



Together we save lives

East Anglian Air Ambulance
Hangar E, Gambling Close
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Norwich NR6 6EG

Registered Charity in England and Wales
Registered Charity number 1083876

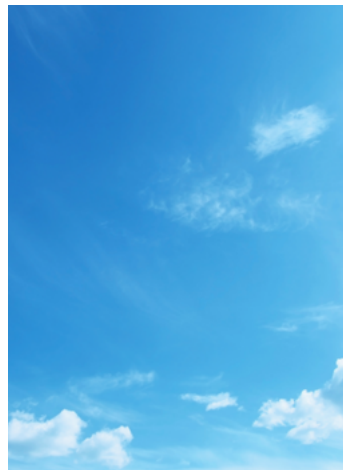
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FIVE YEAR STRATEGY 2020-2025



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The strategy for the period 2020-2025

Our strategy is to continually improve patient outcomes, by developing a robust and sustainable income stream that allows us to invest in high-performing staff and the best equipment that we can afford, to deliver the very best services to patients and the community.



This can be visualised as having four interdependent strands:

- Improve patient outcomes
- Ensure the communities we serve are aware of our service and proud of its quality
- Develop and maintain a secure and sustainable fundraising stream
- Nurture and manage an outstanding team

Improve patient outcomes

Ways	Means
Incrementally improve the HEMS capability as opportunities arise	Medical capability improvements e.g. 24/7, new interventions Changes to concept of operations e.g. inter-hospital transfers
Improve evidence of HEMS contribution to improved patient outcomes	New evidential procedures Data-sharing with NHS hospitals Clinical research
Develop the patient aftercare service	Clinical liaison officers embedded in key regional hospitals
Secure improvements to enabling capabilities provided by other organisations e.g. improved helipads, tasking	Influence and support Support related fundraising activities
Promote public first aid training so as to increase the chances of patient survival	CPR and other relevant/specific first aid training Publicity to highlight value of suicide awareness/prevention, CPR and other first aid by members of the public

Maximise and nurture EAAA's reputation

Ways	Means
Ensure ethical behaviour across all charity activities	Leadership/ethos Clear policies (including environmental) and compliance with regulation Staff training Meeting and exceeding all compliance requirements Environmental sustainability Timely appreciation for every gift
Publicise performance and value	Data (objective) – patient outcomes, dashboard, annual reports Patient stories (subjective)
Effective public relations & marketing communications	Clear brand Strong, informative and engaged presence online, in social and conventional/traditional media TV documentaries eg Emergency Helicopter Medics
Open and accessible	Ethos of openness with protection of confidential data Visitor facilities (new Norwich base) Annual roadshows

Develop and maintain a secure and sustainable fundraising stream

Ways	Means
Reduce/control annual costs	Cost-effective future Norwich base Open-book helicopter contract Improve accuracy of tasking
Increase income through brand-relevant activities and stewarded enduring relationships	Increased lottery income Develop legacy giving Major donors Corporate sponsorships Regular giving
Maintain reserves to be able to ride out problems	Review Reserves Policy Identify surpluses, if any, which can be invested to secure annual cost savings or capability enhancements

Nurture and manage an outstanding team

Ways	Means
Successful recruitment	Active and effective HR department
Personalised development	Training and development guided by appraisals and charity needs
Good management	Training, development, support
Competitive salaries/benefits	Benchmarking Appraisals linked to pay policy
Good working environment	Attractive productive workspace Active care of staff wellbeing – Mental Health First Aid, chaplain etc