



East Anglian  
Air Ambulance

# Annual Review

2021-2022



*Together we save lives*

# Welcome from the CEO.

Matthew Jones

Welcome to East Anglian Air Ambulance's (EAAA) annual review 2021 – 2022.

We have certainly faced another challenging 12 months. I remain immensely proud of and grateful to our volunteers, supporters, crew, and staff, who have not only risen to the challenges, but excelled and continued to push the boundaries of out-of-hospital emergency medical care in East Anglia.

Following a recent inspection, we were humbled when our activities at Helimed House - our new headquarters and Norwich operational base - were rated 'Outstanding' in all areas by the Care Quality Commission.

And for the first time, together we've been able to deliver our critical care service by air and road for 24 hours a day. Consequently we treated our highest ever number of patients; 1,800 people in need of urgent life-saving care.

Across the organisation, operating 24/7 has delivered our busiest year yet, including increased activity across our research and Aftercare functions. This comes at increased cost: our average mission cost has risen to £3,750, and in

the next year we need to raise over £17m to deliver and develop our service.

Our team continue to find increasingly efficient ways of working, but like all organisations, we are facing significant challenges in the year ahead and we're working hard to plug a projected £1m shortfall in our funding.

Working together, we will overcome these challenges and ensure every patient has the best possible chance of surviving and recovering from a life-threatening emergency.

A heartfelt thank you for playing your vital part in saving lives in East Anglia.

“ It has been a privilege and honour to be the CEO of this great life-saving charity for a year now – and what a year it's been. ”







Impacting  
**patient care**  
before we  
arrive **on**  
**scene.**

Thanks to you, we've been able to make a big difference to the lives of many patients and their families over the past year. It's not 'just' the crews themselves, but the ongoing research, training and support that enables us to reach more people, year on year.

### Community training

Cardiac arrests continue to be EAAA's highest emergency call-out generating 25% of missions. In many cases the chances of our medical teams being able to make a difference are greatly improved if patients have received bystander CPR before our crews arrive at scene. Therefore, EAAA will be aiming to train 20,000 people in how to perform CPR and use a defibrillator by the end of five years.

Due to Covid-19 restrictions, much of EAAA's community training programme was paused throughout 2021-2022. This time was used proactively, and the programme was overhauled with funding from Barclays 100x100 Community Relief Programme, Chariots of Fire, and the Norwich Freeman's Charity. Improvements were made to the way training in the community is delivered in the region, in readiness for making as much of a difference as possible when restrictions eased.

### Sharing skills with our partners

EAAA is committed to providing the highest-quality training and education for clinicians across East Anglia, to improve as many patient outcomes as possible.

The charity has been delivering Advanced Life Support training since 2018 and in the last year has collaborated with the East of England Ambulance Service (EEAST) to train eight of their land ambulance staff a month. The charity is also working alongside other organisations to train healthcare professionals in enhanced lifesaving skills.





# Tope's story.

Right place, right time.

In 2021 our crew was reunited with patient Tope, whose story demonstrates the impact that community CPR can have.

A keen runner for over 20 years, Tope felt fit and healthy. She often enjoyed heading out for a solo run around 5am and treasured the peace and quiet of the time of day. In 2017, one of Tope's neighbours invited her to a parkrun, and one autumnal morning Tope decided to go along.

Sadly, a short distance into her run, Tope suffered a life-threatening cardiac arrest. Several runners saw her fall and called the emergency services. Two doctors happened to be running behind her and they immediately assessed the situation and delivered CPR. This almost certainly saved her life.

Nevertheless, Tope wasn't yet in the clear.

We were tasked to the scene, along with the East of England Ambulance Service, who managed to achieve the Return of Spontaneous Circulation (ROSC), which means that her heart began to beat independently. We decided to place Tope



in an induced coma to help control her breathing and protect her brain, reducing the chance of lasting damage. Once we'd stabilised her, we transferred her to hospital.

Tope made a miraculous recovery and she puts this down to her faith and to being in the right place at the right time. She had huge support from her circle of friends and family, who prayed for her during the five weeks she spent in hospital.

Tope was fitted with an internal defibrillator to shock her heart in case of any future problems, but thankfully she hasn't had any more issues. She's been back to a parkrun to thank those who helped her, as well as visiting EAAA's Cambridge base to meet the team who cared for her.



“ I'm grateful for everyone who played a part in my emergency treatment and subsequent care. I'm blessed to be alive today and I firmly believe I was in the right place at the right time, so I had the right people around me. Thanks to the other runners, the East of England Ambulance Service and EAAA, I'm looking forward to a fit and healthy future. ”

# Your impact.

The critical care you provided.

EAAA crews treated 1,800 people in 2021-2022. That's five people a day who received the very best possible chance of survival in the face of the worst possible odds.

It is also many hundreds of families and communities that were given hope.

This is the difference that your valued support makes to the lives of people across our region.

## Total patients by mission type



**CARDIAC ARREST**

443 | 24.6%



**ROAD TRAFFIC COLLISION**

386 | 21.4%



**MEDICAL EMERGENCY**

354 | 19.7%



**FALLS**

268 | 14.9%



**INTENTIONAL SELF-HARM**

125 | 7%



**ACCIDENTAL INJURIES**

67 | 3.7%



**SPORT/LEISURE**

66 | 3.7%



**ASSAULT**

60 | 3.3%

**OTHER 31 | 1.7%**

**2,535**  
TOTAL MISSIONS



**1,481**  
HELICOPTER TASKINGS



**1,054**  
RRV TASKINGS



**HEMS INTERVENTIONS**

**1,149**

These are defined as a clinical intervention performed in the field that the ambulance service couldn't provide.



**HEMS COVERAGE IN EAST ANGLIA**

**1,638**  
DAY MISSIONS



**530** AFTERCARE PATIENTS



**897**  
NIGHT MISSIONS

Total patients treated differs from total missions delivered each year because, as with all emergency services, some taskings result in stand down orders. This is because it is better for the crew to be activated and later find out they are not needed than to remain on stand-by until further information arrives – potentially losing vital minutes. The percentage of stand down orders received in 2020-21 was the lowest in the charity's history.



# Your generosity saves lives.

You make a huge difference to each and every one of our patients. Your donations funded the 2,535 critical care missions we carried out last year.

Over the past year, we've welcomed over 2,400 new supporters giving regularly. We now have almost 5,000 amazing people sending us monthly gifts and over 126,000 of you play our lottery each week. Our lottery alone has brought in a record-breaking £6.3m, making up a substantial and vital part of our annual income.

Your generosity fuels our service – we receive no regular government or NHS funding and our costs are rising. Your amazing support is the only reason we have been able to continue delivering – and improving – our service in such difficult circumstances.

Regular unrestricted donations are the life-blood of our operation – whether you support through the lottery, raffle, regular giving, or fund a mission outright as a Navigator donor, it all contributes to the life-saving work we deliver together. With your ongoing help, we are confident that we can meet the challenges ahead and

continue to be there for local people across Bedfordshire, Cambridgeshire, Norfolk, and Suffolk for many decades to come.

We're so thankful for your continued support, in all its forms. Every life saved is thanks to you.



Chris Taylor Photo









# What you've achieved.

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Last year, together we raised over £1.8 million to help us develop and deliver our service. Within that, we had a £2.2m surplus – thank you for going above and beyond!

Both the charity's Christmas Gift of Life and our Emergency Vehicle appeals brought in a fantastic response, including some incredibly generous individual private donations.

EAAA received a record-breaking £5.6m from people leaving gifts in their wills. This is such a valuable source of income for the organisation and helps sustain the charity in tough times. Some of these gifts are in the pipeline and haven't yet come in, so we hope these will help us through a difficult year to come.

Along with this, generous donations from Trusts and major gifts from private individuals have helped the charity do the following:

- Continue to offer life-saving blood transfusions on the scene.
- Protect our crews by purchasing nine flight helmets through a gift in memory of Dr Carl McQueen who died by suicide in 2016. The helmets, which all display a copy of Dr McQueen's signature, have kindly been donated by his family to symbolise his legacy of highlighting the importance of mental health care in the emergency medicine community.
- Purchase a new ventilator that allows us to more effectively manage patients' breathing while transporting them.
- Upgrade and improve the quality and effectiveness of our immersive training with life-like patient 'manikins'.
- Create an 'emergency medical equipment fund' so that essential equipment can be rapidly replaced or repaired. Rising costs and supply chain issues make it essential for our operations team to make quick decisions when medical equipment is damaged or faulty.



# Our impact.

## Ways we are improving patient outcomes.

### SPEAR

EAAA introduced a new specialist medical procedure called SPEAR in June 2022, which helps improve the critical care interventions delivered by our doctors and paramedics in cardiac arrest cases.

SPEAR (Specialist Percutaneous Emergency Aortic Resuscitation) is a procedure where a tube that has a pressure measuring device is inserted into the blood vessel, guided by ultrasound. This device enables clinicians to measure a patient's blood pressure as close to the heart as possible. When someone is in cardiac arrest, there is evidence to show that having a higher blood pressure leads to better blood flow to the heart.

This improved monitoring of blood pressure better informs the decisions made by our critical care paramedics and doctors. Since its implementation, 66 patients have benefited from this procedure.



### Aftercare

530 patients and family members received aftercare from our specialist team to help them move forward on their recovery journey. This is a 19% increase on the previous year. This aftercare includes providing information about the treatment patients received at scene, which is especially important for patients if they were unconscious, and for bereaved relatives. It can also involve signposting to other trusted services and a base visit for patients and loved ones to meet the crew who treated them.

In the last year, an EAAA Facebook Peer Support Group has launched to provide peer support, facilitated by our Aftercare team.

### Five-blade rotor head upgrade

East Anglian Air Ambulance (EAAA) was the first air ambulance in the UK to upgrade its Airbus H145 helicopter with a new five-blade rotor head. This UK-engineering first generates more lift, reduces vibrations, and improves handling and stability, providing far greater comfort for EAAA's patients and crew as they operate 24/7.



### Blood transfusions

Thanks to your generous donations, we started to carry blood products in July 2021 and 76 patients received blood products during the year. Blood transfusions ensure that our most gravely injured patients suffering a major bleed have the best chance of getting to hospital for further treatment by increasing oxygen delivery and clot production.



Many of our missions involve responding to cardiac incidents and road traffic collisions, but we are also regularly called out to help after falls, assaults, equine-related injuries and many other less common but extremely serious medical emergencies. When people need emergency care, we will respond. And we can only do that thanks to your generosity.





“ I didn't realise these services weren't funded by the NHS. Without the generosity of people supporting organisations such as EAAA and SARS, it's possible I might not be here today. ”

# Mark's story.

Timely teamwork.

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Patients like Mark are so grateful for your ongoing support.

In July 2021, Mark and his young family were walking in Southwold, when he collapsed, suffering several seizures. An HM Coastguard was first on the scene and gave Mark oxygen while calling 999. We attended the callout, along with a critical care team from Suffolk Accident Rescue Service (SARS).

Working together, Doctor Steve Barker and Critical Care Paramedic Dave Killingback stabilised Mark at the scene and airlifted him to the James Paget Hospital, where he was diagnosed with a brain haemorrhage and admitted to intensive care.

Four different emergency services were involved in Mark's treatment. Impressive teamwork meant he received quick, expert care, giving him the best chance of recovery. He was in hospital for less than a week, before returning home to recover fully and start a phased return to work.

You can see Mark's story here:  
[www.eaaa.org.uk/marks-story](http://www.eaaa.org.uk/marks-story)

“ This was the scariest day of my life. But the care and kindness shown to Mark, to me and to our children was truly amazing. A big shout out to the Aftercare team too! I can't thank you all enough. ”

- Nicola, Mark's Wife





# Groundbreaking research.

Improved evidence-led care.

Much of EAAA's research is ground-breaking and will pave the way for important improvements in the way patients across the emergency healthcare sector are treated out-of-hospital, increasing the chance of a positive outcome. What's more, our findings can then be incorporated into our innovative training, to improve critical care treatment for patients in hospitals, through ambulance services and across the country.

## Reviewing how we're tasked to an emergency

In partnership with Magpas and Essex and Herts Air Ambulance, EAAA's research group RAID has undertaken a review of how critical care services like ours are tasked to emergencies in the region.

The objective of this review is to increase tasking from 999 calls by 1% across the three air ambulance charities - equating to

3.5 extra jobs a day, which is an extra 1,278 missions a year, across the region.

Currently, air ambulances in the East of England are tasked by the East of England Ambulance Service Trust's (EEAST) critical care desk (CCD). This desk is manned by a critical care paramedic (CCP) who scans 3,500 emergency 999 calls that come through every day. The CCP uses their experience to identify jobs which may require advanced critical care.

The group reviewed five years' worth of tasking code data across the three charities. From these codes, 44 codes were identified as situations where advanced critical care would add value.

As a result of this research, EEAST will be implementing changes to their tasking model over the next year. For 16 of the 44 codes where advanced critical care was required, an air ambulance will now be sent within 5 minutes of a call coming in. The other 28 codes will be looked at by CCD in more depth and they will task critical care accordingly. This will increase dispatch of Air Ambulance teams and lead to us seeing more critically ill and injured patients.

The charity's Research, Audit, Innovation, and Development team (RAID), continued to push the boundaries of the out-of-hospital emergency medical care you made possible in 2021-2022.

## Trialling a new medical procedure

EAAA is partnering with St. Bartholomew's teaching hospital in London to carry out a 'first in the UK' trial of a brand-new procedure for out-of-hospital cardiac arrest patients.

The procedure called Emergency Resuscitation in Cardiac Arrest involves inflating a balloon just below the heart of patients in cardiac arrest to try and increase the number of patients that are successfully resuscitated. In cardiac arrest, the difference between life and death can depend on oxygen reaching vital organs. The placement of the balloon below the heart temporarily reduces the size of a patient's circulatory system, limiting blood flow to less vital parts of the body (such as the feet) and instead targets blood flow towards the brain, heart and lungs.

The project is currently at the ethical submission stage and we hope to be able to start to carry out this ground-breaking research in 2022/23.





# Looking to the future.

## Fund 15

Volunteering is essential to EAAA maintaining and developing its service. In 2021-2022, 5,225 hours were donated by our dedicated group of volunteers.

The charity has launched a new volunteering initiative called Fund15, with an aim to see if EAAA volunteers can donate the equivalent of 15 missions per year in the form of volunteering hours. Every time a volunteer supports the charity, the number of hours they've donated is recorded and a cost per hour is attached for what they've given. The Fund15 equates to £56,250 worth of time.

Its introduction has seen a large increase in volunteers logging their hours, which ensures better records and understanding of the difference their gift of time makes. It has not only increased volunteering engagement but has also given everyone across the charity - staff, crew, and volunteers alike - a real sense of collective purpose and achievement.



## A new five-year strategy

### Our Purpose

To bring hope to seriously ill or injured people in East Anglia through advanced 24/7 life-saving emergency medical care.

### Our Intent

Together with our supporters, we will push the boundaries in out-of-hospital critical care, to give everyone the best chance of surviving and recovering from a life-threatening emergency.

Together we save lives.

# Our five-year strategy.



## How we will achieve this:



An outstanding team



Cutting edge tools & infrastructure



Adaptable & resilient



Sustainable income & financially secure



Data driven decision-making



Minimising environmental impact



## Giving everyone the best possible chance of surviving and recovering from an emergency.

Your kind contribution to EAAA enables all these vital initiatives to continue, allowing our teams to provide and improve out-of-hospital urgent critical care to those who need it most, across our region.

On behalf of our patients and their loved ones, thank you once again for your support.

*Together we save lives*

### Contact us

East Anglian Air Ambulance,  
Helimed House,  
Hangar 14,  
Gambling Close,  
Norwich NR6 6EG

[info@eaaa.org.uk](mailto:info@eaaa.org.uk)  
[www.eaaa.org.uk](http://www.eaaa.org.uk)  
03450 669 999

