team has also been busy developing relationships with the hospitals across the region with the aim to increase information sharing and learning opportunities to improve patient outcomes.

The next 12 months will focus on developing a bespoke system for recording the charity's Aftercare work and as always, providing the very best aftercare for our patients.

*Helicopter emergency medical service

Looking to the future

A new Norwich base



As part of our mission to become a 24/7 service, we need to expand and renovate our base and head office in Norwich. We therefore submitted a planning application to Norwich City Council in July. If approved, the new base will enable us to:

- Provide sufficient welfare facilities for crew members who will be completing a 12 hour night shift
- Achieve other charity strategic goals i.e minimising the impact of trauma in the community through development of a first aid training centre
- Provide a single facility which houses all parts of the organisation, bringing the Norfolk based departments together under one roof.



With prudent investment over the past few years and unexpected gifts in wills from our generous supporters, we already have the required funds to build a new base, but we need to continue to raise £13 million annually to operate a 24/7 service from the end of 2020.

If our planning permission is approved, the new base build will commence in winter 2019 with an expected completion date at the end of 2020.



“AN EXTENDED, LARGER BASE
WILL IMPROVE THE OPERATIONAL
EFFICIENCY OF THE CHARITY”

Matthew, Director of Operations



New Norwich head office
Concept rendering for the proposed base design

Navigators

Sponsor a mission

As we make plans to expand our life-saving service to full 24/7 coverage by air, we are seeking a select group of people and businesses in the region to spearhead our Mission 24/7 campaign by joining us as Navigators.

By making a three-year pledge to sponsor one or more missions per year, at £3,500 per mission, Navigators will help us deliver many hundreds more vital critical care missions each year as a 24/7 service.

www.eaaa.org.uk/navigators



Looking to the future

Environmental statement



East Anglian Air Ambulance is committed to setting a good example in minimising its energy consumption and carbon footprint using practical, affordable means that are endorsed and supported by our community.

We recognise that helicopters running on non-renewable hydrocarbon fuel are not exemplars of low carbon transport. We must therefore ensure that we deliver a service which is as efficient and effective as possible, while we look to a time when more environmentally friendly means of delivering critical care to patients suffering trauma or medical emergency become available.

By using Carbon Balanced Paper to print this annual review we have balanced 337kg of carbon dioxide. This support will protect 236m² of critically threatened tropical forest.

WORLD LAND TRUST™
www.carbonbalancedpaper.com
CBP001346

We have therefore developed the following objectives:

- Actively monitor and encourage the development of more eco-friendly means of delivering a pre-hospital emergency medicine service by air and road
- Look to reduce our carbon footprint throughout the entire operation
- Minimise our impact on the environment by regularly reviewing and evaluating the efficiency and effectiveness of our work
- Raise staff and volunteer awareness of environmental issues and promote individual good practice by setting eco-friendly values
- Communicate environmental performance both within the organisation and to the charity's stakeholders annually

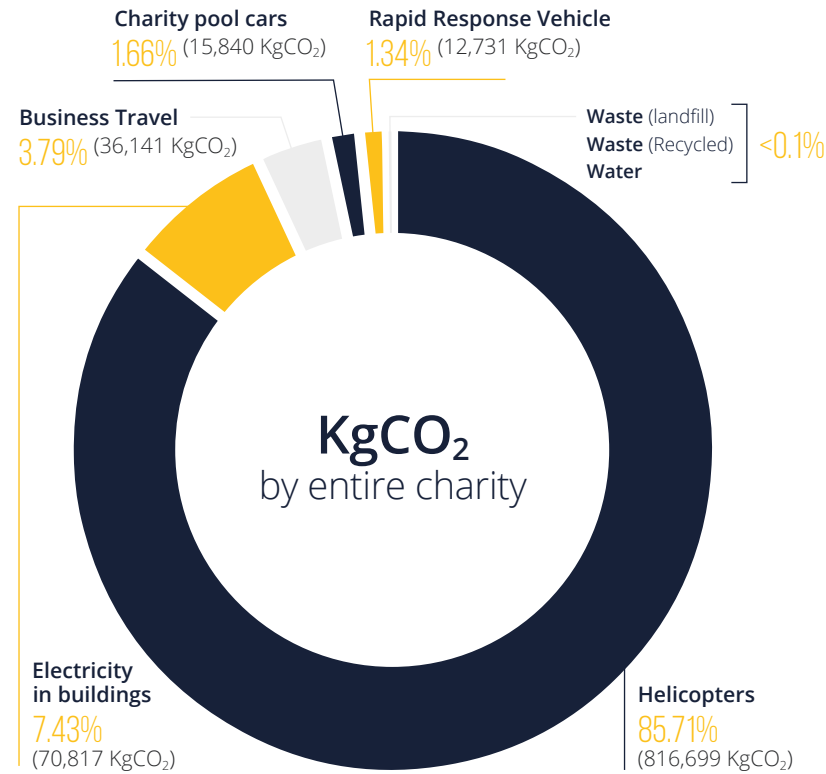
Annual electricity usage

169.1*
kWh/m²/annum
Norwich Hangar

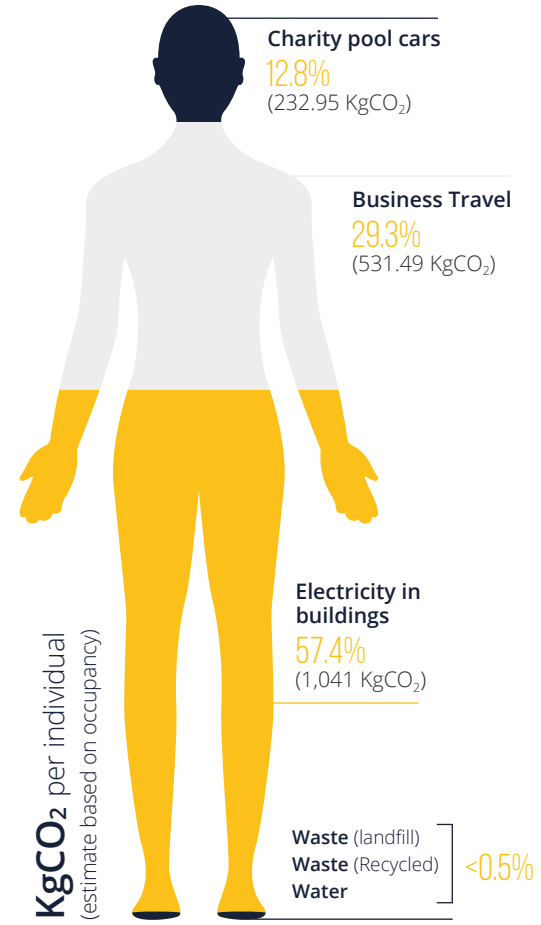
90.0
kWh/m²/annum
General office good practice

* We aim to significantly reduce this with the new base

Our current carbon footprint findings:



Figures based on data available at the time of print.



Patient story

Meet Richard Woolmer



When 22 year old car-enthusiast Richard started feeling unwell back in February 2018, he never would have imagined that he could end up in hospital, fighting for his life.

Richard was at the climbing centre when he started to feel unwell and had to stop. He went home, shivering, and collapsed in bed, thinking that it was simply the flu. A few hours later his dad went to check on him and found that Richard was completely unresponsive. He called 111 who dispatched an ambulance.

Paramedics recorded that Richard's temperature was 42°C - he was seriously ill. They managed to bring his temperature down slightly, but Richard became agitated and refused to get into the ambulance.

"I AM VERY GRATEFUL TO THE SUPPORTERS, WHO MAKE EAAA'S LIFE-SAVING SERVICE POSSIBLE."

Richard, EAAA Patient

EAAA was dispatched and soon pilots Matt Sandbach and Elliot Haines landed Anglia Two in a field next to the family's car restoration business. Dr Sarah Hazleman and Critical Care Paramedic Neil Flowers immediately recognised that Richard was suffering from some sort of brain condition. They administered antibiotics and an anaesthetic to sedate him and escorted Richard to Bedford Hospital by road ambulance - he was too unstable to be taken by air.

Richard was admitted to the intensive care unit and was diagnosed with the most severe form of bacterial meningitis. Richard needed the highest level of critical care to fight the infection. His family, including his fiancée Amy, had a nervous wait to see if he would pull through.



Richard, Norwich base
Patient Richard meeting with the team who helped save him



Luckily, Richard responded very well to the treatment and regained consciousness two days later. The next few days were challenging, but with encouragement and determination Richard was allowed home a week later.

It took six months before Richard felt fully recovered. His near-death experience made him reassess things and he proposed to Amy a few months later; with an Austin A30 rather than the traditional engagement ring.

Richard has now returned to his beloved racing and both he and Amy believe that the intervention of the EAAA team - in particular the antibiotics Dr Hazleman administered on scene - made a huge contribution to his very positive outcome.

Looking to the future

Training & development



The McQueen Charter Putting mental health first

EAAA is leading the air ambulance sector in the subject of mental health, having developed the McQueen Charter in 2019. The Charter is named after Dr Carl McQueen who worked in the air ambulance community and died by suicide in 2016.

EAAA have worked with his widow, Kirsty McQueen, to develop a document which guides all air ambulances on appropriate mental health strategies. Whilst its roots lay with Dr McQueen, the charter actually covers all individuals engaged in the delivery of the service, not just crew or defined employees.



Dr Carl McQueen

The Charter has supported the introduction of Wellbeing Days at EAAA, first introduced in 2018. Anyone can take a Wellbeing Day at short notice – no questions asked – to take time away from work to look after their mental health.

The McQueen Charter has also encouraged us to deliver various workshops and talks for our staff on the subject of mental health and the introduction of certified Mental Health First Aiders across the charity. We now have 25% of our staff trained on this topic, with more staff keen to be trained, which is well above the Mental Health England target of 1 in 10 employees.



Kirsty McQueen, Cambridge base
Kirsty and her two children Eliza and Leo



The importance of clinical data and research

In the last year we appointed Dr Paul Cocker, a full-time Data Analyst, to work with colleagues from other air ambulance charities and the ambulance trust to help us learn more from the data we collect.

Each time the crew is tasked, a record is generated in HEMSbase; our secure and confidential patient database. This records details from the time of the original 999 call, the location of the patient, the treatment at scene and the hospital destination. We now have nearly 11,000 records on HEMSbase which

Paul can review and analyse in a wide variety of areas. Paul's overall aim is to be able to identify the types of jobs where a HEMS team produces the greatest benefit and then use this to guide tasking.

Further to this Paul also oversees the clinical audit programme, where current projects include an analysis of falls in the elderly, how our clinical teams comply with our policy on treating head injuries, the types of injuries likely to be suffered in a motorbike accident and rates of tasking over Bank Holiday weekends, with a view to reviewing staffing levels.

Video Laryngoscopes

EAAA always aims to ensure our crews are equipped with the most advanced and technologically capable equipment, to ensure we have as many resources available as possible to help save lives.

This year, we trialled the use of video laryngoscopes at both bases as part of our effective airway management tool kit.



If a patient has problems breathing, this is a device which helps to secure their airway; it has a camera on one end which provides a link to a video screen, allowing both the doctor and critical care paramedic to see what is going on.

In the last financial year, 10 video laryngoscopes have been generously funded by The Leslie Mary Carter Charitable Trust, City and University of Cambridge Masonic Charitable Trust, Robert Hall Charity and The Hodge Foundation.

A big thank you from EAAA



Every year our supporters astound us with their generosity and commitment to EAAA. We continually see our community come together going above and beyond to help us reach our fundraising target.

As part of our mission to become 24/7, we implemented a new fundraising product, regular giving; we have since seen a 47% increase in supporters donating monthly to us, ensuring we can deliver this service beyond 2020. We have also seen corporate support increase by a fantastic 37% after we appointed a new Commercial Partnerships Manager.

We were also incredibly lucky to be the chosen beneficiary at many regional events like the MHA Larking Gowen City



of Norwich Half Marathon, the Great East Swim, and launched our own new event, Trek 24.

Our fundraising focus over the next 12 months is all about you. We are looking at ways to better care for our amazing supporters and we'll be implementing a supporter care team next year, so we can be there for all of our fantastic volunteers, donors, partners and followers. We are also implementing a new internal database to ensure we only communicate with you when you ask us to and with the things you care about.

A heartfelt thank you for the last, invaluable, 12 months of support.

Together we save lives



How to support us

Top 5 easy ways to support us

1. Visit our website and request a fundraising pack!
www.eaaa.org.uk/fundraising
2. Spread the word; tell someone about our mission to go 24/7
www.mission247.co.uk
3. Join our £1 per week charity lottery
www.eaaa.org.uk/lottery
(Must be 16 or over to enter)
4. Donate your time – visit our website to find out about volunteering opportunities in your local area
www.eaaa.org.uk/volunteering
5. Help us create the chain of survival. Find out about the free first aid courses we offer.
www.eaaa.org.uk/firstaid

"I AM SO IMPRESSED AT THE CALIBRE OF THE VOLUNTEERS. THEY ARE DELIGHTFUL, FULL OF INFORMATION, AND REAL AMBASSADORS FOR EAAA."

Andrew Egerton-Smith, founding member & president

Our vital volunteers

Our volunteering cohort has continued to prove just how vital they are to our charity this year. The internal dedicated volunteer support team is now made up of four staff members who are constantly striving to improve the volunteer experience.

Our regular volunteers have all completed their first aid training, and due to the incredible demand for our First Aid courses, 8 volunteers have undertaken their training to deliver our 1-hour Basic Life Support course to community groups across the region.



CPR Demonstration
1-hour Basic Life Support course for community groups

EAAA First Aid update A community of life-savers



In June 2018 we launched a new First Aid Training programme with the aim to raise awareness and encourage members of the community to feel confident in delivering cardiopulmonary resuscitation (CPR) and using an automated external defibrillator (AED).

In the past 12 months, 1,722 members of the local community have attended our free Basic Life Support training session. During the delivery of this training approximately 8% of those attending said they would use an AED if it was available. At the end of the session this rose to 100%.

In March we delivered our first Norfolk Crucial Crew session, a project run by Norfolk County Council and co-ordinated by our colleagues at the Norfolk Fire and

EARLY INTERVENTION CAN TRIPLE SURVIVAL RATES

Mark Milsom, CCP & Training Manager

Rescue Service. The sessions aim to teach school children aged 10-11 valuable safety skills and advice at interactive workshops.

Over the course of 14 days, 2,792 children in Norfolk were CPR and AED trained. These sessions are continuing into the next financial year.

The Crucial Crew sessions we have attended are kindly funded by a grant from the Norwich Freemans Charity.

Find out more about the first aid courses we offer at

www.eaaa.org.uk/firstaid

Find out more about the current projects in need of funding at

www.eaaa.org.uk/trusts

A pocket guide to CPR, ideal to keep in your wallet, purse, lanyard or bag. Follow these instructions in the case of an emergency.



How to perform CPR (30:2)



Start CPR* (Give 30 chest compressions followed by 2 rescue breaths).

If you are unable to perform rescue breaths continue chest compressions.

[FOLD]

Ensure adequate backward head tilt when giving rescue breaths. Compression should be at a rate of 100-120 per minute in the centre of the chest and be 5-6cm of the patient's chest depth.

For infants do not tilt the head when administering breaths. Use 2 fingers to compress chest and compressions should be 1/3 of the patients chest depth.

CPR pocket guide

Cut out, fold and keep

Thank You

D



DANGER

Ensure your own safety first. Check for danger to yourself, the patient and any bystanders.

R



RESPONSE

Check patient for a response. Shake their shoulders and ask "are you alright?"

A



AIRWAY

Open airway, ensure it's clear. Place your hand on their forehead with fingers under the chin and tilt the head back.

B



BREATHING

Check for normal breathing (10 sec) If not breathing normally call 999, 112 or send someone else to call and bring an AED if available.

C



CPR * More details on reverse

Start chest compressions and if trained combine with rescue breaths (30 compressions 2 rescue breaths)



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Registered Charity in England and Wales. Registered Charity number 1083876

