



# ANNUAL REVIEW

## 2020-2021

*Together we save lives*



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## WHAT WE DO

# We save lives and give hope to loved ones in their darkest hour, through:

### A world-class air ambulance service

The charity's helicopters aim to be airborne within three minutes of receiving an emergency call and can cover 20 miles in less than 10 minutes. Anglia One based at Norwich and Anglia Two based at Cambridge cover Bedfordshire, Cambridgeshire, Norfolk, Suffolk and beyond. The two highly skilled crews, which comprise two pilots, a specialist doctor and a critical care paramedic take the emergency department directly to scene 24 hours a day, 365 days a year, providing enhanced care usually only found in hospitals.

### State-of-the-art rapid response vehicles (RRVs)

With four state of the art and fully equipped rapid response vehicles, EAAA also provides its emergency care by road. Two cars are located at both the charity's Norwich and Cambridge bases to cover day and night shifts, and are used when it is quicker to reach the patient by road. The RRVs are crewed by a doctor and critical care paramedic and provide the same level of care at scene as the helicopter operation.

### Basic and advanced life support training – a complete Chain of Survival

Nearly 25% of the emergency incidents the crews attend are cardiac arrests. Early bystander CPR can double to treble the chances of surviving a cardiac arrest. Survival rates with early use of CPR and defibrillation can be as high as 40%, and if followed up by advanced life support from a clinician, a patient will have the very best chance of surviving and making a full recovery. Through basic life support training in the community and advanced life support training in the clinical sphere, together, we can save more lives.



### Patient and family aftercare

Providing aftercare support gives patients and their families an opportunity to meet the crew that provided their care and offer understanding to their incident. In some cases, the aftercare team can provide insight into complex clinical procedures and this combined with signposting supports them with quicker recovery journeys.

### Fundraising and awareness

As a charity which receives no regular government funding and is independent from the NHS and Ambulance Trusts, EAAA relies on the generous support of the community it serves to cover the costs of its operation. The charity needs to raise £15m every year to develop and deliver its life-saving service.

### Research and development

Data and insight into pre-hospital emergency medicine and the difference it can make to patient outcomes is vital in developing the care that East Anglian Air Ambulance provides. Through its research group, EAAA aims to ensure that pre-hospital clinical practice, not just at EAAA, but the wider UK air ambulance network, will continue to advance.



**WELCOME!**

## From the Chief Executive

I am delighted to provide you with the 2020-21 annual review as the new Chief Executive of this remarkable charity.

What we achieved together in 2020-21 is nothing short of extraordinary. Thanks to our supporters, volunteers, dedicated staff and crew, East Anglian Air Ambulance (EAAA) has continued to press forwards despite the ongoing challenges brought by the pandemic.

It has been a year of unprecedented innovation as we have tackled the problems that have faced us, and we continue to do our utmost to provide the very best air ambulance service to the people of East Anglia and its visitors.

*“It has been a year of unprecedented innovation as we have tackled the problems that have faced us”*

In my previous role as Director of Operations at EAAA, I was honoured to be able to contribute to some major organisational milestones during this time.

Most notably, in summer 2021 East Anglian Air Ambulance became the first air ambulance to fly for 24 hours a day in the East of England. To achieve this long-term ambition required four years of detailed planning, training and dedicated partnership working. Key also to achieving this increase in flying hours was the required extension and renovation of our Norwich operating base, and we were delighted to complete this project and move into our new headquarters and operational base, Helimed House, during spring 2021.

We were also pleased to deliver improvements to our Cambridge operation, based at Cambridge City Airport, with the installation of a new hangar immediately next to our crew accommodation. This building, which houses Anglia Two, will enable our life-saving crews to be online half an hour extra every day, providing an extra 180 hours of potential flying time every year.

Operationally, compared to the previous year we have seen a 10% increase in the amount of missions we have been tasked to, showcasing the vital increased need for our service. Missions where we have been tasked by rapid response vehicles have also increased by 34% from the previous year, reflecting 24hr operations and the effect of Covid-19.

### **Our finances**

Financially, we have had a year of ups and downs. We are very fortunate to remain in a strong position and saw, once again, an incredible response to our appeals during the pandemic from the ever-supportive East Anglian community. We have also recently been bolstered by a strong 'bounce back' in the value of our investments.

This has contributed to the current positive financial results and helped us to reverse the investment and community losses of the previous financial period.

It is thanks to the continuing generosity of donors that we ended the year with a year's worth of operating costs in our reserves for 'rainy days', despite having just experienced a monsoon, the like of which no one in the UK has experienced in living memory! This reassurance has been pivotal in allowing us to press on with normal operations and indeed future developments, in spite of the uncertainties.

However, the impact of the pandemic continued to have a large-scale detrimental effect on our community, event and face-to-face fundraising activities, so we remain cautious as we approach the new financial year.

### **A year of change**

The past 12 months have seen some governance changes for East Anglian Air Ambulance. In June, we sadly said goodbye to my friend and predecessor; long-standing CEO, former Trustee and charity founder Patrick Peal. I am

honoured to carry on his amazing vision. As a result of this, we also saw some changes within the charity's Executive Team – the people with the honour and responsibility of leading the organisation in its vision and goals. I am therefore delighted to introduce you to the new faces of the future of EAAA leadership on page 42 of this report.

We were also sad to say goodbye to long-standing Trustee Lord Iveagh who for the past 15 years has provided invaluable leadership and guidance to the charity. We will miss him greatly and cannot thank him enough for everything he has done for East Anglian Air Ambulance, and are delighted that he will be the charity's Honorary Vice-President moving forward. As one door closes though, another one opens, and we were delighted to welcome former Medical Director Alastair Wilson MBE to our trustee board so he can continue to provide his expertise and guidance in retirement.

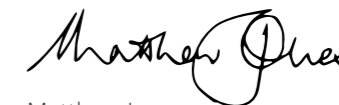
### **Thank you**

Finally, my sincere thanks to staff, crew and the outstanding team that I have the privilege of working alongside for their hard work, professionalism and determination. Every single person has gone above and

beyond what could reasonably have been expected of them during the last year; they have adapted to new ways of working and responded to heavier workloads in an effort to react quickly to the challenges, and done so without complaint, despite the impact on their personal lives. We are so very grateful.

As we take stock of the experience of the last 18 months, we will continue to work alongside our incredible supporters, who make everything we do possible, to make sure we are focusing our attention on the right areas, and continually applying our learning to deliver better outcomes for patients.

We should all feel proud of our contributions to the lives that have been saved or improved by our service during the most testing of times over the last year. It's clear that together we can overcome almost anything.



Matthew Jones  
CEO, EAAA

## OUR IMPACT

Despite the challenges of a global pandemic, we maintained a fully operational 365-day-a-year service.



**£15.7m**  
INCOME TO DEVELOP  
AND DELIVER OUR  
LIFE-SAVING SERVICE



**22** CRITICAL  
CARE PARAMEDICS  
SECONDED FROM  
EEAST



**20** FULL-TIME AND  
TOURING PILOTS,  
PROVIDED BY  
BABCOCK ONSHORE



**£112,000**  
RAISED FOR BLOOD  
ON BOARD APPEAL



HEMS COVERAGE IN  
EAST ANGLIA



**4** BEST EMPLOYER  
AWARDS



**1,434** HELICOPTER  
TASKINGS



**1,198**  
RRV TASKINGS



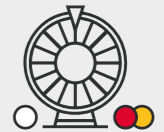
**1,769** PATIENTS  
TREATED



**444** AFTERCARE  
PATIENTS



**42** DOCTORS  
PROVIDED EXPERT CARE



**120,000** LOTTERY  
PLAYERS



**836** NEW  
REGULAR GIVERS

**20**  
YEARS  
OF SAVING LIVES



**210**  
VOLUNTEERS



**13** COVID  
TRANSFERS

## OUR STRATEGY

EAAA's five year strategic plan consists of four key strands:



**1.** Improve patient outcomes

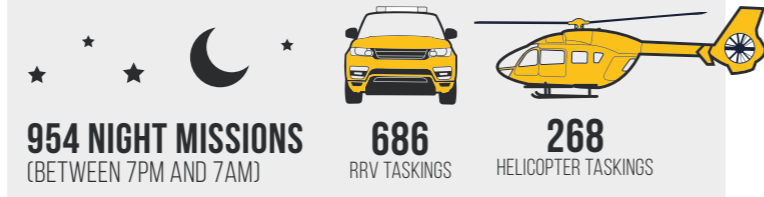
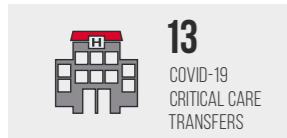
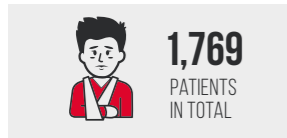
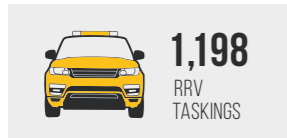
**2.** Develop widespread positive awareness

**3.** Develop and maintain a secure and sustainable fundraising stream

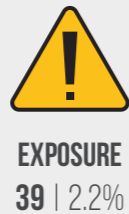
**4.** Nurture and manage an outstanding team

# IMPROVING PATIENT OUTCOMES

Missions completed

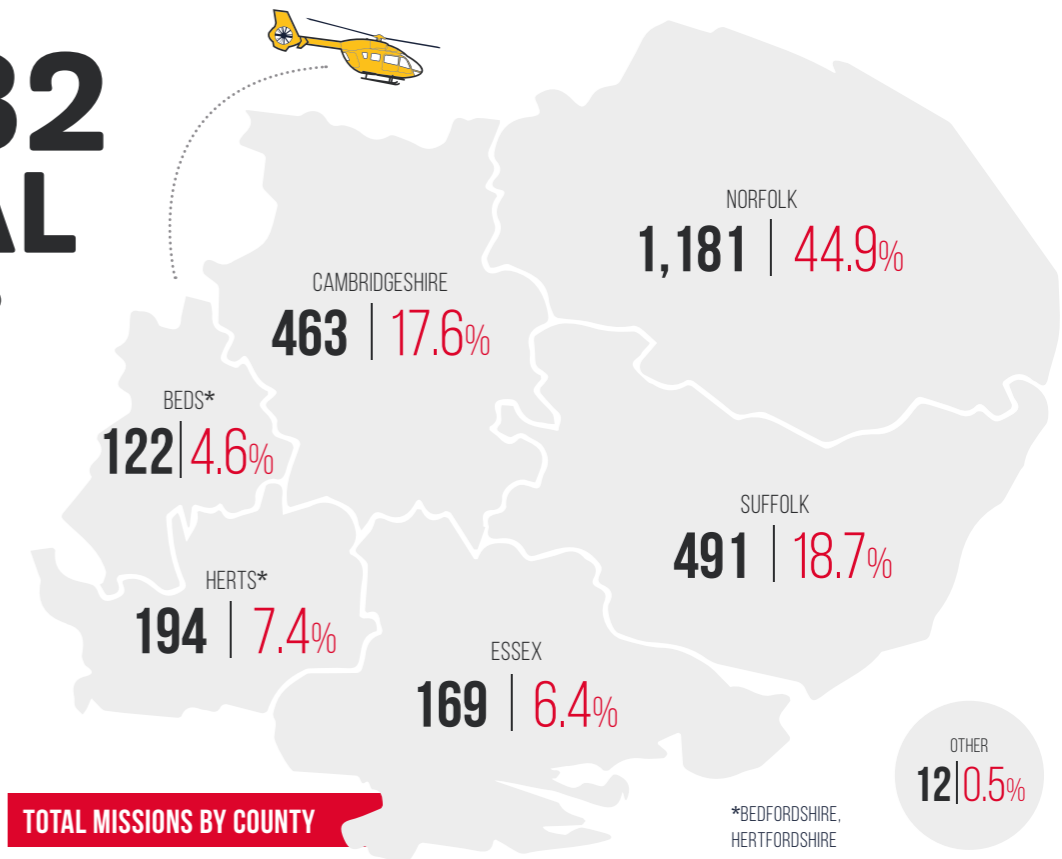
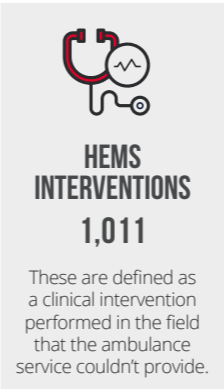


## TOTAL PATIENTS BY MISSION TYPE



OTHER TRANSPORT 4 (0.2%), OTHER 18 (1%)

# 2,632 TOTAL MISSIONS 2020-2021





## IMPROVING PATIENT OUTCOMES

# A 24/7 SERVICE

## In June, East Anglian Air Ambulance (EAAA) started flying 24/7 for the very first time.

The gap between 1:30am and 7am where there was no helicopter emergency medical service (HEMS) coverage in the region was closed, and EAAA became the first air ambulance in the East of England to fly 24 hours a day.

Becoming a 24/7 service for East Anglia has been a long-term ambition of the charity, with the initial research for expanding the operation taking place four years ago. Since then, EAAA has taken gradual steps towards achieving this goal, which importantly included raising an extra million pounds a year to fund the additional operating hours, increasing its car cover to 24/7, building a new operational base and now 24/7 flying.

By becoming a 24/7 service by air and by car, it is estimated EAAA will attend around 600 more taskings a year, helping hundreds more patients in their hour of need. Last year, the crews were tasked more than 600 times at night by RRV alone, demonstrating the demand for pre-hospital emergency care that exists overnight.

## Key steps which got us to a 24/7 service:

July 2016

Critical Care Paramedics (CCPs) start adhoc 12-hour night shifts on the RRV to scope out the need for 24/7 care

Sept 2017

Business case established to move to 24/7 by air and road based on the solo CCP work, which went to the trustees and was subsequently approved

February 2019

Mission 24/7 launched to raise an extra £1m a year to facilitate a 24/7 service

September 2019

Cambridge flying gradually increases from midnight to 1:30am

March 2019

RRV becomes 24/7 in Norwich with a doctor and CCP

January 2020

Norwich base build started to support 24/7 flying

March 2020

Cambridge clinical shifts extended to two 12-hour shifts

March 2020

Both bases are now 24/7 by rapid response vehicle - a key milestone in providing 24/7 clinical care in line with Mission 24/7 plans

March 2021  
New Norwich base completed!

June 2021

Flying 24/7 - 24/7 HEMS!

## New remote control runway lights for 24/7 flying

We are hugely grateful to the HELP Appeal for their contribution of nearly £60,000 to upgrade the control system for the runway lights at Norwich City Airport. When the airport is closed to other air traffic, our pilots can now switch the runway lights on from the air using the aircraft VHF radio as they approach the runway. This has increased the safety of our operation and also has a big impact on reducing light pollution and saving energy.

## 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.

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. This is dealt with through comprehensive fatigue management.



IMPROVING PATIENT OUTCOMES

## A NEW NORWICH BASE: HELIMED HOUSE

Key to realising our ambition of a 24/7 service was the renovation and extension of our Norwich operating base.

Despite the challenges of the pandemic, the build of the new Norwich base, Helimed House, was only six months behind schedule.

In April 2021, this world-class facility, fit for a 24/7 helicopter operation and the future of the charity, was ready for the charity to call home. The light and friendly reception area is now open for visitors and manned by a wonderful volunteer welcome team. This space links to a carefully designed community hub providing training and conference facilities, enabling 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.



IMPROVING PATIENT OUTCOMES

## A NEW CAMBRIDGE HANGAR

The charity has strengthened its operation at Cambridge City Airport with the construction of a new hangar.

The new helicopter hangar for the Anglia Two aircraft is next to the charity's operational base and will mean that the aircraft no longer needs to be towed across the airport at the start and end of each shift, a process which has been taking 15 minutes each way.

This means the life-saving crews, which cover Cambridgeshire, Bedfordshire, Suffolk and Norfolk, will be online half an hour extra every day, providing an extra 180 hours of potential flying time every year as a result of building the hangar.

Due to the future changes coming up at the airport, the hangar had to be movable and able to be dismantled and rebuilt in a different location in the future, if required. Designed by an Austrian company called Fabspace, the new hangar provides everything the charity needs while not being a permanent structure.

## PATIENT STORY

### Air ambulance doctor saved by colleagues

**Crew:** Anglia Two (Cambridge)

**Location:** Suffolk

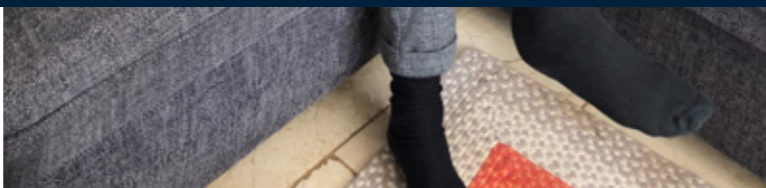
One year ago, East Anglian Air Ambulance Doctor Patricia Mills was walking her family pet Labrador Ralph when she was involved in a road traffic accident, which rendered her in desperate need of the air ambulance's life-saving skills.

Like a lot of rural Suffolk, Dr Mills lives near beautiful countryside and footpaths. She and Ralph were heading to one of their favourite routes, along a narrow country road when they heard a vehicle. Exactly what happened next is difficult for Dr Mills to remember, but she was hit by a passing van.



**Read her full story online:**

[www.eaaa.org.uk/news/eaaa-doctor-saved-by-colleagues](http://www.eaaa.org.uk/news/eaaa-doctor-saved-by-colleagues)



Dr Mills blacked out temporarily, but regained consciousness and quickly knew that she was not in a good way. She said:

*"I could feel from the way I was breathing that my ribs were definitely broken, and I was in quite a lot of pain. It was hard to move, and I wasn't sure what had happened to Ralph at first. The driver of the van stopped and then someone else came by and stopped to help, too. I have to admit, I was more worried about Ralph than myself at this point! He came to lie by my side but was crying and couldn't stand."*

Within minutes of the call being made, the Anglia Two crew of Critical Care Paramedic (CCP) Liam Sagi, Dr Chris Chadwick and pilots Paul Smith and Jonny Bushell were tasked, not knowing it was one of their colleagues in need of their help. However, being quite a remote area, CCP Liam joked on the flight: "I think Mills lives round here, perhaps she'll see us land and come and help."



Dr Mills was assessed, administered advanced pain relief and flown to Addenbrooke's Hospital, where she spent 10 days in intensive care.

She had broken all the ribs on her left side and suffered a flail segment on the left, a potentially life-threatening condition, as well as several broken ribs on the right, a broken sternum and two broken vertebrae in her lower back. Luckily, she did not have any major damage to her internal organs as she feared, although there was a small bleed on her spleen, liver and bowel. She also had a lot of heavy bruising.

## AFTERCARE

*“444 patients benefitted from EAAA’s aftercare service in 2020-21, a 44% increase from the previous year.”*

Providing aftercare to patients and their families during the pandemic however has brought its own set of unique challenges.

The Clinical Liaison Nurses, who provide the aftercare support across the region, returned to EAAA following periods of being seconded full-time back to their host hospitals in support of the NHS Covid-19 response. Since returning to the charity, their focus has been to maintain a consistent level of service and support to EAAA patients and their relatives through the creative use of video calls and ‘virtual meetings’ with the crews who treated them.

Despite the challenges, the following additional aftercare services were introduced:

**September 2020:** routine sending of aftercare cards with access to an online survey and bereavement cards for those who unfortunately lost a loved one

**November 2020:** Implementation of monthly ‘aftercare updates’ for the crew, with case reflections, ‘thank you’ messages from patients and information to improve communications

**April 2021:** a patient peer support group on Facebook was established for people to share their stories and support one another. The group now has over 50 members.

In May 2021, the Aftercare Team also presented their work at a Prehospital Care Conference ‘the Journey of a Trauma Patient’ organised by St Barts Hospital in London.



Pictured: Former EAAA patient Steve Jones

IMPROVING PATIENT OUTCOMES

## LEADING THE WAY IN PRE-HOSPITAL EMERGENCY CARE

### ■ Research

East Anglian Air Ambulance was delighted to launch its Research, Audit, Innovation and Development (RAID) group in July 2020. This group supports the charity in monitoring and continually improving the service it provides, using the latest evidence behind cutting edge pre-hospital care to develop new treatments, equipment and skills.

RAID carries out original research and evaluation studies and collaborates across EAAA's network of other air ambulances, the NHS and universities to share knowledge. Its ultimate aim is to improve emergency care for all patients.



RAID has published two peer review papers in medical journals this year, looking at End Tidal CO2 in intubated patients. It also has one paper on helicopter emergency medical service (HEMS) attendance to self-harm patients during the first Covid-19 lockdown. This has been submitted and is awaiting final approval for publication.

IMPROVING PATIENT OUTCOMES

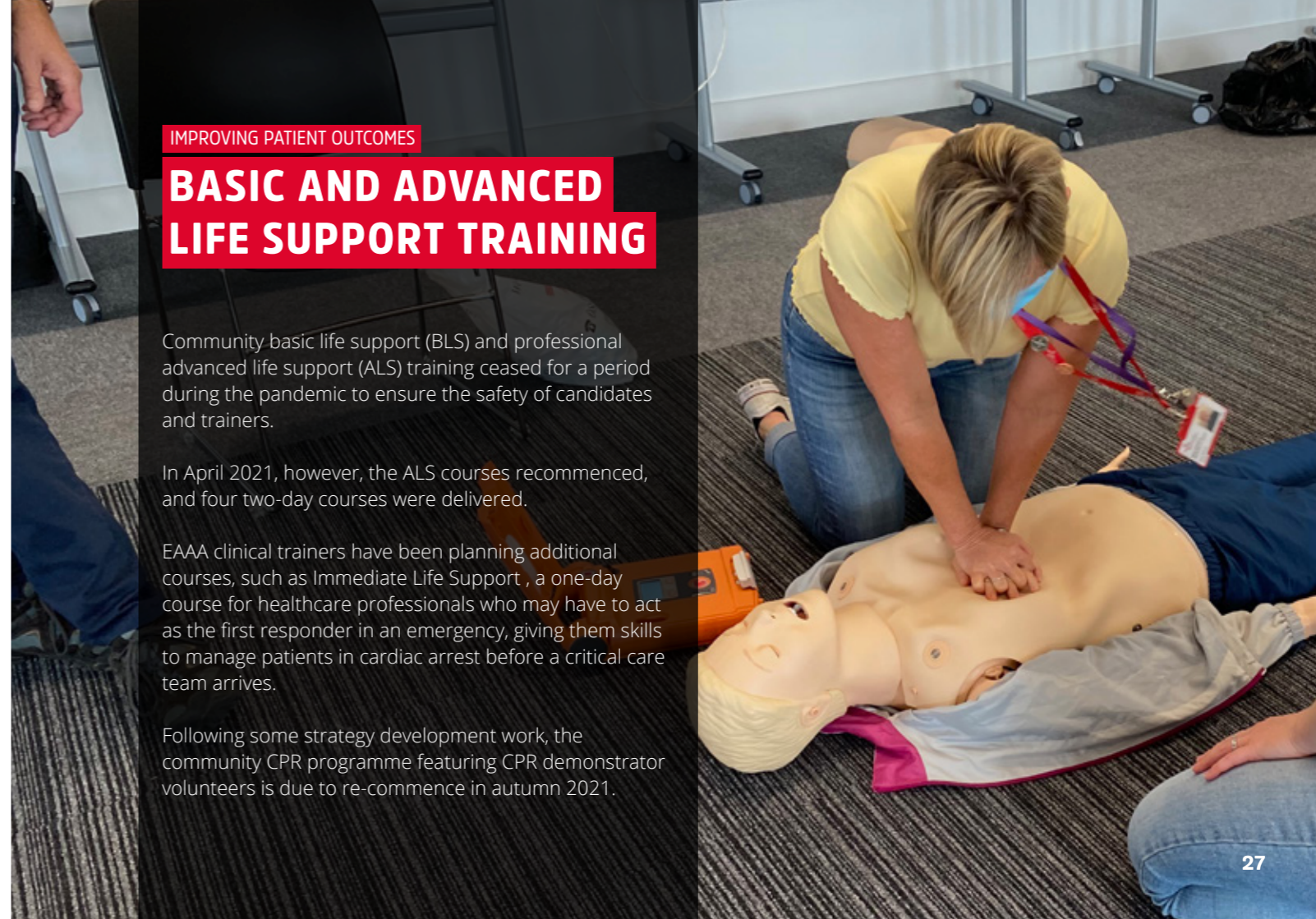
## BASIC AND ADVANCED LIFE SUPPORT TRAINING

Community basic life support (BLS) and professional advanced life support (ALS) training ceased for a period during the pandemic to ensure the safety of candidates and trainers.

In April 2021, however, the ALS courses recommenced, and four two-day courses were delivered.

EAAA clinical trainers have been planning additional courses, such as Immediate Life Support, a one-day course for healthcare professionals who may have to act as the first responder in an emergency, giving them skills to manage patients in cardiac arrest before a critical care team arrives.

Following some strategy development work, the community CPR programme featuring CPR demonstrator volunteers is due to re-commence in autumn 2021.



## OTHER WAYS WE IMPROVED

### ■ New aviation contract

The charity agreed a new multi-year contract with its aviation partner Babcock this year to secure 24/7 flying for the next decade.

The new contract covers the introduction of 24/7 flying and followed a detailed examination by the charity of all potential UK helicopter operators, in order to find the right partnership to deliver the service into the future.

Babcock will continue as EAAA's exclusive aviation partner for at least the next seven years, providing EAAA with advanced helicopters, ground support, engineering and pilots. The partnership with Babcock will help EAAA continue to grow and develop the air ambulance service.



### ■ Safeguarding

'EAAA is committed to safeguarding everyone who comes into contact with the service, staff, volunteers, and those who receive care (patients, relatives, and public). EAAA also recognises that children and adults at risk from harm require particular safeguarding measures to be taken. EAAA is committed to providing a culture of zero tolerance of any forms of abuse.'

The EAAA Safeguarding Policy was re-written and developed in light of recent Government and Charity Commission guidance. The policy is intended to provide a common understanding of safeguarding issues, develop good practice in responding and recognising safeguarding concerns, outline roles and responsibilities, and clarify governance, monitoring and oversight within the organisation.

Safeguarding training has been delivered to volunteers, is now incorporated in the charity's staff induction programme, and clinicians are now receiving a higher level of safeguarding training.

*"As a result, EAAA now has better charity-wide oversight of threats, clearer accountability for mitigation, and is a more resilient and better governed organisation."*

### ■ Managing risk

Identifying key threats and comprehensive risk management is vital to ensuring the delivery of a safe and sustainable air ambulance operation. In the last 12 months, an overhaul and review of how the charity manages risk has taken place, involving all teams across the organisation. Following improved internal communications, training to relevant stakeholders and focused analysis of current data, a new, more robust risk management process has been implemented.

## DEVELOP WIDESPREAD POSITIVE AWARENESS

### 20 YEARS SAVING LIVES

*“EAAA is a unique life-line for anyone in East Anglia; we are incredibly proud to be here today, having kept flying throughout the Covid-19 pandemic, and to see such a high need for our crews over the last few months. We know we’re providing an essential service for the people of East Anglia and we’re so, so thankful for all the support we have received over the last 20 years.”*

Former CEO and Founder  
**Patrick Peal**

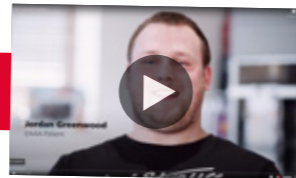
**In September 2020, East Anglian Air Ambulance marked 20 years of saving lives in the region.**

Coinciding with National Air Ambulance Week, the charity celebrated the occasion with the launch of ‘20 years together’; an awareness campaign aimed at thanking the community for their ongoing support and donations, which have enabled the charity to develop into what it is today.

In 20 years, EAAA has flown over 30,000 missions and helped almost 20,000 patients, all thanks to the generosity of its supporters.

To thank the community which keeps EAAA flying and saving lives, a short film was released which explored some of the charity’s key achievements over the last 20 years, how the service has grown and showcased some of the people the air ambulance has helped.

**Watch the video here:**  
[www.eaaa.org.uk/20years](http://www.eaaa.org.uk/20years)



20 Years TOGETHER

**2000**  
The launch of East Anglian Air Ambulance

**2001**

First patient flight

**2002**

Voluntary doctors started flying on board the Air Ambulance

**2007**

The charity started covering Bedfordshire

**2016**

The Aftercare team was established

**2015**

The Duke of Cambridge, William Wales, had his first shift with EAAA

**2015**

Introduction of H145 helicopter at Cambridge (This was also introduced in Norwich in 2016)

**2013**

EAAA became the first air ambulance to fly to unlit sites during the hours of darkness

**2018**

EAAA started to deliver community CPR and Defibrillator training

**2020**

EAAA exceeded 30,000 missions since the charity was launched

**2021**

EAAA began flying 24/7 by helicopter in July





DEVELOP WIDESPREAD POSITIVE AWARENESS

## PATIENT STORY

### Harry Fisher

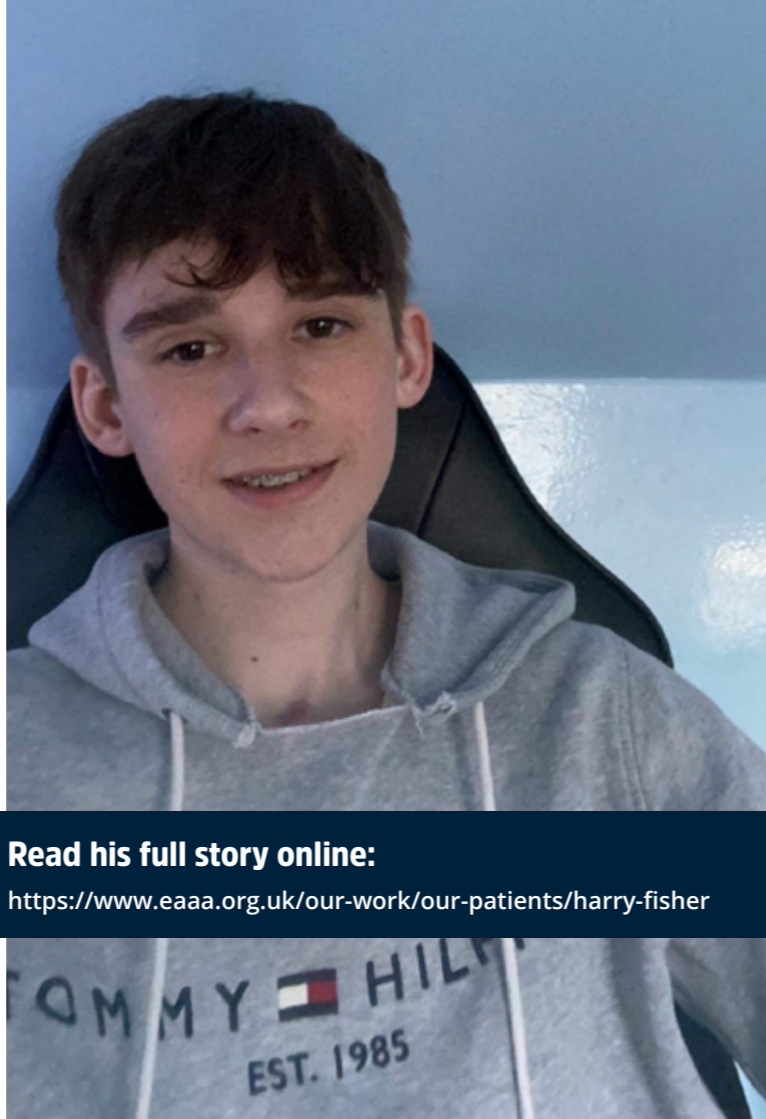
**Crew:** Anglia One (Norwich)

**Location:** Norfolk

On Thursday 19 November, Harry Fisher was travelling along the A140 on his motorbike on his way to Norwich City College, where he was learning to be an electrician, when he was involved in a near-fatal collision with a van.

The accident happened in Newton Flotman at around 8:50am in the morning.

Harry was overtaking as the van turned into a layby, meaning Harry collided with the side of the vehicle at speed. Harry travelled seven metres from the site of the crash and his bike ended up in a hedge. His injuries were critical, so a team from the East Anglian Air Ambulance was



**Read his full story online:**

<https://www.eaaa.org.uk/our-work/our-patients/harry-fisher>

called to his side. The team reached the scene thirteen minutes after being tasked from Norwich Airport, where EAAA is based, following a six-minute flight.

The doctor and critical care paramedic team that arrived weren't sure if Harry would make it to hospital due to the extent of his injuries, specifically the amount of blood he was losing and that both of his lungs had collapsed. Neurological signs also indicated a bleed on the brain.

Dr Jeremy Mauger said:

*"I honestly didn't think Harry would make it to hospital that day, let alone recover as well as he has done. Our job was to work with the land ambulance teams already on scene to stabilise Harry as much as possible and get him to the nearest hospital as quickly and safely as we could. The medical interventions Harry needed were very advanced given his terrible injuries. I'm amazed and incredibly pleased at his progress."*

One of the treatments implemented to stabilise Harry was an immediate blood and plasma transfusion at the site of the crash. In normal circumstances someone in Harry's condition would be flown to the major trauma centre at Addenbrooke's, however Harry was not stable enough to travel that far.

The blood transfusion alongside multiple other critical care interventions, such as a thoracostomy, to decompress his lung, and administering an emergency anaesthetic to allow the team to take control of his breathing at the roadside, enabled Jeremy and Critical Care Paramedic Nigel Strange to get Harry to the Norfolk and Norwich University Hospital, by land ambulance. These actions taken early on, just minutes after the crash, gave Harry the best possible chance of surviving. The EAAA team got Harry to hospital in just over an hour of the crash taking place.

Harry kindly allowed us to share his story as part of our Blood on Board appeal that we launched in May 2021 to enable us to carry blood permanently as a means of treating some of our most gravely injured patients.

**Read more about the blood appeal on page 48.**

## A SECURE AND SUSTAINABLE FUNDRAISING STREAM

For the financial year 2020-21, East Anglian Air Ambulance raised £15.7 million, an increase of £3 million on its initial pandemic forecast, and spent £13m delivering and developing its life-saving service.

On top of a very robust income growth from lottery and legacy fundraising and successful pandemic appeals, notably the charity has been bolstered by a strong 'bounce back' in the value of its investments with an increase of £1.5m. This has contributed to the current positive financial results and helped us to reverse the investment and community losses of the previous financial period. It has also contributed significantly to the rebuilding of our reserves.

However, the impact of the pandemic continued to have a large-scale detrimental effect on community fundraising activities, where there has been a £1m deficit, so a cautious approach is being taken in the new financial year.

*"Our lottery has over 121,000 plays per week, raising nearly £6 million in '20/21"*

### Lottery

The regular weekly lottery currently has over 121,000 plays per week and generates a third of the charity's income, raising nearly £6 million in '20-21.

For Covid-19 safety reasons, lottery canvassing had to be suspended for most of 2020-21. However, by the latter part of the financial year, the teams took back to the streets increasing support for East Anglian Air Ambulance, achieving near pre-pandemic levels of lottery income.

This year, the charity also launched single play lottery as a new form of fundraising. The product offers an additional avenue for supporters who may not wish to commit to a weekly spend but would like to play before large accumulator draws.



### Raffles

At the beginning of the 2020 financial year, EAAA took the difficult decision to cancel the Summer Raffle due to the ongoing lockdowns. The Winter 2020 and Spring 2021 Raffles did go ahead and were a great success, with over £319,000 in ticket sales and an increase of 256% in donations compared to initial expectations.

### Match Bingo

EAAA trialed a new fundraising product this financial year; Match Bingo. The game, which uses the events and incidents that can happen during any Premier League match to create random 'bingo' style cards, was trialed for the end of the Premier League season and for the Euro 2020 competition. After a successful trial, Match Bingo will be launched officially as a new way of supporting East Anglian Air Ambulance in the new financial year.

## ■ Appeals and campaigns

### Blood on Board appeal

In May 2021, EAAA launched an urgent appeal to permanently carry blood products on board every mission. The national clinical blood trial, RePhill, which the charity was involved in had recently ended, and the charity was faced with the urgent need to raise over £70,000 a year to continue offering this life-saving treatment to its most gravely injured patients. Following a direct marketing campaign to supporters, over £112,000 was raised in total, with £27,500 received from grants from trusts.

### Kit bag appeal

In August, the charity launched an appeal to help fund the design and creation of 20 new bespoke, medical-grade kit bags for the crew. The kit bags house all the necessary medical equipment and drugs which the crews need to save lives on scene. The creation of each bag, including all internal pouches, cost £1,000. A fantastic response to the appeal was received from all over the region and the required £20,000 was raised to implement the new bags.

### Regular giving

The charity was delighted to welcome 836 new regular givers to EAAA in the past 12 months. '20-21 income from regular giving totalled over £250,000. The regular giving programme is steadily growing, and with the added benefit of being able to collect an additional 25% on top of many of the donations through Gift Aid, it is a vital income stream to the charity.

### Gifts in Wills

Gifts in Wills fund nearly 1 in 4 of EAAA's missions and in the last financial year, EAAA received £3.5m from a total of 133 gifts.

Thanks to these supporters, who had the foresight to see the impact of leaving a gift for the future, EAAA has made great leaps in pre-hospital emergency medicine. Gifts in Wills remain a vital income stream and helped make sure that EAAA could continue responding to those who needed its service during the pandemic, when other streams of income were severely hampered.



### Corporate

Corporate support was greatly impacted due to the pandemic, with the need to be sensitive to the economic effect of Covid-19 when speaking with existing and new corporate supporters.

While EAAA supported its charity partners as they evolved to home working, the organisation also sought new opportunities across the region; in March 2021 EAAA successfully launched a three-year partnership with London Luton Airport alongside the Luton Foodbank with an aim of raising over £100,000 through various initiatives.

*“Gifts in Wills fund nearly 1 in 4 of our missions”*

### Community

EAAA welcomed backed the team of community fundraisers, who had been placed on the Government's Job Retention Scheme in summer 2020. With the team whole again, finding new and innovative ways of raising funds in the community was one of the biggest fundraising challenges of the pandemic.

The charity invested in cashless innovation with new tap to donate machines and crew cut-outs to replace the usual in-person volunteer collections.

When restrictions allowed, the team focused on collection box sweeps across the region to help with cash flow.

## ■ Events

Due to Covid-19 seeing all face-to-face events cancelled, including third party activity, the EAAA events team went on to deliver the charity's first virtual fundraising event Together We Run in August 2020. With crew members acting as team captains and fantastic support from the online community, it raised £18,000.

Following the success of Together We Run, the charity also held a virtual Only The Brave event to replace the usual in-person Only The Brave mud obstacle run in Thetford. £11,947 was raised in total. Finally, EAAA held its first even virtual Christmas Concert which was attended by approximately 200 supporters.

## ■ Supporter engagement

The Supporter Engagement Team, which leads on communicating with and responding to the charity's supporters, is in its second year at East Anglian Air Ambulance and is growing to include social media coverage, live chat and supporter stewardship.



## ■ Trusts

Total trust income (unrestricted and restricted combined) for the 2020-21 financial year was £610,421. Despite a harder year for Trust income, EAAA saw a fantastic level of support from the Trusts and Foundations who were able to still donate.



Pictured: An example of trust-funded medical equipment

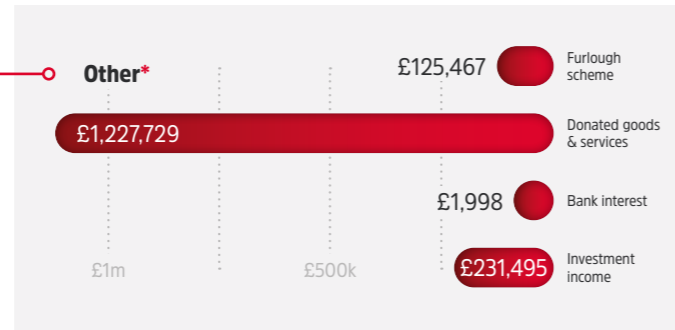
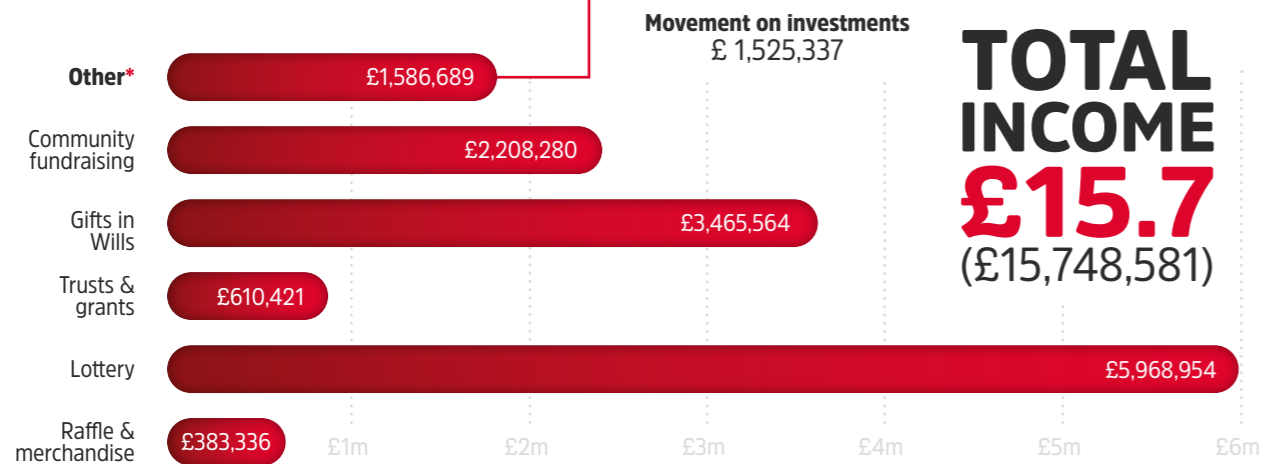
The charity also received £5k gifts and above from the following Trusts during the year:

- The Tezmae Charitable Trust
- The Childwick Trust
- The White Family Charitable Trust
- The Friends Of The Princess Of Wales Hospital Ely
- The Harris Family Charitable Trust
- The Spurrell Charitable Trust
- The Kip and Alison Bertram Charitable Trust
- The Annie Tranmer Charitable Trust
- The Ranworth Trust
- The Gale Family Charity Trust
- Mills & Reeve Charitable Trust
- The Lord Belstead Charitable Trust
- St Edmunds Trust
- The Lady Hind Trust
- Lions Club International

A SECURE AND SUSTAINABLE FUNDRAISING STREAM

# INCOME VS EXPENDITURE

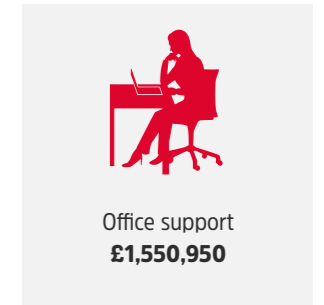
Where our income came from in 2020-2021:



Movement on investments  
£ 1,525,337

## How our funds were spent during 2020-2021:

**TOTAL EXPENDITURE**  
**£13.2**  
(£13,190,299)



The figures used in this review are extracts from the audited, unsigned draft accounts and may be subject to change. The full accounts will be available from the Charity Commission.

## NURTURE AND MANAGE AN OUTSTANDING TEAM

### ■ A new Executive Team

With changes to governance at EAAA, the charity welcomed new members to its Executive Team in 2020-21. The leadership team, which sets charity vision and direction, now consists of Matthew Jones, CEO, Sarah Atkins, Director of People and Culture, Victor Inyang, Medical Director, Rachel Spencer, Director of Finance, Richard Hindson, Head of Operations and Stuart Wyle, Director of Engagement and Income. To find out more about what they do and who they are, visit: [eaaa.org.uk/about-us/our-people](https://eaaa.org.uk/about-us/our-people).

### ■ Being a No. 1 employer

EAAA was delighted to be recognised through four different awards this year. The SME Business Awards (National and Cambridge region), Norfolk Business Awards and Best Companies Best Charity to Work For all placed EAAA first in categories focusing on being an outstanding employer.



Pictured: Stuart Wyle - Director of Engagement and Income

### ■ New cohort of paramedics

EAAA worked with the other regional HEMS charities to manage the recruitment of the next cohort of critical care paramedics, something which until now has been organised through the NHS. Working together the charities received over 200 applications and supported a comprehensive and credible selection process. Assessments included written examinations, practical scenarios and interviews. The results gave the charity the very best paramedics who are ready to join the team.

### ■ Wellbeing and staff

*"Constantly aiming to look after our staff ultimately gives our patients the very best care."* Sarah Atkins, Director of People and Culture.

We've continued to monitor the health and wellbeing of all staff, being particularly sensitive to the impact of lockdown and the challenges of working throughout the period. From 1 July all staff were brought back from full-time furlough and the charity continued to deliver weekly online wellbeing sessions. We've also helped customise and implement a nationwide wellbeing app, available to all air ambulances for free for 12 months.

### ■ Doctor graduation

In July 2020, the charity launched a brand new internal event – Graduation. This was designed to acknowledge the completion of our trainee doctor placements and to give them a memento of their time with EAAA, in the form of a framed drawing of the aircraft. The Graduation was built into a staff picnic and included an inspirational talk from a former patient, long service award recognition and receiving an update on the impact of working front line during the pandemic.

## NURTURE AND MANAGE AN OUTSTANDING TEAM

# OUR VOLUNTEERS

*“Our volunteers have shown once again their vital, unwavering, dedicated commitment to East Anglian Air Ambulance during the last 12 months. They’ve completed surveys about how they’re feeling, they’ve completed our risk assessments and done whatever we’ve asked of them, starting and stopping their activities in line with the various lockdowns and changing rules and regulations”* Sarah Hurren, Volunteer Programme Manager.

EAAA’s volunteering programme was significantly impacted by Covid-19 and the resulting restrictions. The usual events and activities that EAAA volunteers would deliver on behalf of East Anglian Air Ambulance were postponed. However, new ways of working were introduced as a result and the charity saw some excellent development in the programme.

East Anglian Air Ambulance currently has 210 regular volunteers, and it is a testament to the dedication of the volunteer group that we have seen only a few leave their positions during the pandemic.



## ■ Appeal support

A group of occasional volunteers from Aviva helped to cover the phones and manually input donations during the charity’s Blood on Board appeal. EAAA’s more regular volunteers also covered additional shifts in Norwich and Melbourn to support with the logging of postal donations and thank yous. It is the first time EAAA has involved volunteers in supporting an appeal at the grass roots level.

## ■ Increased diversity of roles

Developing volunteer roles, specifically the less public-facing roles, to meet the changing demands of the charity is part of the overall evolution and development of EAAA has been a key focus in the last 12 months.

## ■ Continued engagement

Throughout the pandemic we’ve sent weekly newsletters to our volunteer group, ensuring they were up-to-date with the fast moving nature of the pandemic effects on EAAA. The charity has held virtual get togethers, well-being guidance and more recently updated training to make sure that they feel ready to resume their roles post-pandemic.

## OUR FOCUS AREAS FOR 2021-22



### Environmental and sustainability review

As climate change becomes an ever-increasing threat to society, EAAA recognises its responsibility to the people it serves to not just understand, but where possible, limit its operational impact on the environment. As a result, a working group at the charity has been established to review and implement a new overarching environmental and sustainability strategy.

### Emeritus doctors

From next financial year, EAAA will change the way in which it engages its flying doctors, creating a role known as “Emeritus Doctor”. Moving away from a locum model, where doctors would pick shifts based on their availability and based on what EAAA could provide, all emeritus doctors will be employed directly by the charity on fixed-term contracts. With the new system, both EAAA and the doctors will now have mutual obligation and as a result the organisation will have stronger clinical governance moving forward.

### First pre-hospital research conference

For the first time, EAAA will host its first pre-hospital research conference at the end of 2021 through its research, audit, innovation and development group (RAID). Hosted virtually and in-person, the conference will cover ‘data sets improving collaboration and outcomes in PHEM’, and host a variety of speakers from EAAA and beyond.



## New 5-blade rotor heads for the helicopters

Next year, EAAA helicopters will receive the first rotor blade retrofit for the H145 in the UK. Upgrading to the D3 five blade rotor head will provide the following key benefits to its operation:

Significantly reduce vibration in the cabin, ensuring a much smoother flight and better experience for our crews and patients.

Allow the clinicians to perform more procedures in flight, ensuring patients receive advanced treatments even quicker.

Enable the aircraft to carry more fuel and equipment, helping crews to stay online for longer before needing to refuel or restock.



## Implementation of blood

Following the successful completion of the national research trial RePhill in December 2020, which studied the benefits of EAAA crews carrying blood products to treat patients in pre-hospital environments, EAAA aims to now permanently carry blood from July 2021.

When a patient suffers traumatic injuries and/or an extensive bleed, the EAAA doctor and critical care paramedic teams need to stabilise them and get them to an operating theatre as quickly as possible. Under some circumstances administering blood products on-scene and in-flight gives the patient the best chance of surviving to hospital and this new permanent means of treatment will improve the service EAAA provides.

## New kit bags

Following the successful appeal to raise £20,000, the charity aims to introduce new custom designed kit bags in August. The bags, including the immediate care bag (in red) and the critical care bag (in blue), are used by the crew on every shift to treat critically ill patients. The bags will help the crews to improve patient outcomes for two reasons:

The old bags open from the middle which means that when they are laid out, they have a large footprint. A change in this design to reduce this footprint will give crews better access to their critical care equipment on scene in small spaces, in ambulances and inflight in the helicopter.

The bags now have the addition of sophisticated side and front pouches which allow for quicker access to equipment and medication, and therefore enable our crews to deliver quicker interventions to patients.



**TOGETHER WE  
SAVE LIVES**



**THANK YOU FOR YOUR  
CONTINUED SUPPORT  
IN 2020-2021**



*Together we save lives*

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Registered Charity number 1083876

