



Evaluating our Impact in 2018

Your Charity, Saving Lives Together



Great Western
Air Ambulance Charity

A Year in the Life of GWAAC

- Operational
- Charity

April

● **New base building frame erected**



May

New base roof goes on new building

9th October

New base construction complete



26th May
Evensong at Bristol Cathedral

9th July
Launched Buy Our Base capital appeal

3rd June
10th Birthday celebrations kindly hosted by Countess Bathurst

15th July
Ride4GWAAC



15th - 20th September
Great Wall of China Trek

16th October

**First flight from
new air base**



24th October

**Winners – Bristol
and Bath Health
and Care Awards**
(see pg. 11)

13th November

**Winners – Association of Air
Ambulance Awards** (see pg. 11)



2nd November

Light Up Lansdown Fireworks

2nd December

**Launch of Forever Flying
- Memorial Service**



9th December

**First Christmas party
for child patients**



Welcome

2018 has been a year of great change for our charity. We started the year in a rented, 100 year old, cold and damp air base on the historic Filton airfield, and ended it as owners of a modern, purpose built hangar near Almondsbury. The difference this makes to our medical crew and the service we deliver is huge and will be felt for decades to come. We now have some stability and a secure base from which to plan our future. Thank you to the countless number of people who helped us raise over £1.3m towards the purchase of the base.

We needed the support of the public to purchase our new air base, because Great Western Air Ambulance Charity is funded by people like you. We rely on people in our region, local businesses and grant making organisations to help us raise the millions of pounds we need every year to keep our service running. Although we are about to enter our 11th year of operation, many people still think we are part of the NHS, so please tell your family, friends and colleagues, and check that they know that our essential service is funded by charitable donations.

Following a year of change, we now need to refocus our efforts on raising the money we need day to day to save the lives of people in our region. We hope that the information contained in this document will help you realise the impact we had on local communities in 2018, and inspire you to support our charity in 2019 and beyond.

We never fail to be humbled by the support we receive from the communities we serve, and remain forever grateful to our supporters, who are as diverse as the patients we treat.

Thank you.



Anna Perry, Chief Executive



Martyn Drake, Chair of Trustees



Our vision, mission and values

Our vision is that people in our area receive the best Pre-Hospital Emergency Care.

Our mission is to relieve serious illnesses and injury by the provision of Critical Care Teams to Gloucestershire, South Gloucestershire, Bristol, North Somerset, Bath and North East Somerset and surrounding areas.

Our Values:

- We put people first
- We behave in an ethical manner
- We are inclusive and welcoming
- We are grateful for the support we receive



About GWAAC

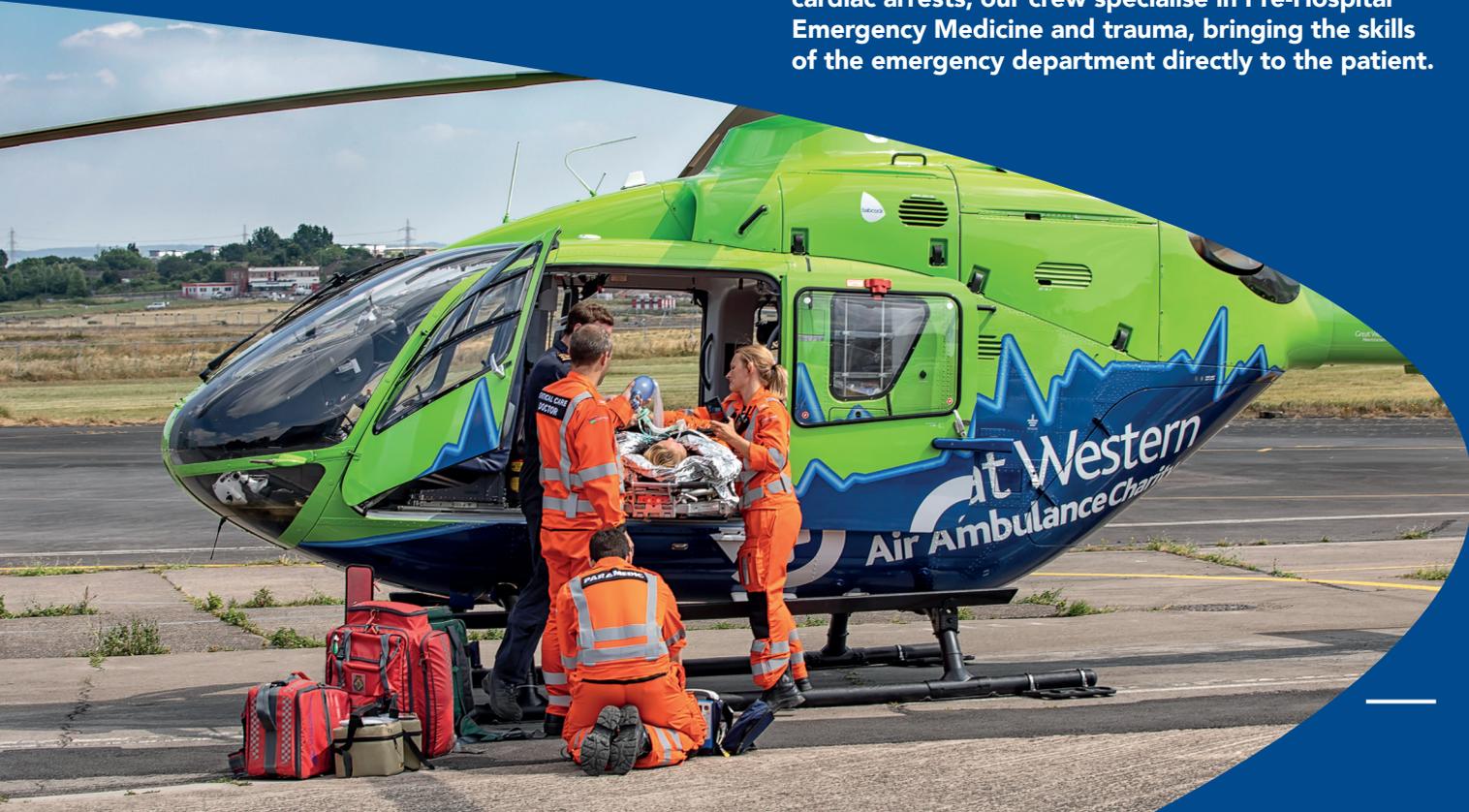
How we work and what we do

We are Great Western Air Ambulance Charity. We provide the critical care and air ambulance services for 2.1 million people across Bristol, Bath and North East Somerset, South Gloucestershire, Gloucestershire, North Somerset and surrounding areas.

When someone is seriously ill or injured, time is of the essence and they need expert help fast. This is where we come in.

Our crew attend the most critical incidents across the region by helicopter or in one of our two critical care cars.

The GWAAC Critical Care Team consists of a Specialist Paramedic in Critical Care, a Critical Care Doctor and, if flying, a highly trained and experienced pilot. From emergency blood transfusions, to roadside amputations or treating cardiac arrests, our crew specialise in Pre-Hospital Emergency Medicine and trauma, bringing the skills of the emergency department directly to the patient.





Pilot

All our pilots are specialist HEMS (Helicopter Emergency Medical Service) pilots. They are at the top of their field, having completed advanced training and flying hours in order to join our crew.



Critical Care Doctor

Our Doctors are Consultants in regional hospitals, and complete additional training in Pre-Hospital Emergency Medicine to become Critical Care Doctors. Having doctors on board means we can provide advanced medical interventions at the scene of an incident.



Specialist Paramedic in Critical Care

Our Specialist Paramedics have gained significant experience in the Ambulance Service before going through a rigorous selection process to join our crew. They then complete up to two years of training in order to qualify in Critical Care.

We operate 7 days a week, 365 days a year to provide life-saving support to those who need it the most. 2018 was our busiest year to date, attending an average of over 5 missions a day. Despite the ever-increasing need for this vital service, we receive no day-to-day funding from the Government or National Lottery, relying on fundraising and generous donations to raise over £3 million pounds a year to stay operational.



Critical Care Team Leads

The work of the Critical Care Team is highly regulated and very complex. GWAAC is the only Pre-Hospital Emergency Medicine training unit for Doctors in the South West, so it's important we have designated people in place to lead on training and research to ensure we continue to provide the best care in each area.

Air Operations Officer Specialist Paramedic, John Wood
Line manages the Paramedic Team and ensures that the base and our day-to-day operations run smoothly.

Lead Doctor Critical Care Doctor, Ed Valentine
Oversees the work of the doctors and drives forward our clinical development.

Clinical Governance Leads Specialist Paramedic, Vicki Brown
Ensure that we adhere to excellent standards of practice and work with the team to improve the work that they do.

Research Leads Specialist Paramedic, James Yates, and Critical Care Doctor, Julian Thompson
Coordinate all the clinical research that is conducted on the work of GWAAC's crew and identify research projects that we would like undertaken.

Welfare Leads Specialist Paramedic, Matt Baskerville, and Critical Care Doctor, Louise Webster

Our crew do an incredibly difficult job, and we have a responsibility to monitor their welfare and protect their wellbeing. Matt and Louise work to maintain morale, provide informal support to their colleagues and undertake regular checks of everyone's welfare.

Education Training Leads Specialist Paramedic, James Yates, and Critical Care Doctor, Richard Jeavons

Identify training needs and ensure they are met, provide inductions, oversee ongoing training and work closely with various training and educational establishments.

Pre-Hospital Emergency Anaesthesia (PHEA) and airway Lead Critical Care Doctor, Ed Valentine

Our crew frequently place people under general anaesthetic, and this is a complex and high risk procedure which is subject to careful audit and review. Ed records and reviews all instances of PHEA and reports on the team's success and areas for improvement.



New Air Base

In July 2018 we launched an appeal to raise the vital funds needed to purchase a new purpose-built air base in Almondsbury – a once in a lifetime opportunity for the charity.

We said goodbye to our old air base at Filton, which had been our home for 10 years and seen a lot of firsts for the GWAAC team, holding fond memories of our development over the past decade.

The new construction includes a purpose-built hangar, grassed final approach and take off area, car park and access road with easy access to the A38, M4, M5 and roads across our region.

We moved into the new facility in October, and are thrilled to announce that we completed our purchase of it in December 2018. Thanks to the generous support of the local community, and all of our supporters, we exceeded the fundraising target, raising £1.3 million to go towards the cost.

We share our new home with the National Police Air Service (NPAS), and the move marks a new beginning for our Critical Care Team who now have a modern, fit-for-purpose base, providing all the facilities they need to carry out their life-saving work.



Missions and Data

Total 1,887 missions by helicopter and critical care car



67%



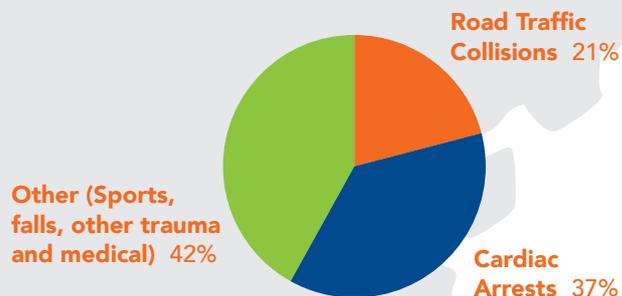
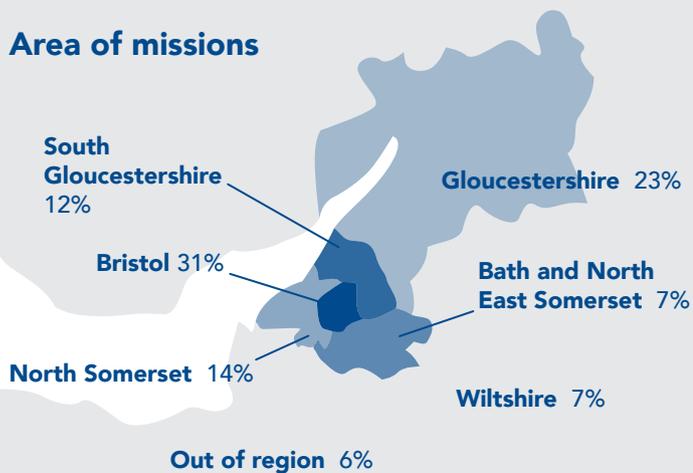
33%



8% of missions were to children (under 18s)

This means we treated approximately 150 children within our region in 2018

Area of missions



Busiest day



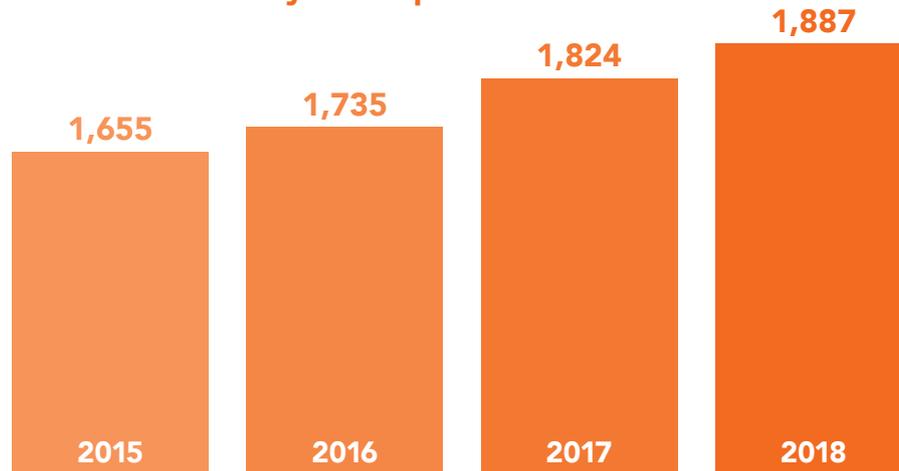
Busiest time



15:00 - 16:00



Total missions – 4 year snapshot of our missions



Costs



Over £3 million

the total income needed to run our service each year



£50,000

pays for fuel for the helicopter for one year



£20,000

cost of running a critical care car



£2,000

cost to send a trainee on a major incident course

Our Patients

Our patients are the reason we do what we do – provide life-saving support 365 days a year. From young babies and children to older people, we are here for the most critically ill and injured across the region, when they need us the most.

We treat people from all walks of life, giving them the best possible chance of survival, and we can only continue to do this with your support.



Louise's Story

As a keen and experienced horse rider, Louise never expected that an organised 'fun ride' would leave her needing critical care after her horse refused a jump. Suffering a dislocated elbow, Louise was drifting in and out of consciousness and in severe pain, so GWAAC were called. After administering specialist pain relief medication, we flew Louise to Gloucester Royal Hospital, where she was treated. Louise has made a full recovery and is even back in the saddle.



Trevor's Story

Trevor was seriously injured after falling from a significant height whilst working on a school roof. When our team arrived, he was unconscious with a very serious head injury, leading our Critical Care Doctor and Specialist Paramedic to administer a pre-hospital general anaesthetic and place Trevor on a life support machine. He was flown to hospital - a journey which would have taken 45 minutes longer by road. Trevor has since made a full recovery and said: "I can't express enough how much I appreciate all they did to save my life."



Jamie's Story

In May 2018, Jamie and his brother Josh had decided to pop out and get some lunch. A simple trip took an awful turn when they were involved in a car accident and Jamie was left with life-threatening injuries. Jamie suffered a serious head injury, and so our crew had to act quickly to put him into an induced coma to protect his brain. After just a six-minute flight, they arrived at Southmead Hospital where he underwent emergency brain surgery. His parents were told to expect the worst, that their son might be left paralysed and unable to communicate. Amazingly, Jamie has since made a full recovery. He is now back in work, going to the gym and living a full and active life.



This year we won...



2018 was a great year for GWAAC, winning four awards of recognition for the outstanding work that our team and volunteers have been doing.

National Association of Air Ambulance Awards for Excellence

Outstanding Young Person of the Year – Ali Layard

Ali was treated by GWAAC in 2012 when, at nine-years-old, he was knocked off a narrow boat and pulled into the propeller, sustaining horrific injuries to both legs. Ali was told he would never walk unaided again following his accident, yet just 5 months later he crossed the finish line at his School Sports Day and has gone on to be the youngest player for the England Physical Disability Cricket Lions Team. In 2018, Ali and his father, Andrew, completed the Bristol 10k along with Specialist Paramedic, Pete Sadler, who attended to Ali's incident.

Doctor of the Year – Paddy Morgan

Our Critical Care Doctor, Paddy, won this award for his outstanding leadership and clinical skills in a highly challenging incident involving GWAAC, South Western Ambulance Service Foundation Trust (SWASFT) and the Hazardous Area Response Team (HART) to save the life of a young man.

Shortlisted for...

- Two Bristol Life Awards – 'Charity' and 'Health & Wellbeing' categories
- UK Heart Safe Awards – Educational Award

Bristol and Bath Health and Care Awards

We won two awards at the Bristol and Bath Health and Care Awards:

- Health Care Team of the Year
- Voluntary and Community Sector Team of the Year – Great Western Heart Starters Programme

Great Western Heart Starters is a training initiative targeting school pupils in years 8 and 9 to equip them with the skills to deliver CPR.

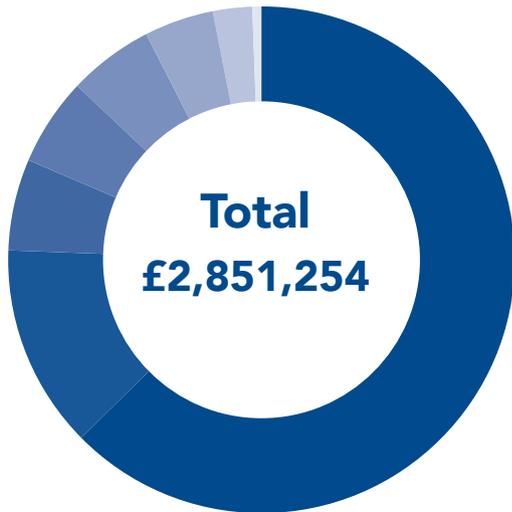


In 2018, our Heart Starter Volunteers attended several schools, colleges and academies across the region, training around 1,000 children.



Our Finance

Where our income comes from:



- Lottery £1,784,246
- Community £371,920
- In-memory and legacies £164,409
- Grants £161,182
- Corporate £155,049
- Individual Giving £125,734
- Other £74,151
- Merchandise £14,563

Where your money goes:



- Helicopter costs £1,381,461
- Lottery costs £654,901
- Medical crew, cars & equipment £505,631
- Charity staff £490,297
- Other support costs & expenses £183,603
- Premises costs £86,595

Provisional figures, subject to audit.

Buy Our Base Capital Appeal



 The Julia and Hans Rausing Trust £315,555	 Other grants and trusts £54,200
 County Air Ambulance Trust £300,000	 Community Organisation £21,721
 Private Family Charitable Trust £300,000	 In memory donations £2,500
 John James Bristol Foundation £250,000	 Sponsorship from challenge events £2,453
 Individual Donations £55,538	 Proceeds from sale of goods £1,622

All of the proceeds from the Capital Appeal were spent on the purchase and kit-out costs for the new air base.

Provisional figures, subject to audit.

Our Supporters

We are thankful to have so many dedicated and generous supporters who make our work possible.

Our business supporters

In 2018 we had the support of 25 local businesses who raised £155,000 over the year through employee fundraising. Organisations took on a variety of challenges, from row-a-thons in the centre of Bath to a 24-hour bus travel challenge covering the whole UK! Other challenges included one team 'stepping' all the way to Everest, fancy dress days, karaoke nights, Tough Mudders, raffles, quizzes and much more.

Our community supporters

We're lucky to have a strong fundraising community in the areas GWAAC serves. Throughout 2018, we had people take on some huge challenges for us, from running half marathons to trekking the Great Wall of China, alongside organised events, bucket collections, and more. All of this helps to not only raise the vital funds we need to continue our work, but to also raise awareness of our charitable status.

On behalf of everyone at Great Western Air Ambulance Charity, our patients and their families, we would like to say a heartfelt thank you to the many individuals, companies and trusts that have supported us. Our work simply wouldn't be possible without you.

Special thanks to:

The Albert Hunt Trust
Allianz
Avon & Somerset Police Community Trust
Backwell School
Barratt Homes
Bristol Marriott Hotel City Centre
Chew Valley Young Farmers
CHK Charities Limited
Coleford Town Council
County Air Ambulance Trust
The David Thomas Charitable Trust

Dig for Victory Show
Gloucestershire MG Owners Club
Grant Thornton
The Grace Trust
Hargreaves Lansdown
Hall & Woodhouse
Henbury Golf Club
Highways England
The Hospital Saturday Fund
The James Tudor Foundation
John James Bristol Foundation
The Julia and Hans Rausing Trust

Kendall & Davies Solicitors and Commissioners
Kier Construction
Langdale Trust
Leanne's Gift
Marks & Spencer Broadmead
Masonic Charitable Foundation
Mercedez Benz, Cribbs Causeway
The Nisbet Charitable Trust
The Philip Oppenheimer Foundation
Raob – Westerleigh
Rolls Royce Ltd
The Roper Family Charitable Trust
Royal Agricultural University
Schroder Charity Trust
South Glos Council Grants
Susanna Peake Charitable Trust





VICKI BROWN
CRITICAL CARE
PARAMEDIC

MATT PILL
CRITICAL CARE
PARAMEDIC

G-AIR

ir Air



For more information please contact our charity team,
who will be happy to help you.

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Great Western
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