MEAZIN #60, JULY 2021 gether we save lives **SEE INSIDE OUR** NEW BASE! P. 10 WE'RE NOW FLYING 24/7P.6

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WELCOME

to Lift Off #60

Welcome to issue 60 of Lift Off. I'm Matthew Jones and I have been Director of Operations at EAAA since 2015.

I have now been asked to fill the very large shoes of Patrick Peal as CEO of this remarkable charity. No one will miss Patrick more than me and it is incredibly humbling to be offered this opportunity to carry on his vision. I promise to look after this charity as well as he has over the last seven years!

Thanks to the unwavering support of people like you, I am very proud to say that we are now operating for 24 hours a day by helicopter from our Norwich base. This is a major milestone and will enable us to reach hundreds more people a year and finally closes the five-and-a-half-hour gap in the region during which our teams have previously only been available by rapid response vehicle.

To achieve this long-held ambition during an incredibly challenging time for everyone is a huge testament to the amazing community that keeps us airborne and saving lives. You can read more about how we became 24/7 by helicopter on page six and see inside the new Norwich base, Helimed House, which has made this all possible on page ten. Helimed House was funded through years of generous gifts



left to the charity in supporters' wills and we are very, very fortunate to now have such a fantastic facility.

Looking ahead to the future, our focus is not necessarily about doing more but about doing the very best for our patients. To achieve this, we are increasing our clinical research capacity to really evaluate our impact on patient outcomes. This will help us to understand what we can do better and advance the treatments we can offer, such as our ambition to permanently carry blood. If you have kindly supported our urgent blood appeal in recent months, I express my deepest thanks. There is an update on this on page 19.

I have the immense privilege of seeing our crews going out every day, in all weathers, and being faced with a wide variety of trauma and medical emergencies. This is a continuous reminder of the reason why our service is so vital.

Thank you again for your support and I hope you enjoy this issue of Lift Off!



In May, we launched an urgent appeal to help us permanently carry blood products on board every mission. The national clinical blood trial, RePhill, which we were involved in had recently ended, and we were faced with the urgent need to raise over £70,000 a year to continue offering

this life-saving treatment to our most gravely injured patients.

At the time of writing, we have just smashed through our year-one target of £89,354 with over £98,000 raised! This will enable us to fund all of the equipment we need to implement this project from late July and cover the first year's worth of blood products. A huge thank you to everyone who has contributed to this appeal. Read more about why we need to carry blood products on page 19.

AVIATION PARTNERSHIP UPDATE

We are very pleased to have agreed a new partnership with our aviation provider, Babcock. For the last ten years Babcock have supplied our helicopters, ground support, engineering and pilots and we are delighted to be continuing with this successful partnership. The new contract crucially covers the introduction of 24/7 flying and cements Babcock as our aviation partner for at least the next seven years.

INSPIRATION AWARDS 2021

INSPIRATIO

AWARDS

Another year of truly inspirational stories from across the region and across the charity made up our 2021 Inspiration Awards. Covering businesses, supporters, crew, patients and many more groups who make our work possible, if you missed the grand unveiling of our winners you can catch up online at: www.eaaa.org. uk/Inspiration2021



NO.1 CHARITY TO WORK FOR

In May we were over the moon to be named the Best Charity to Work For in the UK in this year's Best Companies list, recognising exceptional employee engagement and support during the pandemic.

Sarah Atkins, Director of People and Culture at EAAA, said: "Whilst I have always believed EAAA is a very special place to work, having national recognition is something that means a huge amount. These awards, based entirely on staff survey results, give our supporters and patients the insight that our critical care is managed by a group of very special individuals who together form a phenomenal team.

"To be awarded the top spot in the charity sector, and to place highly both regionally (6th) and nationally (14th) means an incredible amount to all of us. Nothing we do would be possible without the fantastic community which keeps us flying."



A 24/7 SERVICE BY AIR AND BY ROAD

WE'RE NOW FLYING 24/7!

On Wednesday 30 June, thanks to your continued support, we flew our very first 12-hour night shift, marking the start of 24/7 helicopter operations. The gap between 1:30am and 7am where there has been no helicopter emergency medical service (HEMS) coverage in the region is now closed.

Becoming a 24/7 service by air and by road has been four years in the planning and we have taken gradual steps towards achieving this. Importantly, raising an extra million pounds a year to fund the additional operating hours was a huge part of making this ambition a reality.

Our clinical teams have been 24/7 by rapid response vehicle since March 2020 and now we have built the new base, that 24/7 service by car is bolstered by a



24/7 helicopter operation as well, making EAAA the first air ambulance in the East of England to fly 24 hours a day.

Matthew Jones, CEO of EAAA, said: "This is a huge achievement for East Anglia and something that we have been working passionately towards for several years; to provide the same service, day and night, and to be there for more people when they need us. This simply wouldn't be possible without the generous donations from our supporters, so a huge thank you for everything that you do which has helped to make Mission 24/7 happen."

| CHALLENGES OF | Flying 24/7

Stricter procedures for leaving and departing the airport to comply with noise reduction requirements

To help plan night missions better, the pilots will be using new software that details the phases of the moon and times of sunset/sunrise, which all affect visibility

The control system for the runway lights at Norwich airport has been upgraded so that our pilots can switch the runway lights on from the air using the aircraft VHF radio. This cost nearly £60,000 and was paid for by the HELP charity to increase the safety of the operation, reduce light pollution and save energy

More flying on NVIS night vision goggles where low level obstacles like power and telephone lines are harder or even impossible to see

Flying during the "small hours" when people's body clocks are telling them to sleep will be more challenging and so the crews must all keep an eye on each other to make sure they are alert at all times.





GOODBYE FROM PATRICK.

By the time you read this I shall have handed over the conductor's baton of this brilliant charity to Matthew Jones who has been an outstanding Director of Operations, colleague, confidant and friend. I am so pleased, but not surprised, that the Trustees after due process chose him to become the next CEO – he will do a great job and I hope he has as much fun as I have had.

This charity has been a very important part of my life from day one and I'm sure will continue to be in some form. It will go from strength to strength, finding new ways to help reduce the pain and loss of trauma and medical emergency in this community, of which you, dear reader, are an important part. It is down to you, and many more like you, that we have been able to build and run this charity, so my final words to you as CEO are a massive thank you for your generous and enduring support.





HOME IN THE NEW NORWICH BASE. | ISSUE 60

AT HOME IN THE NEW NORWICH BASE:

Helimed House

Despite the challenges of the pandemic, the build of the new Norwich base, Helimed House, was only six months behind schedule. In April this world-class facility, fit for a 24/7 helicopter operation and the future of the charity, was ready for us to call home.

The light and friendly reception area is now ready for visitors and manned by our wonderful volunteer Welcome Team. This space links to a carefully designed community hub which provides training and conference facilities, to enable us to hold more community events at the base in the future.

For the crew, there are improved crew areas, futuristic resting pods for the 12-hour night shifts, a refurbished helicopter hangar and off-shift sleeping accommodation for visiting crew members to use. There is also a state-of-the-art immersive training room for on-scene simulations.

Helimed House provides enough office space to bring all of the Norwich-based staff under one roof for the first time, as well as room for the charity to grow organically in the future. This is a vast stepup from our old, cramped base and rented charity offices on the other side of the airport, and simply would not have been possible without our incredible supporters.

After a short settling in period for the crew to get used to their new surroundings, we edged ever closer to 24/7 flying by extending the helicopter coverage from Norwich to 1:30am (the medical crews were already 24/7 by car). And then, on 30 June, we officially started flying around-the-clock for the first time.

Meeting this long-term ambition of ours, during such turbulent and uncertain times, is an enormous achievement and something we could not have done without your fantastic support. Thank you.



The build of Helimed House was made possible thanks to:

Architects: Feilden & Mawson

Interior Designers: Feilden & Mawson

Project Managers and Cost Consultants:

REAL Consulting

Main contractors: P J Spillings

Consulting Engineers: Canham Consulting

Mechanical and Electrical Consultants:

Johns Slater Haward

We would like to take the opportunity to thank some of the incredible businesses in our community who also kindly donated gifts in kind to ensure our crews are comfortable in their new home:

East Anglia Laundry who donated 20 sets of bedding and towels for the crew bedrooms

Dunelm Norwich for donating lots of dinner sets and cutlery

Beers of Europe for funding the cost of a microwave and filter coffee machine

John Lewis & Partners for donating two microwaves

Nelson Potter for providing a large discount on outdoor furniture

Waitrose & Partners in Wymondham who donated a toaster and a very lovely gift of jams and preserves for all of us to enjoy with our toast.



BUILT BY THE EAAA COMMUNITY, FOR THE COMMUNITY

The build of the Norwich base wouldn't have been possible without the generosity of those that have left a lasting legacy to the charity over many years.

The thank you wall, which stands out prominently in reception, recognises the individuals that have made the base - and flying 24/7 - possible. 180 names in total, the silver names are those that have left a gift in their Will, collectively funding the entire build of Helimed House. The supporters celebrated

within the red plaques are those whose tremendous, long-term support has helped to make flying 24/7 a reality, by helping to generate the extra £1million a year needed.

The Suffolk Gift Fair Committee is one of these dedicated supporters. Through loyal support and commitment, this annual event has raised in excess of £70,000 over six years, funding over 20 lifesaving missions.

The thank you wall has been designed so that we can update the red plaques in the future, to celebrate as many of our generous supporters as possible.

Lounge overlooking the hangar





Chris is a 49-year-old barber from Sheringham and father of two. In May last year he was involved in a lifethreatening collision with a car while training for a 100-mile cycle challenge. When Chris's wife was first notified about the accident, she was told Chris wasn't likely to survive.

The EAAA team of Doctor Chris Chadwick, Critical Care Paramedic Mark Milsom and Supervisor Doctor Rob Major worked for over an hour to deliver the enhanced prehospital care interventions required to give Chris a fighting chance. These included performing a thoracostomy, a procedure to release air to treat a collapsed lung, and anaesthetising Chris to take control of his breathing. Once stable, Chris was flown to the major trauma centre at Addenbrooke's for specialist treatment.

The injuries Chris suffered were extensive and included three bleeds on the brain, several spinal fractures, including some damage to his spinal cord, a fractured pelvis, broken left shoulder blade, hip and ankle and several broken ribs on his right side. He has since suffered double vision, slurred speech and had to learn to walk and talk again. Chris also has nerve damage which still prevents him from fully lifting his arms up.

Despite these severe injuries, Chris has shown true grit and determination to recover and this August is planning to cycle 435 miles, known as the Adrian Flux Lap of Anglia, to help raise vital funds for EAAA. Chris was also recently voted EAAA's Most Inspirational Patient for 2021 for his inspiring recovery and attitude to life.

Chris said: "I'm still not 100% but I know how close I came to dying and I'm just so, so glad that I didn't and so grateful to the EAAA that they were there to save my life. Having spoken to the team who treated me, there is no way the ambulance service paramedics would have been able to deliver the enhanced level of care which saved me. I know that without EAAA, there is no way I'd be here now to see my kids grow up.

"I've still got a long way to go but the Lap of Anglia is a really big target of mine – I've never done that much back-to-back cycling before, and on day one we will go past the site of the incident in Cromer, which will be tough, but I'll be with about



70 other cyclists who are all cycling for the same cause, and that will get me through it. I'll never cycle on my own ever again though and would urge everyone to be exceptionally careful around cyclists on the road. Just a few seconds can change someone's life forever."

The EAAA's dedicated Aftercare team have provided Chris with a lot of support during his recovery, mainly over phone and email due to on-going restrictions, and facilitated a virtual meeting between Chris and the crew who treated him just a couple of months after his accident (22nd July 2020).

By operating 24/7, we can be there for more patients like Chris when they need us.

GETTING BACK OUT AND ABOUT

with EAAA

After over a year without being able to attend any events, the continued lifting of restrictions has meant that we are once again able to fly the EAAA flag out and about in the community! During the last few weeks we have been present at everything from Horse Trials to Half Marathons and it feels SO good to be back out there.

We are always looking for new volunteers to join the tEAAAm and now is a better time than ever to get involved and help out. Our fantastic volunteering team are on hand to answer any questions you may have, to make sure that your experience with EAAA works for you and ensure you have the best possible time!



If you are interested in finding out more, head over to:

> www.eaaa.org.uk/volunteer, email info@eaaa.org.uk or give us a ring on 03450 669 999.

> > We can't wait to hear from you!

BLOOD ON BOARD is now a reality

A message from Richard Hindson, **Head of Operations:**

Due to the pandemic restricting our ability to raise funds through events and other community-based activities, we turned to our supporters to help us implement this vital treatment as a core part of our service.

By participating in the national RePhill blood trial over the last few years, we have seen first-hand what a difference blood products can make to someone suffering a traumatic injury or extensive bleed, that only a surgeon in hospital can remedy. Administering blood products on-scene and in-flight can give the patient the best chance of surviving to hospital, by increasing oxygen delivery and clot production. Now the trial is over, we will need to raise £70,000 a year to continue offering this lifesaving treatment.

I'm truly amazed that within a month we had successfully hit, and exceeded, the target to implement the project and fund the first year's supply of packed red blood cells and lyoplas (freeze-dried plasma). Thanks to this incredible support, these blood products will now be available on every mission, to every patient, from late July and I couldn't be more grateful.



possible by several supporters and businesses who very generously responded to our ask, with one donation in particular taking us all by surprise. In mid-June, one of our supporters quietly contacted us to enquire how much we still needed to raise. This incredible supporter, who wishes to remain anonymous, then blew us all away when they offered to donate that full amount, which was over £17,000! This was something we did not see coming and gave us all an incredible boost. As this will be an annual cost for the charity, we were also moved by the offers of annual contributions from local businesses, such as Attiks in Norfolk, who have

pledged to donate £10,000 a year.



If you would like to know more about the Blood on Board appeal, and how blood has been used to help patients like Harry, please go to www.eaaa.org.uk/blood

WHAT'S GOING ON IN Suffolk



Suffolk Gift Fair Look out for the Suffolk Gift Fair at Seckford Hall, Woodbridge, on 4 and 5 October. Held every year in aid of EAAA, this popular fair always boasts an exquisite range of stalls, with something for everyone. Get ahead with your (hristmas shopping and support EAAA!

FRED OLSEN DONATION

A huge thank you to Fred Olsen Related Companies for their £10,000 donation! Continued support from local businesses like Fred Olsen is a fantastic boost to our service.

INSPIRED IPSWICH TRACTOR RUN

A huge thank you to Russel Abbott, from Ipswich, who was inspired to hold a tractor run for EAAA after he saw the helicopter land on his field while he was working. The event took place in June and was a great success and raised over £3,500, enough to fund a mission! A huge thank you to everyone who made the tractor run possible and supported on the day.



THERE'S STILL TIME TO JOIN OUR **VERY FIRST SUFFOLK TREK24**

1. 18 1. 18 1. 18 1. 18 1. 18 1. 18 1. 18 1. 18 1. 18 1. 18 1. 18 1. 18 1. 18 1. 18 1. 18 1. 18 1. 18 1. 18 1.

14 August

Join us for the 24-mile route, starting at Aldeburgh, or the 24-k route, starting at Dunwich for a trek through beautiful Suffolk coast and countryside.



WHAT'S GOING ON IN Bedfordshire

WE'RE EXCITED TO BRING TREK24 TO BEDFORDSHIRE! 4 September

This event has been postponed from last year, and we're raring to go. There is still lots of time to get signed up and to join us at Hexton Manor for the Chilterns Challenge. Expect beautiful views from the hills and plenty of nature for these circular routes.



BEDFORD TOWN FOOTBALL CLUB PARTNERSHIP

A huge thank you to Bedford Town Football Club for choosing EAAA as their next charity partner. We're really looking forward to getting more involved with the club and sending our mascot, Helibobs, out to some of the matches to help spread the word about our life-saving work!



TOUCH DOWN AT LUTON AIRPORT

We are very excited to be working with Luton Airport for the next three years, alongside Luton Foodbank. This is a fantastic local partnership and on top of regular fundraising activities from the airport teams we will also be fortunate enough to benefit from free refuelling and waived landing fees at the airport, should our crews ever need to touch down there during a call out!

WHAT'S GOING ON IN Norfolk



Blood appeal volunteers

A massive thank you to the staff at Aviva in Norwich, who used their volunteering days to help answer our phones and take donations during our blood on board appeal. We were inundated with calls from supporters during this time, and their support was invaluable. They even found the time to help us with some other projects too!

NORFOLK RE-USE SHOPS

A huge thank you to the Norfolk County Council Re-Use shops for extending their Charity of the Year partnership with us into its fourth year! There are 14 of these shops at recycling centres across Norfolk where you can recycle something, pick up a bargain and support EAAA at the same time – winner!

FRONTLINE FEAST PIZZA

You can now get a Frontline Feast Pizza at The Warehouse Taproom (which is part of Beers of Europe) near King's Lynn! Beers of Europe have been fantastic long-term EAAA supporters and now we're thrilled to have a pizza named after us, with a donation for every pizza sold.

THREE YEARS OF SUPPORT!

Easy Clean Windows have been donating £1 to EAAA for every new customer they get and 25p from every clean they carry out and have done so for three years now. In the last 12 months they've raised £1,850 alone. Thank you!

NORFOLK TREK24 IS BACK!

12 September

Join us for the Norfolk Coast Path trek. The 24 milers will be setting off from Heacham and the 24kers will be setting off from Thornham, both finishing at the beautiful Holkham Hall.



Shout out to all our virtual Only The Brave participants!



It's been two years since we were able to hold our flagship Only The Brave event in Elveden, however this year's virtual challenge did not disappoint. 400 supporters from all over the region took on their own challenges involving the numbers 6 and 10 (the Only The Brave route lengths) which formed the 6/10 Mission.

Together, more than £10,000 was raised during the month-long challenge, which is enough to fund three of our missions! We have been blown away by this support and want to say a special thank you to everyone who took part and to Mark Ewin Estate Agents in Bury St Edmunds for kindly sponsoring Only The Brave.

WHAT'S GOING for kindly sponsorin ON IN (ambridgeshire



Cambridge half maratho

17 October

part of our cheer squad on the day! The Cambridge half marathon is always a popular running event and is one of the UK's most beautiful, closed road half marathons.

CAMBRIDGE HALF MARATHON

Consider taking part or volunteering as

CHARIOTS OF FIRE 19 September

We are excited to be the official charity partner of this fun 1.7-mile relay race. Entries are for teams of six and sponsorship from this event will go towards a £97,500 target for a three-year project to help us deliver more CPR training. To find out more go to: www.eaaa.org.uk/events



Refer a friend to OUR LOTTERY

Do you know someone who could play in our weekly lottery?

As life is getting back to normal, we're pleased to have our friendly team of lottery fundraisers back to work. We've really missed them, and the difference they make to our lottery signups, while they've been unable to work due to Covid restrictions.

Face-to-face fundraising is a great way to not only raise awareness of our work out in the community but to also bring new players to the weekly lottery, which generates almost 45% of our entire charity income. Sadly, our lottery fundraisers haven't been able to work much over the last year, and therefore we have seen a reduction in new lottery players because of this. This amazing team normally help to recruit over 90% of our new lottery players.

(an you help by recommending our lottery to friends or family?

If you have a friend or family member who is over 18 years old and might be interested in supporting EAAA, it would



be a huge help if you could recommend our weekly lottery to them. There is a sign-up form on the next page which you could give them, or you can simply ask them to visit www.eaaa.org.uk/shout

Key reasons to play in the lottery:



It's just £1 per play



All of our players are helping to save lives



Every play has the chance to win one of 19 weekly cash prizes, including the weekly accumulator of up to £25,000.

Thank you in advance for helping to spread the word about our lottery!

LIFTOFF MAGAZINE | EAAA.ORG.UK



SAVE THE DATE



Lottery membership applicati	ON
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100	2	3	0	5	6
					/ 🔍

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

Each chance costs £1 per week.

Members 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.

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

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

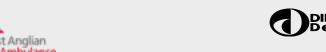
All the data we hold is held in strict accordance with the Data Protection Act 1998. We would like to keep you up to date with the difference your support is making to our lifesaving work and send you our newsletter, Lift Off.

Please tick here if you are happy for us to contact you by:

Email

Post

Phone



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

FR	FFP	OST	FΔ	AΑ

Name(s) of Account Holder(s)

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Name and full postal address of your Bank or Building society

To The Manager Bank/Building Society Address

Postcode

Reference (Membership Number)

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

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f13 (quarterly)
f26 (half yearly)
f52 (annually) £8.68 (monthly) £26 (quarterly) £52 (half yearly) £104 (annually)

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Signature(s)		
Date		

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

Our weekly Lottery is drawn every Friday using a random number generator to select winning numbers, allocating one prize per number drawn. Prizes are allocated in turn to the combinations matched against the details of individual lottery players and will be distributed to the winners by means of cheque. Members have a 1 in 6.480 chance of winning a prize in the weekly lottery draw and a 1 in 120,500 chance of winning the accumulator draw each week. In 2019, EAAA received £5,766,116 in ticket sales, of which 78.59% went straight back to the charity, 2.16% was spent on prizes and 19.25% on expenses.

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: C Causton and C McGeown, EAAA, Hangar E, Gambling Close, Norwich, NR6 6EG. Licensed by the Gambling Commission: www.gamblingcommission.gov.uk. Licence number: 3319

THANK YOU TO OUR SPRING RAFFLE WINNERS!

A huge shout out to everyone who supported our Spring Raffle, we raised an amazing £210,000 through tickets and donations, helping to keep our crews flying and saving lives. And, we have had some lovely feedback from some of our winners.







LOOK OUT FOR ANOTHER SERIES OF **EMERGENCY HELICOPTER MEDICS**

