



LINCS & NOTTS
AIR AMBULANCE

ANNUAL REVIEW

Year ending
31 March 2023

BEACHSIDE

ROADSIDE

COUNTRYSIDE

BY YOUR SIDE



ABOUT US

We are LNAA, one of the UK's leading Helicopter Emergency Medical Service (HEMS) charities in the UK.

We are committed to saving lives and improving patient outcomes by providing cutting-edge, pre-hospital critical care. We are proud to be a vital part of the local community.

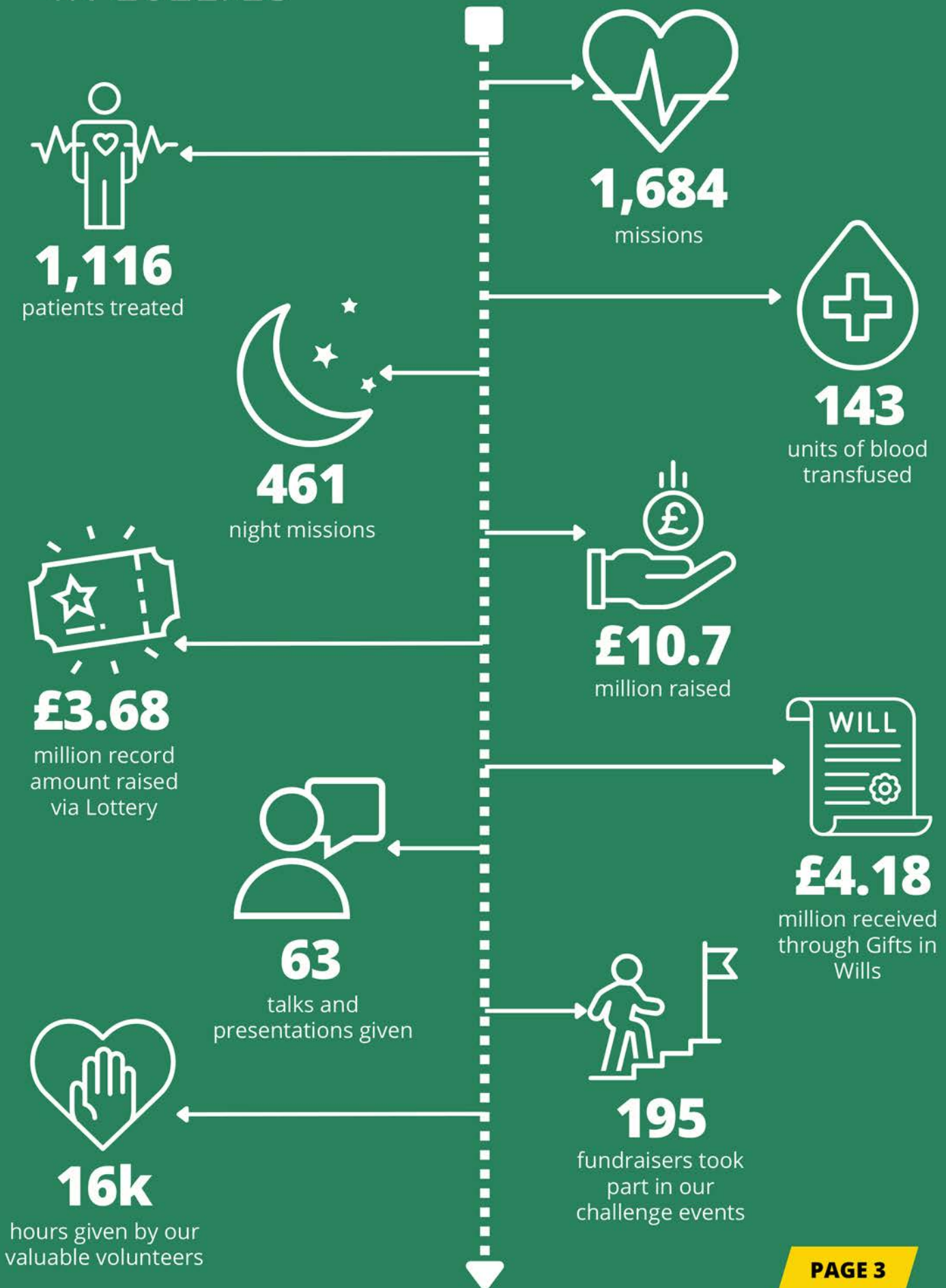
LNAA is a highly skilled, multi-discipline team of doctors, paramedics, pilots, fundraisers, marketers, communicators, operational, aviation and corporate services staff supported by a dedicated team of volunteers.

We serve a population of 1.65m people across 3,500sq miles. We deliver a life-saving service to people who live, work and visit Lincolnshire and Nottinghamshire. By the end of March 2023, we had been tasked to over 27,500 potentially life-threatening missions.

We provide outstanding critical care to every community in Lincs & Notts. Our crews of highly skilled pilots, paramedics and doctors take the hospital to the patient, operating at the very forefront of emergency medicine. They perform life-saving interventions at the scene of an accident or incident, including chest and heart surgery, delivery of emergency anaesthesia and blood transfusions.

OUR KEY ACHIEVEMENTS

IN 2022/23



Introduction from our Chief Executive Officer



It has been my privilege to lead this incredible charity through another successful and challenging year. Our team of staff, crew, volunteers, Trustees, supporters and donors have not only enabled the charity to deliver

a life-saving service to more patients than ever before, but also to continue to build on our plans for the future.

We have begun to implement our new ambitious strategy which will see us expand our service to reach even more patients. It sets out a revised vision and mission, underpinned by our values of Teamwork, Respect, Innovation and Compassion. These inform our actions and set the standards we work to.

As we look ahead, we are incredibly excited at the prospect of doing more for our patients. We will explore new opportunities for growth and expansion, always striving to do more and make an even greater impact.

In closing, I would like to thank everyone involved with Lincs & Notts Air Ambulance for their continued support. Together, we have made a tangible difference to the lives of countless individuals and families, and I remain incredibly proud of all we have achieved.

Karen Jobling, CEO

Introduction from our Chair of the Board of Trustees

It is with great pleasure that I reflect on the remarkable achievements and progress LNAA has made this year.

Our focus on accountability and strong governance across all areas of the charity has ensured we continue to operate safely and meet or exceed our strategic goals for the year.

We began the year with a negative budget forecast, but thanks to our fantastic fundraising, volunteering and retail teams and the wonderful community support we received, we end the year with a surplus of £806,000. This has only been made possible with the incredible generosity from the people and businesses of Lincolnshire and Nottinghamshire, for every donation, no matter the size, has contributed to our ability to provide critical care to those who need it most.

On behalf of the Board of Trustees, I'd like to extend our most sincere thanks to our staff, crew and volunteers for their hard work, dedication, and commitment to the charity, as well as our deepest gratitude to all our supporters, donors and partners who have been instrumental in the success of the Lincs & Notts Air Ambulance.

Graham Secker, Chair of the Board of Trustees



OUR VISION

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



OUR MISSION

To provide outstanding critical care by helicopter and car, 24/7 to the people living, working and visiting Lincolnshire and Nottinghamshire.

OUR VALUES



TEAMWORK

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



RESPECT

We treat everyone with consideration, appreciation and acceptance.



INNOVATION

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



COMPASSION

We treat others with sensitivity, consideration and kindness.

OUR GOALS

We focus on six goals to deliver our three-year strategy (2022-2025). As one team we will make the difference and be by the side of more patients, save lives and improve patient outcomes.

GOAL

We will maximise all assets to provide operational excellence to support the delivery of our clinical care.

We provide a 24/7 service under our own clinical governance following our registration with the Care Quality Commission in 2022.

Our helicopter and critical care cars are dispatched by East Midlands Ambulance Service to trauma patients and those with time critical medical emergencies.

Our aviation partner is HeliService, who supply and maintain our aircraft, as well as providing a highly skilled pilot team supported by two specialist engineers. Our helicopter is a modern, state-of-the-art, night capable AW169 air ambulance which enables our doctor-paramedic clinical team to provide the very best treatment to the patients we see.

We responded to 953 missions with our two critical care cars. They are vital to our service and ensure we bring emergency treatment directly to the patient whatever the weather or time of day.



During one busy period in June, our crews responded to **52 missions in just eight days.**

MISSIONS

We responded to 1,684 missions and treated 1,116 patients.



480

missions in Nottinghamshire



1,024

missions in Lincolnshire



18

different hospitals



464

road traffic collisions



953

missions in our critical care cars

OBJECTIVE

We will 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.

All our pilots undertake night vision goggle training, allowing us to fly for 19 hours a day on the helicopter. This makes us the only air ambulance operating in the East Midlands in the hours of darkness. Our clinical crews remain operational 24/7 using the critical care cars when the helicopter isn't available.

At night, due to the pre-planning needed, it takes around 15 minutes from call to take off, whereas during the day it's typically up to five minutes. Our Operations Room is equipped with advanced flight planning software and technology including our own weather station and lighting level forecasting programmes!

“ The Care Quality Commission registration affects every aspect of the charity and means that as an organisation we can quickly adapt to emerging advances in drugs and treatments for the ultimate benefit of our patients.

Dr Gareth Davies, Medical Director

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We will strive to deliver well-led, safe, innovative, and outstanding critical care.

We are part of an integrated response to emergencies within the East Midlands region, facilitated by East Midlands Ambulance Service (EMAS). Our helicopter and critical care cars are deployed by the EMAS Emergency Operations Centre in Nottingham. All missions are captured on our Helicopter Emergency Medical Service (HEMS) database to enable tracking, monitoring and analysis of patient groups and types of injury to help inform service improvements.

We introduced the use of Schiller Patient Monitoring units, and syringe driver infusion pumps. We also introduced usage of the drug oxytocin on scene.

We are passionate in our strive to improve the standard of pre-hospital emergency medicine across the air ambulance sector. Our paramedics attended two National Trauma Conferences to disseminate our knowledge and skills with others in order to further improve clinical operations in HEMS.

Our Patient and Family Liaison Officer has positive and supportive interactions with an increasing number of former patients and their families. Through this support, patients and their families can often provide valuable feedback to our clinicians, both on the care delivered and their progress post-incident.



As a token of the nation's thanks, the **Queen's Platinum Jubilee Medal was awarded to crew members with five years service.**





OBJECTIVE

We work with partner organisations to share and learn from best practice to prevent unnecessary death.

We increased the amount of blood we carry on our helicopter and critical care cars to four units of red blood cells and four units of fresh frozen plasma.

This was made possible through the 'Blood on Board' project, a joint agreement between LNAA, United Lincolnshire Hospitals Trust – (who provided the blood free of charge to LNAA), Northern Lincolnshire and Goole Hospitals, Path links Pathology Service Provider, Lincolnshire Emergency Blood Bikers Service, Nottinghamshire Blood Bikes and Nottingham's Queen's Medical Centre.



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Blood products are given to patients who have suffered life-threatening bleeding most commonly as a result of trauma from a road traffic collision. Carrying blood products has undoubtedly allowed LNAA to save more lives by enabling patients who would have previously died from blood loss get to hospital.

Dr Tom Eckersley

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Our paramedics undertake post graduate training programmes through St George's University to improve their skillset. Some also completed pre-hospital advanced cadaveric skills courses to strengthen their surgical skills. We work in partnership with Lincoln University Medical School and supported two medical students to complete their BMedSci research degree.

CHARLIE'S STORY

We treated 1,116 patients who had been involved in a range of incidents including road traffic collisions, accidental injuries and cardiac arrests.

A dad who suffered a cardiac arrest while carrying a TV upstairs says he owes his life to his teenage son's quick-thinking and the treatment he received from the Lincs & Notts Air Ambulance crew.



It was February 2023, and Charlie Wagstaff and his family were moving house. They had spent much of the day carrying things into their new home at Marston, near Grantham. But without warning, Charlie (47) suffered a cardiac arrest carrying a TV and collapsed at the top of the stairs, not breathing.

Luckily his son Josh (17) understood what was happening and immediately started CPR. Within ten minutes Lincs & Notts Air Ambulance crew were by his side, taking over the CPR and giving advanced life support which brought Charlie's heart back into rhythm.

Doctor Richard Bayliss sedated and stabilised Charlie before he was taken to Nottingham's Queen's Medical Centre. Charlie spent a few weeks recovering in hospital, where doctors also fitted him with a cardioverter defibrillator.

Months later, as Josh and his 10-year-old sister, Eva, were struggling to come to terms with what had happened, LNAA's Patient and Family Liaison team invited the family to LNAA's HQ to meet the crew. The two children found comfort in meeting Doctor Richard who talked them through what the team did to save their dad.



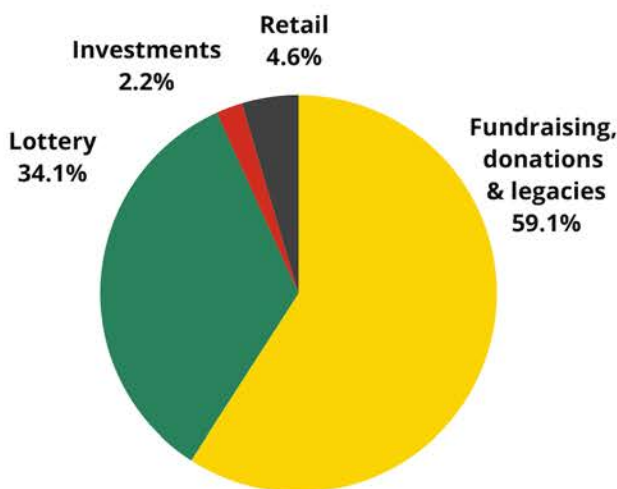
= GOAL

We will be efficient, transparent and accountable in the management of the charity.

LNAA receives no direct government funding for its day-to-day operations. We rely on the support, donations and contributions made by individuals, grant-giving bodies and organisations to sustain our vital work.

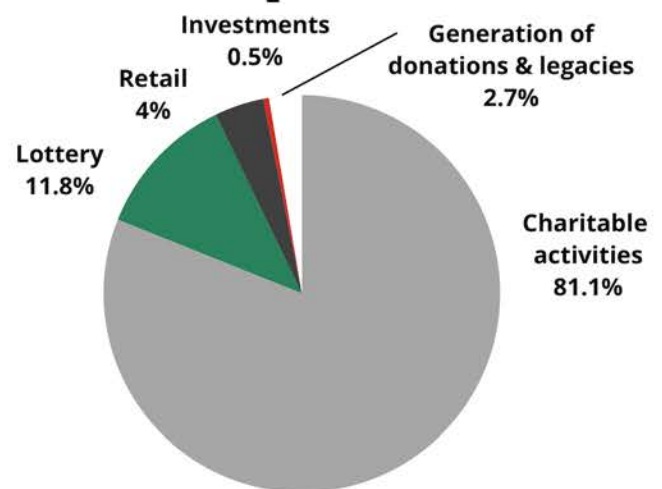
It cost over £9million to deliver our life-saving service this year. The total income received was £10,781,974.

Total Income



Lottery	£3,678,905
Retail	£497,750
Investments	£232,072
Fundraising, donations & legacies	£6,373,247
Total	£10,781,974

Total Expenditure



Charitable activities	£7,503,897
Lottery	£1,090,808
Retail	£372,176
Investments	£43,566
Generation of donations & legacies	£245,838
Total	£9,256,285

OBJECTIVE

We ensure the highest standards of governance and are trustworthy and prudent with the continuing generous donations from our valued supporters.

The charity is governed by a Board of Trustees who bring a range of skills and experience relative to the objectives of the charity including legal, business, finance, healthcare and local affairs. Our Board of Trustees give their time and expertise freely for the benefit of the charity.



We will develop ambitious, sustainable income streams to meet our long-term clinical ambitions.

We have created a new and stretching Fundraising Strategy which maps out a pathway for us to significantly increase income over the next three to five years. During the year, we have restructured and grown our Fundraising Team to enable us to raise sufficient funds to cover all expenditure, as well as generate funds to invest in future expansion and development.

Our range of fundraising programmes include lottery, legacy, individual giving, events, community activity, corporate partnerships and our retail shops.

Following two difficult years for high street businesses, our retail teams of staff and volunteers worked incredibly hard to return our presence on the high street back to the pre-Covid norm. Total income raised from our three charity shops at Wragby, Mansfield Woodhouse and Mapperley was £497,750. Our retail strategy is being reviewed to equip us to grow our retail portfolio across Lincolnshire and Nottinghamshire.

We participated in the BIG GIVE Christmas Challenge 2022 where every online donation made during the week-long campaign was matched from funds pledged by Nottingham Air Ambulance Countryside Appeal and the Sunday Hospital Fund. The campaign was successful and exceeded its target of £48,000.

We responded to a growth in the number of people interested in challenge events by inviting supporters to participate in 6 exciting challenges raising an impressive £94,711.54.





OBJECTIVE

We will stay in touch with our supporters and maximise opportunities for fundraising, whilst using a test and learn approach for new initiatives.

We are humbled that £4.2m of legacy gifts were left to us this year. This is our largest income stream and we work hard to build special relationships with these very kind and generous Legacy pledgers who make these wonderful contributions to our charity.

Our lottery programme is a vital source of income for LNAA and this year we created a new Prizebuilder Jackpot game to attract more supporters. Lottery income increased to £3.7m as a result.

We appreciate and understand the need to create personal relationships with our supporters and 8,380 personalised certificates and letters were mailed out thanking people for their generous donations. Our new philanthropy team have started to develop a programme of stewardship to further strengthen special relationships.



GOAL

We will develop and invest in a professional, high calibre workforce with shared values and behaviours.



OBJECTIVE

We 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.

We are supported by a tremendous team of volunteers. We have around 180 active volunteers who undertake a wide range of valuable duties for LNAA, including giving time in our shops, presenting on our work, supporting community events and looking after collection boxes.

GOAL

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

The pandemic of 2020 created a rapid shift to digital marketing for LNAA with our first acquisition programme with a direct 'ask' being delivered in 2021. A new team is now in place and continues to grow our PR and digital communications activity.

We fostered digital pathways to achieve growth in awareness, brand, retention, supporter engagement and supporter journey. We built a new charity website, produced a charity video, created monthly internal and external newsletters and delivered marketing campaigns across digital and traditional platforms to support income generation.

We started to implement tracking measures to create a benchmark of our activity.



106,000 copies of Sky Shout mailed



32,000+ users to our website



34,000+ supporters on social media



58 press releases issued

OBJECTIVE

We engage with current and new supporters through story-telling, promotion of the brand and a clear call to action.

We raise public awareness and confidence through PR, social media and media outlets. Our revised magazine Sky Shout tells of the dedication and compassion behind our life-saving charity. It is delivered bi-annually to over 60,000 supporters and grows engagement, retention of supporters and donations.

We develop robust databases of media contacts and submitted articles and stories to radio, TV, media and community magazines.

We continued our stakeholder mapping and created a PR strategy targeted at reaching our priority stakeholders.



OUR VISION FOR THE FUTURE

During 2022-2023 we began to implement our new ambitious three-year strategy “By Your Side When You Need Us Most”. We will continue to expand and advance our Helicopter Emergency Medical Service. We will focus on areas where we can make the greatest difference and save more lives. In the next twelve months we will:

- Invest and expand our Income Generation activities to enable further service expansion
- Train clinicians in advanced interventions
- Improve HEMS Dispatch & Tasking through partnership working with East Midlands Ambulance Service
- Implement new clinical enhancements
- Re-evaluate and plan for a new retail landscape fit for present day and current trends in the Charity sector.



THANK YOU!

We would like to thank all our supporters, partners and volunteers for their incredible generosity given this year. Working together as one team, we can make a difference to the lives of many.



ambucopter.org.uk/reports | enquiries@ambucopter.org.uk | 01522 548469 (Option 1)

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