



LINCS & NOTTS
AIR AMBULANCE



BY YOUR SIDE WHEN YOU NEED US MOST

OUR 3 YEAR STRATEGY 2022 - 2025

WELCOME



Karen Jobling
CEO

We have an ambitious strategy for 2022 – 2025. It sets out how, in an uncertain, ever-changing world, we will remain focussed, determined and innovative to build on our transformational achievements in recent years so that we can be by the side of more patients, providing outstanding pre-hospital critical care to those who need us.

Our strategy sets out a refreshed vision and mission, new strategic goals and objectives, underpinned by our values of teamwork, respect, innovation and compassion. These are not just words on a page, these are the values that inform our actions, set our standards and guide us to achieve our goals.

The plans we have developed will be challenging but the outcomes have the very real potential to be life-saving. By working together as one team – staff, crew, volunteers, supporters - we will make a difference to the lives of many.

Here to serve our communities, the Lincs & Notts Air Ambulance aims to be by your side when you need us the most.

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We are LNAA and we aspire every day to save lives. We are led by our values - Teamwork, Respect, Innovation, Compassion.

We serve a population of almost 1.6m across Lincs & Notts. Since our inception in 1994, we have been tasked to more than 25,000 emergencies.

Medical emergencies change lives forever and that's why we are committed to saving lives and providing cutting-edge, pre-hospital critical care. We are a vital part of your community, your lives and your safety. We're driven by our purpose of saving lives and ensuring the best possible outcomes for our patients. In 2021 alone, we were called to respond to almost 1,500 incidents.

Our crews of pilots, doctors and paramedics, along with our life-saving equipment, are dispatched by East Midlands Ambulance Service 24/7, 365 days a year. Our highly skilled multi-disciplinary team operate at the very forefront of Helicopter Emergency Medical Service (HEMS). They perform life-saving emergency chest and heart surgical procedures, deliver emergency anaesthesia and administer blood transfusions to patients suffering from life-threatening blood loss.



WHAT WE DO

Our crews do all this beachside, roadside, countryside and their purpose is to be by your side.

We're continuously innovating and utilising technology to develop and further improve the treatment and care we can deliver and this is a true focus for us over the next three years.

Together, we are changing lives. It currently costs over £8M a year to operate our service. With your support we can give every patient the best possible chance of survival and recovery. In order to deliver on our strategy, we need to raise more funds every year and rely on your continued support in whatever way you can.

Your support is as critical as our care.



WHO WE ARE



VISION

To be by the side of more patients, enabling the delivery of world-class critical care.

MISSION

To provide outstanding critical care by helicopter and car, 24/7 to the people of Lincs, Notts and beyond.

VALUES

We have four values that express and represent our shared understanding of the principles that are important to us.

OUR VALUES

Our values set out the things that we aspire to be as a charity and that underpin everything we do.



TEAMWORK

Staff, crew, partners, volunteers and the community: one indivisible team.



INNOVATION

We aim high and embrace opportunities to improve and advance everything we do.



RESPECT

We treat everyone with consideration, appreciation and acceptance.



COMPASSION

We treat others with sensitivity, consideration and kindness.



OUR GOALS & SUPPORTING STRATEGIES

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All areas of the charity will work together to achieve our goals. Only as one team will we make the difference we aspire to make.



OPERATIONS

Maximise all assets to provide operational excellence to support the delivery of our clinical care.



CLINICAL

Strive to deliver well led, safe, innovative, outstanding critical care.



FINANCE

Be efficient, transparent and accountable in the management of the charity.



PEOPLE

Develop and invest in a professional, high calibre workforce with shared values and behaviours.



INCOME

Develop ambitious, sustainable income streams, to meet our long-term clinical ambitions.



MARCOMMS

Use a mix of marketing, PR, digital and brand to support fundraising and raise awareness of the charity.

HOW WE'LL GET THERE



- 1** Work with partner organisations to share and learn from best practice to prevent unnecessary death.
- 2** Review our activity to ensure we are continually improving and where possible use these insights to shorten the time taken to get critical care to the patient.
- 3** Stay in touch with our supporters and maximise all opportunities for fundraising while using a test and learn approach for new initiatives.
- 4** Put the right number of people with the right skills in the right place at the right time across the charity while supporting their learning and development.
- 5** Ensure the highest standards of governance and be trustworthy and prudent with the continuing generous donations from our valued supporters.
- 6** Engage with current and new supporters through story-telling, promotion of the brand and a clear call to action.