

LIFTOFF MAGAZINE

#72, AUGUST 2025



Together we save lives



**25 YEARS
OF EAAA** P.11-22

HEAR FROM SOME FORMER
PATIENTS, INCLUDING
PEPE AND ANA



Registered charity in England
and Wales number 1083876

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and his Mum, Ana

WELCOME

to Lift Off #72

OUR 25TH ANNIVERSARY SPECIAL ISSUE

A quarter of a century has flown by and, as one of EAAA's longest-serving critical care paramedics, I'm pleased to introduce your 25th anniversary issue of Lift Off.

I've been a paramedic for 35 years. 23 of those have been with East Anglian Air Ambulance (EAAA). It has been humbling to see your support, donations and fundraising shape the landscape of critical care in our region during that time. From EAAA's beginnings of flying one day a week, to the 24/7 service by air and road of today, you are by our side.

You have enabled the advanced equipment, medication and skills of EAAA's doctors and critical care paramedics to get wherever it is needed in an emergency. This could be to treat somebody at the roadside, in the community, in the patient's own home, or in many of the rural areas of our region, such as farmland and beaches. In many cases, this has made the difference between life and death.

In this issue, you'll hear from Keith, a patient I had the privilege to attend in 2022 following a road traffic collision.



Critical Care Paramedic Rod

His story of recovery and resilience is truly incredible - and it is all thanks to you.

Keith is one of thousands of people who have benefitted from your kindness over the years. I always say that EAAA is the people's air ambulance; life-saving interventions, such as the administration of blood products, ultrasound scanning and even surgical procedures, are only possible because of the donations you give so generously.

When I think back to my first shift with EAAA all those years ago, I could never have imagined the strength of support from the communities we are all so proud to serve. While we're marking the milestone of 25 years of EAAA, it's you - our supporters, donors, fundraisers, lottery players and volunteers - who we celebrate. Thank you for recognising this occasion with us and for being a vital part of our life-saving crew.

Rod

Critical Care Paramedic Rod

If you don't want to receive copies of Lift Off in the future, please let us know by:

- Emailing info@eaaa.org.uk
- Visiting eaaa.org.uk/update-preferences

By unsubscribing from receiving Lift Off, you will also be opting out from receiving other charity related information, such as appeals and updates, by post.

IN THE NEWS.

CAPTAIN DAVE BIDS A FOND FAREWELL

Captain Dave, Touring Pilot and Type Rating Examiner with Babcock International Group (Babcock), EAAA's aviation partner, completed his final flying shift with EAAA on 21 June 2025. Upon reaching the age of 65, the regulatory upper age limit for Commercial Air Transport pilots in the UK, Captain Dave will now continue his distinguished 40-year career by training the next generation of Helicopter Emergency Medical Service (HEMS) pilots.

Captain Dave began his aviation career in the Army in 1976 as an Apprentice Helicopter Technician and began flying in 1984. After spending 24 years in the military and then a short time in police aviation, he began flying HEMS taskings in 2003. Thanks to his skills and expertise, alongside EAAA's clinical crew, many hundreds of people have been given the best chance of survival and recovery. **Thank you for your service, Captain Dave.**



LIFE-SAVING TRAINING FOR FOOTBALL FANS

Andy suffered a cardiac arrest at Norwich City Football Club during a match in August 2023. He survived thanks to immediate CPR and defibrillation from matchday stewards and paramedics, before the EAAA crew arrived and were able to provide advanced critical care on scene.

Andy's story is a powerful reminder of the importance of CPR training. In partnership with the Community Sports Foundation's Healthy Supporters initiative at Norwich City Football Club, we attended men's and women's first team matches to deliver this life-saving training to 139 supporters before kick-off. It was brilliant to meet so many people who were keen to learn CPR. It was also wonderful to reconnect with Andy, who continues to show his support for EAAA's Community CPR Training Programme.

TREK 24 2026 - COMING SOON!

For fans of walking, the 2026 dates of our popular Trek 24 flagship fundraising events will be announced soon! Keep an eye on our website to see all the details for how you can enjoy next year's Trek 24 Norfolk and Trek 24 Suffolk while raising money to save lives across our region.



KEITH'S STORY.

"They told me it was either my leg or my life."

On 17 February 2022 Keith Taylor, then age 59, left for work on his motorbike from his home in Needham at his usual time of 5:30am. He was an experienced rider, having ridden for over 30 years. However, a few minutes into the journey along the busy A143, Keith was involved in a road traffic collision (RTC). He was thrown 185ft from his motorcycle, before coming to a stop in the middle of the road. The left-hand side of his body took the impact; he was caught underneath his motorbike and was critically injured.

"The first thing I saw was bone sticking out of my left arm," Keith says. "People who were first at the scene said I was in a bad way and not to move."

The emergency services were called, and EAAA's Anglia One (Norwich) crew were tasked by helicopter to bring critical care to Keith in the moments when he needed

it most. When Critical Care Paramedic (CCP) Rod, Dr Ben and Dr Jon arrived, they immediately saw that Keith had open fractures to his left leg and arm.

CCP Rod says, "When we landed on scene, it soon became apparent Keith was a very poorly patient."

However, the immediate concern was the amount of blood Keith had lost, so the crew followed the major haemorrhage protocol to give Keith blood at the scene. Blood transfusions can give the most gravely injured patients, who are suffering a major bleed, the best chance of getting to hospital through increasing oxygen delivery and clot production.

"In the middle of all of this, I heard my phone ringing," Keith says. "It was my partner, Linda. She was trying to get hold of me to tell me not to take my

usual route to work as there had been an accident. Usually when I arrive at work, I call her to check in. However, that day I didn't. The next person to come to our door was the police."

"We used pretty much every piece of equipment on the aircraft. It was a big challenge to keep Keith alive," CCP Rod says. In addition to Keith receiving blood, he was also sedated and given advanced pain relief so the crew could manipulate his severely injured left leg.

Keith was flown, accompanied by CCP Rod and Drs Ben and Jon to the Norfolk and Norwich University Hospital for further treatment and care. Sadly, surgeons were

"We used pretty much every piece of equipment on the aircraft."

- CCP Rod

unable to save his left leg, and it was amputated above the knee. "They told me it was either my leg or my life," Keith says.

Keith spent two months in hospital, followed by four and a half months in a rehabilitation centre. "They told me I'd never walk again. It was very emotional, and I was in tears when I took my first steps," he says.

In 2024, EAAA's Aftercare team arranged for Keith to visit Helimed House, EAAA's Norwich base, where he was reunited with CCP Rod. "It was an emotional day," Keith says, "but it was really helpful."

Keith adds, "If it wasn't for the air ambulance, I wouldn't have made it. Both Linda and my dad have supported EAAA for years through regular donations and playing the lottery. The charity does such a fantastic job - and they were fantastic to me."



**WE TREATED 394 PEOPLE
WHO HAD BEEN INVOLVED
IN ROAD TRAFFIC
COLLISIONS LAST YEAR.**

*Help us continue to provide
life-saving care.*



Ready to respond 24/7 from our bases in Norwich and Cambridge, EAAA doctors and critical care paramedics attend medical emergencies across Bedfordshire, Cambridgeshire, Norfolk, and Suffolk. They bring advanced skills, medication, and equipment directly to the scene, providing treatments like advanced pain relief, blood transfusions, and emergency anaesthetics right there on the roadside, before transporting patients to the most appropriate hospital in the fastest time possible.

Last year, EAAA crews treated 394 people injured in road traffic collisions (RTCs), accounting for one in five of all patients attended. As Keith's story demonstrates, traumatic injuries from RTCs can often result in life-changing injuries.

In the turbulent aftermath of a life-threatening emergency, EAAA's Aftercare team offers practical and emotional

support to former patients and their families as they negotiate a new normal.

The incredible thing about all of this is that it's you who makes the advanced treatment, care, and support possible. You are the life-savers that people across our region need every single day.

By playing the EAAA lottery from just £1 a week, you could help someone receive life-saving care when their day takes an unexpected and devastating turn. Every number you play is a chance to win - and a way to make a real difference when it matters most.



**Scan to play
the EAAA
weekly lottery
to save lives.
Age 18+.
Ts&Cs apply.**

AIR AMBULANCE WEEK 2025.

Every mission starts with you.

Air Ambulance Week 2025 takes place from 9 – 15 September. The week raises awareness of the vital role that air ambulance charities play across the UK in providing pre-hospital critical care to people experiencing life-threatening medical emergencies.

Here in the east of England, we'll be sharing the message that every mission starts with you, and highlighting the life-saving impact of your support.

It's your kindness and donations that ensure our crews can attend the region's most seriously ill and injured people.



Here are some of the ways you can get involved this Air Ambulance Week:

- Attend one of our Open Days at our Norwich base, Helimed House. Visit our website for booking information.
- Keep an eye out for buildings lighting up in red and yellow across our region on 8 September.
- Say hello to our fabulous volunteers who are holding bucket collections in the region, including at the Guineas Shopping Centre in Newmarket from Monday 8 to Saturday 13 September, and at The British Truck Racing Championship at Snetterton on Sunday 14 Sep.

25th anniversary special edition

ANGLIA LIFTOFF

25 YEARS
OF EAST ANGLIAN
AIR AMBULANCE



A nostalgic look back to thank you for a **quarter of a century** of your support



East Anglian
Air Ambulance

Registered Charity Number 1083876

25th anniversary keepsake section: Taking you back to the Lift Off magazines of the past.

25 YEARS EVERY LIFE COUNTS, ON YOU.

On 6 September 2000, a new charity was registered. East Anglian Air Ambulance (EAAA) had one mission: to save lives across East Anglia.

In this special 25th anniversary section, a nod to the Lift Off magazines of the past, we revisit the milestones, innovations and unforgettable stories that you have shaped. From our first mission to today, see how far we've come together.

For 25 years, East Anglian Air Ambulance has been a beacon of hope, saving lives and giving people and their loved ones a second chance. Behind every statistic is a real person, a real family, a real story – a life saved thanks to you.

**WATCH OUR 25TH
ANNIVERSARY
VIDEO HERE:**



Pepe and Ana

ANA CASANOVA, MUM OF FORMER PATIENT, PEPE - MEDICAL EMERGENCY, 2014

"In 2014 when my son Pepe was just five months old, he became lethargic and started vomiting. When he deteriorated rapidly overnight, we called 999. Everything was a blur as a flurry of people rushed to help. When I heard the helicopter coming into land, I realised the seriousness of the situation.

Pepe had undiagnosed Type One Diabetes and had slipped into a diabetic coma. It was a race against time to save his life."

CHARLIE GAUVAIN, FORMER PATIENT - ROAD TRAFFIC COLLISION, 2002

"I was driving on a rural road in the Stradbroke area, when a van travelling in the opposite direction misjudged a corner and lost control as it headed towards me. We both braked but we collided. My car was spun 90 degrees and ended up in the field. One of the vehicle recovery workers later said that, when he saw the car, he didn't expect that anyone would have come out of it alive.

Thanks to the speed of the East Anglian Air Ambulance helicopter, I was able to get to hospital from this rural location much sooner than if I had been transported by road."



Charlie Gauvain



Hayley Bellchambers

HAYLEY BELLCHAMBERS, FORMER PATIENT - HORSE RIDING INJURY, 2022

"In January 2022, I was thrown over the front of a horse while cantering. I hit a fence before landing heavily on the ground. I thought I was going to die. I could hear my daughter, Charley, crying 'Mummy! Mummy!'

The Anglia Two (Cambridge) crew were just an 18-minute flight away. I had broken ribs, a bad injury to my eye and internal bleeding. The crew also suspected damage to my liver and kidneys. I was given advanced pain relief and a blood transfusion at the scene – essential for me surviving the journey to hospital.

I'm deeply grateful for the care EAAA gave me, and to everyone who donates to make that care possible."

A LOOK BACK.

A LOOK BACK.



BK117 - G-OEMT, 2006-2011
& BO105 - G-EYNL, 2001-2006,
Dusk dual-flight.



BO105 - G-EYNL,
2001-2006, Lavenham.



Critical Care Car - MG ZS+,
2001, Sterling House Base.



EC135 - G-CGZD, 2012-2015,
Hospital Helipad.

A LOOK BACK.



BO105DBS - G-EYNL, 2001-2006,
Muddy field track.



BK117 - G-OEMT, 2006-2011,
Coastal take off.



Critical Care Car - Skoda Scout TDI CR,
2011, Blickling Hall.



BO105DB - G-BFYA, 1999-2001,
Used for ad-hoc solo paramedic trials with the police.



Critical Care Car - Land Rover Discovery
Sport TD4, 2017, Suffolk Show.



EC135 - G-CGXK, 2011-2015,
Sunset helipad.



H145s - G-HEMC and G-RESU, Current aircraft,
Flying over East Anglia.

CLINICAL CORNER REWIND.

DR JEREMY IS ONE OF EAAA'S LONGEST SERVING DOCTORS, HAVING BEEN WITH THE CHARITY FOR OVER 23 YEARS. HE COMPLETED HIS FIRST SHIFT AS A VOLUNTEER DOCTOR IN APRIL 2002 SO, FOR THIS SPECIAL CLINICAL CORNER, WE ASKED DR JEREMY TO RECALL HIS EARLY DAYS WITH THE NEWLY FOUNDED EAST ANGLIAN AIR AMBULANCE.



Dr Jeremy

I had worked on London HEMS (Helicopter Emergency Medical Service) in 1998, and on BASICS (British Association for Immediate Care), which is a network of volunteer doctors and paramedics, since 1995. I moved to Suffolk in 2001 and, in August of that year while working at the West Suffolk Hospital, I bumped into the then-CEO of the hospital in the corridor. She mentioned that the new East Anglian Air Ambulance was coming in for a cheque presentation and I should come along and say hello...

My first volunteer shift with EAAA was in April 2002. While I can't recall the taskings from that first day, I do remember we had a diary to manually record the jobs we had been to.

In the early days, space on the aircraft was limited so we carried very little equipment, compared to today. One essential item was an extremely heavy Zoll monitor, basic by today's standards but vital, providing ECG, defibrillation and end tidal CO2 monitoring. Today's Zoll monitors offer all that and more, including multi-modality monitoring of critically ill or injured patients, providing similar monitoring and care to that of an emergency department.

In the rear of the very small Bolkow 105 aircraft, I would sit in the back facing sideways, with a paramedic on the pilot's left. If we carried a patient, we would load them from the rear of the aircraft, but we would have to turn the paramedic's seat around to make space.

One of my earliest EAAA memories was being called to Elveden in Suffolk to the fire at the Center Parcs resort. Thankfully, no medical help was needed, but we flew a fire officer over the scene so he could assess how extensive the fire was.

We had the same mixture of jobs in the early days as we do now; cardiac arrests, accidental injuries and road traffic collisions (RTCs). We attended many RTCs because injuries sustained in these would often be serious. While car and road safety has improved significantly since then, RTCs still account for a fifth of the incidents to which EAAA crews are tasked.

Over the last 25 years, kind and very generous donations from people in the communities we serve have enabled every aspect of the organisation to change and develop to meet the need in our region. Thanks to you, we've grown into a responsive, innovative service - and it has been truly exciting to see this evolution to deliver the highest quality care for patients across East Anglia. The introduction of aftercare support and community CPR training has been significant, as has the development of governance, record keeping, kit carried, and, of course, we now have two state-of-the-art H145 helicopters and critical care cars, which enable us to carry the advanced equipment and medication needed to deliver life-saving critical care 24/7.

**"At the heart of it all - is you.
Thank you for keeping us flying
and responding for 25 years."**

IN THE SKY ABOVE YOU.

As demand and technology have developed over the last 25 years, so have the EAAA helicopters. Thanks to your support, EAAA's aviation has evolved to improve the outcomes for people facing medical emergencies in our region.



The first helicopter used by EAAA, a Bolkow 105DB, was provided by Sterling Helicopters. It flew just once a week, usually on a Friday, with only two paramedics and a pilot on board. The first HEMS tasking for EAAA was in early 2001.

Between 2001 and 2006, the charity used an EAAA Bolkow 105DBs. During this time, a considerable financial injection from the Automobile Association (AA) in 2001 enabled the service to increase to seven days a week - this is why the EAAA helicopters are yellow!

In November 2006, EAAA ordered a Bolkow BK117 from Germany. This more modern helicopter provided increased cabin space for the medical crew, patient

and equipment. By the end of the year the service had grown even busier, with taskings up 20% from the previous year.

With demand increasing, in 2007 a fundraising appeal was launched to extend EAAA's service to Bedfordshire and Cambridgeshire. This service became operational just four months later with a second BK117 covering the two counties five days a week with the call sign 'Anglia Two'.

In 2011, we moved from Sterling Aviation to Bond Air Services to start flying the Eurocopter EC135, and in September 2012, an EC135 T2, a fully night-capable helicopter, was delivered to and based at Cambridge airport to become the new Anglia Two aircraft.

A significant milestone was reached in May 2013 when EAAA became the first air ambulance in the UK to fly to unsurveyed and unlit at night sites during the hours of darkness. By June 2021, the charity was flying 24/7, using night vision technology to reach patients any time, day or night. With Babcock now as our aviation partner, in April 2015, EAAA received the UK's first EC145 D2 within UK HEMS helicopter, G-HEMC.



Captain Wales

From 2015 to 2017, it was flown by the then Duke of Cambridge, William Wales, during his time as a pilot with EAAA. G-RESU, a second H145 helicopter, joined the EAAA family in February 2016. Both aircraft remain in service today and received five-blade upgrades in 2022 and 2023, enhancing lift, range, and stability by reducing vibrations and improving comfort for patients and crew.



From flying one day a week to flying 24/7; your support made it possible.
Take a look back at what we've achieved together.

HERE'S TO YOU

AND YOUR LIFE-SAVING IMPACT

It has been a remarkable 25 years - and we want to celebrate the diverse, creative and kind ways in which you have supported EAAA during this time. From the moment of the first ever donation, you have inspired us over the years with your passion and commitment for protecting your local air ambulance.

Whether you're reading this after giving a single, regular or a major gift, undertaken a fundraising challenge or volunteered your time, your generosity has given others the gift of life. You have been there for thousands of people in need - over 27,000 - by providing 24/7 critical care in some of the darkest moments of their lives.

LIFETIME STATISTICS (2000-2025)



Over
42,000
tasks



Over
27,000
patients
treated



The EAAA lottery was one of the earliest and easiest ways to support the charity. Launched in 2001, players have helped to sustain EAAA and now raise over 40% of the annual income needed to give critically ill or injured people the best chance of a positive outcome. As of 2025, over 75,000 of you actively play the EAAA weekly lottery.



The exceptional, forward-thinking kindness of people who choose to leave a gift in their Will has helped to save the lives of generations they would not meet and light the way for the future of pre-hospital critical care in our region. These incredible gifts now fund one in four of our emergency taskings.

We celebrate every single person, group and organisation who has supported EAAA. Through each pound you have given, you have packed the crew's kit bags and powered helicopter rotor blades. You have turned the wheels of critical care cars and been by our side every time the red phone has rung so that lives can be saved.

ANGLIA LIFTOFF THANK YOU, VOLUNTEERS

Since EAAA's early days, volunteers have given their time, skills and energy to support the charity in many ways.

As EAAA has developed, so have the opportunities for people to get involved. This has included supporting fundraising events, delivering CPR training, giving talks in the community, helping with admin, and supporting our Aftercare team - to name just a few.

Sarah Hurren, Head of Volunteering at EAAA, says, "Volunteering is for everyone, and at EAAA we make it accessible to as many people as possible. Thank you to everyone who has given or continues to give their time to EAAA over the last 25 years, either as a regular or an occasional volunteer. Your collective achievements really are life-saving."

Having been involved with the charity since 2002, Ann Squires is one of EAAA's longest serving volunteers. She became involved after attending a talk by EAAA at her local WI group and has been part of the tEAAA ever since!

Over the years Ann has represented EAAA at many events, taken part in countless bucket collections, helped in the office with tasks like stock taking, as well as sourcing, buying (from her own funds!) and wrapping tombola and lucky dip items. Ann says that the most rewarding thing about volunteering with EAAA is knowing that she's making a difference to people who need help from the crew.



Volunteer, Ann Squires

"I just like helping people and meeting people and having good chats. Through my volunteering with EAAA I got to meet the Queen at the Cambridge base opening and had a lovely conversation with her - a moment never to be forgotten. I am very proud to be part of EAAA's legacy."
- EAAA Volunteer, Ann Squires

Thank you to Ann and everyone who has donated their time and skills to EAAA.

Between July 2024 and June 2025, EAAA volunteers donated over 16,000 hours of time with a value of over £250,000 - the highest ever amount. Collectively, they have funded 58 taskings.

Thank you for 25 years of life-saving support

ISAAC'S STORY.

In late July 2024, nine-year-old Isaac from North Norfolk suffered a medical emergency while riding his bicycle and required urgent treatment and care from EAAA's Anglia One (Norwich) crew.

"We still don't know exactly what happened, but Isaac went over the handlebars of his bike, and the lever of the brake went through his abdomen," Isaac's Mum, Lisa, explains.

Isaac sustained a significant and deep soft tissue injury and was screaming in pain. EAAA was tasked by air, with the helicopter arriving on scene just 22 minutes later. When the EAAA crew were at Isaac's side, Lisa says she knew he would receive the best care possible.

"I remember seeing cannulas, medication, painkillers as they worked to take Isaac's pain away."

The EAAA crew gave Isaac advanced pain relief and IV antibiotics to reduce

the chance of infection. They then accompanied Isaac to the Norfolk and Norwich Hospital by land ambulance where he underwent a CT scan and surgery. He then spent a week in hospital before returning home to continue his recovery. Isaac and his family visited Helimed House, EAAA's Norwich base, earlier this year to meet the crew.

"We love East Anglian Air Ambulance, and we will do all we can to support the charity," Lisa adds. "We take part in the family route of Only The Brave, EAAA's muddy obstacle run, each year. Last year, Isaac needed to go more carefully following his incident, and he avoided the water obstacles - but the grin when he crossed the finish line was amazing!"



Scan to book your place at Only The Brave at the Euston Estate on 21 September.

RESTART A HEART DAY 2025.

Become somebody else's life-saver.

We're looking ahead to **Restart a Heart Day**, an event which takes place on **16 October every year**. The day raises awareness of cardiac arrests and shines a spotlight on the life-saving difference early CPR and defibrillator use can make.

Paul Rouse, from Lowestoft in Suffolk, suffered a cardiac arrest while at the town's Parkrun in August last year. As he passes the first anniversary of his emergency, he recalls the how immediate CPR and use of a defibrillator, followed by care from EAAA helped to save his life.

"Parkrun volunteers and participants were

standing just behind me when I collapsed at the finish line. They recognised that I was in cardiac arrest and immediately commenced CPR," Paul says.

The fast actions in starting Paul's chain of survival were key. He was given one shock from a defibrillator, which was located just a few metres away at the town's Claremont Pier. EAAA were tasked at 9:34am, arriving by helicopter just 16 minutes after lifting. The Anglia One (Norwich) crew, Dr Liam and Critical Care Paramedic Page, gave Paul a full assessment at the scene and administered advanced medication before he was airlifted to hospital for further treatment.

Scene reconstruction



Over **85,000 people** in our region have received life-saving CPR and AED training from EAAA since our **Community CPR Training programme** began in 2018.

Paul went on to make a good recovery and ran the Manchester Marathon in aid of EAAA just 260 days later! His incident inspired others to learn CPR so they could also help in the event of a life-threatening medical emergency. As Paul's story demonstrates, those who are first on scene in the event of a cardiac arrest can play a vital role in contributing to somebody's chain of survival.



The out-of-hospital cardiac arrest survival rate in the UK is around 8% if only resuscitation/CPR is attempted. However, if a defibrillator is used alongside effective CPR within the first 3-5 minutes, the chances of survival can increase to between 40% - 70%.

EAAA offers free one-hour CPR and AED (defibrillator) training so more people can be equipped with the knowledge and confidence about how to step in and help in the event of a cardiac arrest - potentially becoming somebody else's life-saver.

Keep an eye on our website and social media for how you can get involved this Restart a Heart Day.



Scan here to book your free CPR training:



AVIATION AREA.

Flying neighbourly.

While we're aiming to save someone's life, we're conscious of how our operations could affect others. There may be times when we need to land or fly in locations, that we wouldn't otherwise go, in order to deliver critical care. We always endeavour to not disturb or disrupt the communities we are proud to serve, so we've put together some information to explain more about our processes to ensure we 'fly neighbourly', how we assess landing sites, reduce noise and follow the Five S and D principles to ensure a safe landing.

NOISE AND DOWNWASH

Pilots with our aviation partner, Babcock International Group (Babcock), receive specific training on the impact of noise and downwash - the power generated by the helicopter rotor blades which can cause a lot of air to move around. Our pilots do not fly below 500ft while en-route to an emergency and aim not to overfly residential areas unless absolutely necessary.

WHY LAND HERE

Before landing, our pilots run through the 'Five S and D of landing': Shape, Size, Slope, Surface, Surrounding, Access to and from the site, and Downwash. When approaching a potential landing area, they will complete an airborne assessment of the landing site at around 500ft, adopting the Five S and D principle to assess the safety and suitability of a landing site. Pilots may also 'hover taxi' the aircraft to its final landing point to do a visual check at eye level before finally committing to a landing. It needs to be the safest site, which is not necessarily the closest site.

Environmental conditions, especially the wind, will dictate our landing and departure directions. Wherever possible, pilots will adjust to avoid overflight of buildings, gardens, livestock and horses.

FLYING INTO HOSPITAL SITES

Pilots are very precise in their navigation. When flying the aircraft in and out of a hospital site, often with a seriously injured or unwell patient on board, they use an 'Approach Plate'. This is prepared by Babcock and gives instructions on the flight paths that should be used to fly into and away from the hospital.

These flight paths are designed to minimise the impact on the hospital and surrounding community. As hospitals are dynamic environments, often with building works, cranes etc, and the wind is never at a constant speed or direction, we may sometimes need to adjust the flight path, but the amount of overflight (flying over a residential area) will always be kept to an absolute minimum.

HERE FOR YOU AND YOUR LOVED ONES, 24/7

EAAA are ready to respond to medical emergencies at a moment's notice, 24/7. At night, as the ambient noise in the community decreases, people may become more aware of aircraft noise. Some factors are out of our control, for example, wind direction can carry noise towards rather than away.

Babcock pilots are always happy to talk to members of the public about the aircraft and our neighbourly flying techniques. We welcome opportunities to answer your questions and explain more about EAAA's life-saving work.



A DAY TO REMEMBER.

January 21, 2025, was a day to remember for Pat, Derek and Paula, in every sense of the word.

It was a day where they visited EAAA's Cambridge base to remember their neighbour and friend, Norman - and it was a day that they would never forget. Pat said, "The whole experience threw me. I felt so lifted up. I never thought I could feel like that - it was such a rewarding experience."

Pat, Derek and Paula were invited to the base to thank them for the important role they played when Norman passed away. Pat was asked to be the executor of Norman and his wife, Iris', Will.



"I felt honoured that they trusted me to carry out their wishes," Pat explains. "Norman and Iris had no children. I knew that, when Norman re-wrote his Will after the death of Iris, he chose to leave his whole estate to charity. And why not. Knowing that it would benefit other people made it the sensible thing to do."

Pat recalls that Norman was quietly generous and both a gentleman and gentle man. He would always show his generosity when supporting charities that made a

difference to people. He was also very determined. If he wanted something to happen then he would make sure it did.

"Arriving when the helicopter was landing was an incredible experience," Pat adds. "The helicopter was then called out twice during the two and a half hours we were there. It sounds strange but, while I was there, I felt that Norman was looking over us and I could hear him saying 'Here's a little treat for you, for all you've done.' I felt that he was responsible for giving me this incredible experience to thank me for carrying out his wishes."

Pat had previously seen EAAA on TV but visiting the base gave her a new insight into the charity's operations.

"Even though we didn't get to see inside the helicopter because the crew were



tasked, I learnt how the critical care cars are carefully organised, when they're used and that they carry the same equipment as the helicopter, all bar the stretcher."

"I couldn't believe that even during such a busy time, Dr Ewan and Critical Care Paramedic Sally managed to make time to speak to us. They made us feel most welcome and that they were thankful for Norman's gift.

Every time I saw the helicopter take-off; I thought of how much it costs and then I thought of Norman: 'There you are Norman; you've contributed to that. Your donation is doing a lot of good.'



Scan to find out more about leaving a gift in your Will to EAAA.

BEACH TASKINGS.

There are approximately 140 miles of coastline in our region, extending from The Wash off West Norfolk to the Stour and Orwell estuaries in Suffolk and, during the summer, more people head to the seaside to enjoy the warmer weather. This means EAAA crews can expect to be tasked more frequently to the coast to a wide variety of incidents, including cardiac arrests, accidental injuries and medical emergencies.

There are several considerations for the pilots and clinical crew when they are tasked to somebody on the beach who needs urgent critical care:

UNSURVEYED LANDING SITES

Deputy Medical Director, Dr Nicola, explains, "If the crew is tasked by air to the coastline, the pilots will first look at which beach it is and whether it is suitable to land on."

This is the pilots' decision, taking into consideration the Five S's and D principles (Size, Shape, Slope, Surface, Surroundings, access to and from the landing site, and Downwash – the powerful and unpredictable air generated by the helicopter rotor blades).



TIDE TIMES

The tide is also a crucial factor; is the tide in or out, and is it coming in, or going out? If it's coming in, the pilots will need to be very aware of timings and potential alternative landing sites.

COLLABORATIVE WORKING

Often incidents on a beach involve multi-agency working, so collaboration with organisations including the coastguard, lifeguards and the RNLI as well the police and ambulance service, is key.

PATIENT FOCUS

As with every person the crew attends, when the crew arrive at their side, their focus is on the treatment and care of the patient.

"Often our priority is to fly a patient off the beach to hospital for their ongoing treatment and care but, depending on the nature of the emergency and access routes off the beach, it's sometimes more appropriate for them to travel by a waiting land ambulance," Dr Nicola says.

Wherever people experience medical emergencies this summer, it's your support that will bring the advanced skills, medication and equipment – and hope – to the most seriously ill and injured people in East Anglia. Thank you.

THANK YOU to our community

CHARITY BALL RAISES £57,000

A big thank you to the Willis family for hosting a charity ball in aid of EAAA. Following the success of their first ball in 2021, former EAAA patient Jonathan and his wife Wendy - with the help of their family and friends - hosted another event which raised just under £57,000, bringing the total they have raised to date to an incredible £110,000!



LONDON MARATHON RUNNERS

Huge congratulations and thank you to the 14 brilliant runners who took part in the London Marathon in aid of EAAA in April. Through pounding the streets of the capital, they collectively raised a life-saving £30,000!



WELL DONE BIG LEAAPERS!

In May, 21 Big Leaaapers completed a 13,000ft skydive in aid of EAAA at Beccles, raising over £4,000 to help save lives. Thank you and well done to you all! Another Big Leaaap is taking place in Beccles and Peterborough this October – visit our website if you'd like a fundraising experience of a lifetime!



Jack, EAAA Community CPR Trainer



JESS' WING WALK IN AID OF EAAA

Jess Butwright from Norfolk recently took to the skies for an epic wing walking fundraising challenge in aid of EAAA. Taking off from Leeds Airport, Jess was strapped to the top wing of an aircraft during its flight - all to raise money to save lives in our region.

"I'm a paramedic in the East of England, so I know how valuable EAAA are," Jess explained. "It's reassuring to have EAAA, and so many people have shared stories with me about how the crew have helped them or somebody they know."

Jess likes to undertake a fundraising activity for charity every year. She heard about the wing walk and decided that it was such a different and unique experience that she just had to do it - despite having a fear of heights.

"I can't really explain the feeling of it; it was like nothing I have ever done before!" Jess said a few days after the wing walk had taken place. It was one of the best things I've ever done. It was amazing! The team were so friendly and as they had all done it before, so it made me feel so much more confident."

Jess has raised £619 to date. Well done and thank you, Jess!



Jess Butwright, Norfolk



Lottery entry form

Mr / Mrs / Miss / Other _____
 First name _____
 Surname _____
 Address _____
 Postcode _____
 Telephone _____
 Email _____

Each chance costs £1 per week.
 Entrants must be aged 18 years or over. Please tick this box to confirm you are aged 18 years or over ☐

Payment methods

You can pay to play monthly by direct debit only, quarterly, every six months or annually via the following methods:

Bank Direct Debit: quick and convenient for you, Direct Debits are also cheaper for the charity to process. You can change your Direct Debit at any time by contacting us.

Cheque: please make sure your cheque (minimum of £13) is made payable to 'East Anglian Air Ambulance'. Don't forget to include your completed entry form.

Debit card: we can take card payment over the phone or online via the lottery pages on our website. Simply call us on 03450 669 999 or search 'EAAA lottery' online. Credit cards are no longer accepted for lottery payments.

For cheque payment complete below

Number of chances per week

Number of weeks (13 ☐ 26 ☐ or 52 ☐)

Total amount due
(no. chances X no. weeks)

Please return this completed form with your cheque, made payable to 'East Anglian Air Ambulance'.

We value your support and would like to keep you informed about our ongoing progress, campaigns, competitions, and fundraising opportunities. We will not use your details for anything other than contact from East Anglian Air Ambulance Charity.

Please tell us how you most like to be contacted by us:

Email ☐ Post ☐ Phone ☐



Please fill in the whole form using a ball point pen and return to:

FREEPOST EAAA

Name(s) of Account Holder(s)

Bank/Building Society Account Number

Branch Sort Code

Name and full postal address of your Bank or Building society

To The Manager Bank/Building Society

Address

Postcode

Reference (Membership Number)

Banks and Building Societies may not accept Direct Debit Instructions for some types of account



Instruction to your Bank or Building Society to pay by Direct Debit

SERVICE USER NUMBER

4 2 2 7 4 6

FOR EAST ANGLIAN AIR AMBULANCE (TRADING) LTD OFFICIAL USE ONLY

This is not part of the instruction to your bank or building society.

Please tick the amount you would like to be debited from your account:

1 Number

£4.34 (monthly) ☐
 £13 (quarterly) ☐
 £26 (half yearly) ☐
 £52 (annually) ☐

2 Numbers

£8.68 (monthly) ☐
 £26 (quarterly) ☐
 £52 (half yearly) ☐
 £104 (annually) ☐

NB: Monthly subscription first payment is £5 per number

First payment on ____/____/____ and thereafter until further notice

Instruction to your Bank or Building Society. Please pay East Anglian Air Ambulance (Trading) Ltd Direct Debits from the account detailed in this instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this instruction may remain with East Anglian Air Ambulance (Trading) Ltd and if so, debits will be passed electronically to my Bank/Building Society.

Signature(s)

Date

Tickets for the EAAA lottery cost £1. Each week, entrants are eligible to win one of 118 prizes ranging from £5 to £1,000 in the weekly draw, and up to £25,000 in the accumulator draw. Results are drawn weekly using a random number generator to select winning numbers. One prize is allocated per number drawn. Prizes are then matched against the details of individual entrants and distributed via cheque or voucher. Entrants have a 1 in 1,072 chance of winning a prize in the weekly lottery. In the accumulator draw, there's a 10% chance that a winning ticket is drawn. In 2024, EAAA received £6,694,909 in ticket sales. Of this, 82.22% went directly to the charity, 1.82% was spent on prizes, and 15.96% on expenses. Entrants must be aged 18 or over.

This guarantee should be detached and retained by the Payer



The Direct Debit Guarantee

- This Guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits.
- If there are any changes to the amount, date or frequency of your Direct Debit East Anglian Air Ambulance (Trading) Ltd will notify you 4 working days in advance of your account being debited or as otherwise agreed. If you request East Anglian Air Ambulance (Trading) Ltd to collect a payment, confirmation of the amount and date will be given to you at the time of the request.
- If an error is made in the payment of your Direct Debit, by East Anglian Air Ambulance (Trading) Ltd or your bank or building society you are entitled to a full and immediate refund of the amount paid from your bank or building society.
- If you receive a refund you are not entitled to, you must pay it back when East Anglian Air Ambulance (Trading) Ltd asks you to.
- You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify us.

The EAAA lottery is promoted by East Anglian Air Ambulance (Trading) Ltd in support of East Anglian Air Ambulance, registered charity no. 1083876. Responsible persons: S Judd and C McGeown, EAAA, Helimed House, Hangar 14, Gambling Close, Norwich, NR6 6EG. Licensed by the Gambling Commission: www.gamblingcommission.gov.uk. Licence number: 3319

National Gambling HelpLine 0808 8020 133

LOTTERY WINNERS. | ISSUE 72

Weekly LOTTERY

QUOTES FROM OUR WINNERS

"The air ambulance is an excellent charity and do very good work for all the community. I'm over the moon and plan to use my winnings on a holiday and looking after family."

"I joined the lottery as it was a simple way to help your organisation. I never dreamt that I might win something one day! I'll be treating my four great grandchildren, doing some home improvements, and giving back to yourselves and other charities."

"Living in a rural area, it gives us peace of mind knowing you're there for us. I was very surprised [to win] and will be having a day out with the grandchildren. A big thank you for all the great work you do."



Weekly
LOTTERY

PLAY THE EAST ANGLIAN AIR AMBULANCE LOTTERY

JOIN TODAY

WIN ONE OF
118
CASH PRIZES

PLAY
FROM JUST
£1
A WEEK!

- 1 Up to £25,000 accumulator prize
- 2 Weekly top prize of £1,000
- 3 117 additional prizes from £5 to £250

Search **EAAA Lottery** OR visit eaaa.org.uk/lottery

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