



LINCS & NOTTS
AIR AMBULANCE

LINCS & NOTTS AIR AMBULANCE STRATEGY

2025 - 2030

Charity number - 1017501

WELCOME



Every day, lives change in an instant.

A road traffic collision, a sudden cardiac arrest, a serious fall – moments that can happen to anyone, anywhere, at any time. That's where the Lincs & Notts Air Ambulance (LNAA) comes in.

We exist to provide outstanding, life-saving critical care to the people of Lincolnshire and Nottinghamshire. From city centres to the most rural communities, our highly skilled crews bring the hospital to the patient, delivering advanced medical interventions that make the difference between life and death.

Over the next five years, we are determined to be by the side of more patients – reaching more people, saving more lives, and improving outcomes for families across our region.

Our strategy sets out how we will do this: By investing in our people, expanding our service, using data to guide decisions, and building sustainable income to secure our future.

Together – our crew, staff, volunteers and supporters – we are one team, united by a single purpose: to be by the side of patients when they need us.

Karen Jobling
Chief Executive
Lincs & Notts Air Ambulance Charity

WHO WE ARE



Our vision, mission and values underpin everything we do from fundraising, to the care for patients on scene.

VISION

To be by the side of more patients, enabling the delivery of outstanding critical care.

MISSION

To provide outstanding critical care, by helicopter and car, day and night to the people of Lincs and Notts.

VALUES

TEAMWORK – Staff, crew, partners, volunteers and the community: Our people.

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

WHERE WE'VE BEEN



LNAA will embark on the next five-year strategy as a Care Quality Commission (CQC) rated 'Outstanding' organisation. The five years leading to this milestone were a period of significant transformation which included the expansion of our service to 24/7, becoming clinically independent and moving to a purpose-built HQ and airbase.

Our helicopter and Critical Care Cars carry a doctor and paramedic who respond to a wide range of potentially life-threatening or life-changing incidents, from road traffic collisions to assaults and farming incidents. They take an emergency department to the patient with the ability to give life-saving drugs and carry out interventions from advanced pain relief and blood transfusions to roadside surgery.

One of those patients was mum-to-be Abi who unexpectedly went into labour on a cold February night. It quickly became clear that she would not make it to hospital in time - the baby was on the way.

Abi's partner dialled 999 and in minutes paramedics were on the scene. Ten minutes later, baby Noah was born - in the bathroom.

But as Noah was meeting his dad, Abi was losing a significant amount of blood. Our on call crew, Dr Nick and Paramedic Alex, were dispatched to the scene.

"I'm just so thankful for the crew's expertise, reassurance and support. I'll never forget what they did for me." Abigail Bray.



WHERE WE'VE BEEN



In 2021, we opened a new HQ and airbase. This was a significant step that enhanced our operations and provided a foundation for future growth, along with paving the way for our move to clinical independence.

That same year, we had a second aircraft over the summer months to respond to increased demand as our communities came out of the pandemic. The following year, we registered with the CQC.

We also achieved substantial financial growth, with income rising from £5.6 million in 2019 to £13 million in 2024. We would like to extend a big thank you to all of our supporters and partners who have generously funded our growth. We rely completely on the wonderful communities who work so hard to fund our on-going work.

The number of missions we attended grew by over 130% between 2019/20 (851 missions) and 2023/24 (1771 missions). We also expanded our Aftercare Team to provide comprehensive support to patients, post-incident.

These milestones underscore our dedication to life-saving excellence for our communities. As our new Strategy 2025 - 2030 outlines, we will build on successes, focusing on expansion to be by the side of more patients.



WHAT PEOPLE SAY ABOUT US



**"You are all heroes!
Thank you for all that
you do!"**

LNAA Patient

**On behalf of everyone here we are
very proud to have played a part
in supporting this exceptionally
important cause.**

Defender Burghley Horse Trials

**"We will be eternally
grateful to you for your
help in our hour of
need"**

LNAA Patient

**After a day with LNAA, I drive home
buzzing... because I feel I have done
something worthwhile. When I see the
helicopter flying overhead, I know in my
small way that I have helped the crew
get to someone who is really in need.**

David Carrick, Volunteer

**"The LNAA's incredible work aligns
with our values, and our team
feels a great sense of purpose in
contributing to such a vital cause.**

Ever So Sensible's Charity of the Year

**"When he died my life
imploded but you've
helped me put it back
together"**

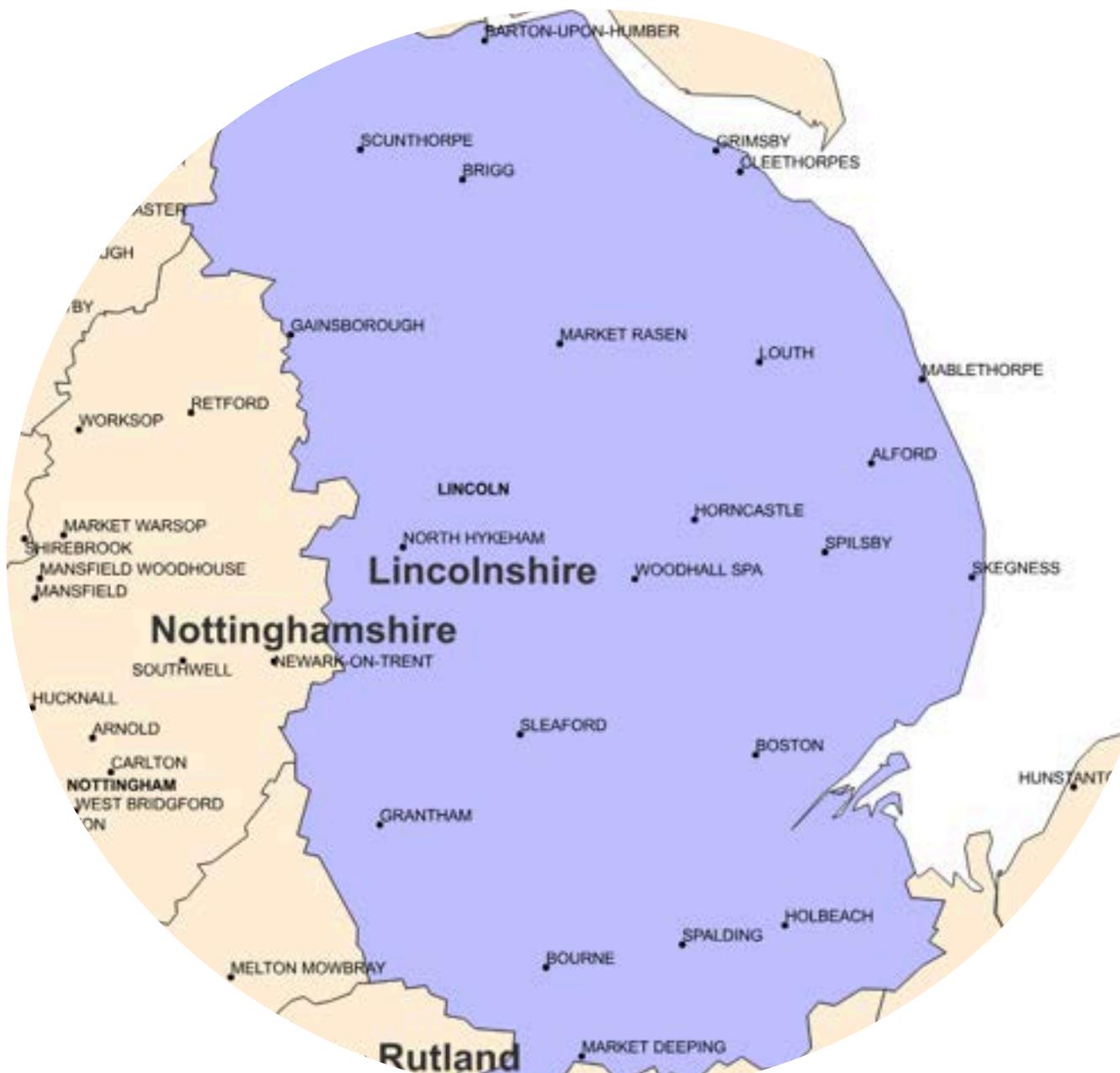
LNAA Patient



OUR COMMUNITIES



Our crews are ready to respond day and night to a population of more than 1.6m adults and children who live across our two counties.



Lincolnshire & Nottinghamshire

WHERE WE ARE GOING



We will build on and deliver outstanding patient-centred, safe and compassionate care.



To do this, we will grow and sustain our income and support from our incredible partners, funders, donors, volunteers and communities.



To achieve on-going outstanding care and sustained income, we will make LNAA a resilient organisation that is effective, impactful and efficient.



To be resilient, we will invest in empowering our people – from pilots to administrators, from volunteers to paramedics and fundraisers.



We will use data to inform evidence of need, to drive our decision-making so we are resilient.



With a strategic focus on outstanding care, sustained support and organisational resilience, we will realise our vision of being by the side of more patients.

This is our roadmap for the future — a bold plan to ensure LNAA is there for everyone who needs us, whenever they need us.

HOW WILL WE GET THERE



Goal - A. CLINICAL EXCELLENCE

Building on our 'Outstanding' CQC Rating

We are proud of our 'Outstanding' CQC rating as it reflects our commitment to the excellent quality of care we must provide to our patients. Achieving 'Outstanding' is not just a milestone for us. This strategy focuses on how we can continue to uphold and build on our outstanding care. In the first 12 months of our strategy we will do this by:

- Strengthening our governance further around our care delivery.
- Improve our digital approach to reporting on our delivery - meaning we can learn faster and efficiently.
- Redesign and relaunch our Aftercare Strategy, ensuring every patient and family receives ongoing support and a voice in shaping our Aftercare Service.

Increasing our reach

In 2026, we will transition our Nottinghamshire Critical Care Car to 24/7 operations. This will be followed by the arrival of our second helicopter in September 2027. The impact will be significant, enabling us to increase missions, respond more quickly and expand the distribution of our care across Nottinghamshire and Lincolnshire.

Pioneering Clinical Innovation

LNAAs are becoming a national leader in pre-hospital innovation and will continue to do so as part of this strategy, in the following ways:

- Endovascular Resuscitation will become operational for trauma patients in 2025/26 and cardiac patients in 2026/27. We will be monitoring and evaluating the effectiveness of this new approach.
- We will pilot a Community CPR programme (subject to funding) in 2026/27 to strengthen early-intervention survival in local communities.

HOW WILL WE GET THERE



Goal - B. SUSTAINABLE INCOME

Building Sustainable Income to Secure the Future

Thanks to the unwavering commitment and support of our communities and partners, we have been able to achieve income growth. Now, our new strategy addresses our need to not only grow our income further, to pay for our proposed increasing reach and high quality, pioneering work, but also sustain it. Our supporters not only provide much-needed income but also generously give their time, advice and advocacy to take our work from strength to strength.

We will do this by:

- Providing our committed supporters, funders and partners with the best experience of supporting our work through excellent stewardship, for example, being regularly updated on the impact of their generous support.
- Strengthening our presence in Nottinghamshire, building new relationships with Nottinghamshire based companies, philanthropists and supporters.
- Expanding our retail operation.
- Building new income streams as well as building on successful income streams, ensuring we are data led to inform our strategic income generating decisions.
- Launch a new Customer Relationship Management (CRM) system that helps us provide the best care for our supporters, makes us efficient in our communications and responses.

A New Era of Public Support

In 2026, we will launch a major Public Capital Campaign to raise money toward our second helicopter, engaging new supporters and inspiring existing donors to help us complete the biggest operational expansion in our history.

HOW WILL WE GET THERE



Goal - C. ORGANISATIONAL RESILIENCE

Strengthening the Organisation Behind the Mission

Large-scale clinical expansion requires equally robust organisational foundations. Our strategy focuses on resilience, efficiency and future-proofing so our patients get the best quality care.

The Second Helicopter: A Transformational Moment

Our second helicopter will arrive in September 2027. Having a second helicopter will enable us to drive up the number of missions we can respond to. Our second helicopter will be a Leonardo AW109 aircraft, delivered directly from the factory to us. It is a slick, speedy and ultra-modern model that will increase the number of patients we can reach and missions we can conduct.

A Potential New Airbase in Nottinghamshire

Our goal in this strategy is to introduce a fully operational airbase in Nottinghamshire. This is subject to planning approval expected in 2026 and if given, we will move to construction through 2026/27.

To run a second helicopter and a second airbase, LNAA will develop a fully costed workforce plan and explore the possibility of introducing an LNAA Education and Training Centre, as well as ensuring all digital systems and operational processes are streamlined.

HOW WILL WE GET THERE



Goal - D. EMPOWERING OUR PEOPLE

Behind every mission is a team of clinicians, pilots, engineers, dispatchers, fundraisers, aftercare specialists, volunteers, administrators and more.

In this strategy, we will support our service expansion in the following ways:

- Redesign our organisational structure to ensure efficiency and clarity, making it fit for the future.
- Strengthen annual workforce and succession planning.
- Deliver enhanced training.
- Launch a Volunteer Strategy to grow the number, diversity and geographic spread of volunteers.
- Foster a culture where engagement, well-being and recognition are part of every day life working and volunteering at LNAA.

HOW WILL WE GET THERE



Goal - E. BECOMING A DATA-DRIVEN ORGANISATION

Data plays a central role in every decision we make from patient outcomes to fundraising and supporter stewardship.

That is why being data driven is core to this strategy.

By 2027, as well as introducing our new CRM (see page 9), we will:

- Review and improve data governance and collection across the organisation.
- Research and trial safe, structured uses of artificial intelligence to increase capacity and efficiency.
- Deliver patient experience analytics that can be used to improve our care further.
- Keep our donor records accurate and clear.

This will ensure that every pound raised, every mission launched and every innovation adopted delivers maximum impact for patient care.

OUR FUTURE IMPACT



Our bold strategy will have the deepest positive impact in the following ways

Safe, effective, compassionate, patient-centred care that embraces innovation and strives for continuous improvement

Sustainable income through strengthened and diversified fundraising

An efficient, adaptable, agile and flexible charity

Being by the side of more patients - anyone, any time, any place

WE ARE TEAM LNAA



The Path Ahead: A Shared Mission

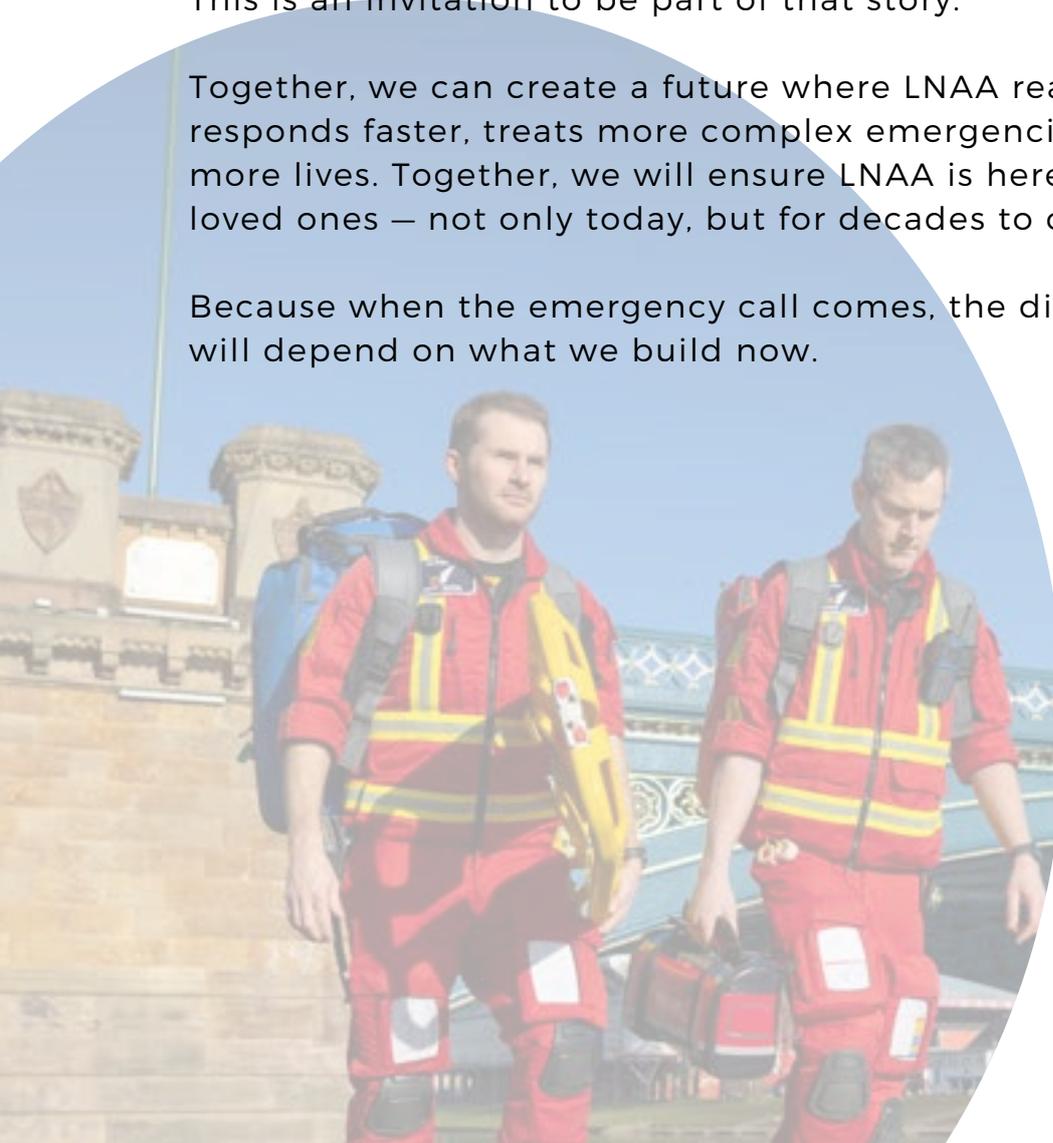
LNAA's five-year strategy is bold, ambitious and essential. It reflects our belief that every person in Lincolnshire and Nottinghamshire deserves the very best chance of survival when the unthinkable happens.

But to reach this future—to put two critical-care assets in the sky, to open a new airbase, to embed pioneering treatments like EVR, to deepen our aftercare support, and to secure long-term financial sustainability—we will need people and partners who share our vision.

This is an invitation to be part of that story.

Together, we can create a future where LNAA reaches more people, responds faster, treats more complex emergencies and saves many more lives. Together, we will ensure LNAA is here for you and your loved ones – not only today, but for decades to come.

Because when the emergency call comes, the difference we make will depend on what we build now.





PARAMEDIC

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If you would like to find out more about how you can support us please contact us using one of the following ways:



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