

## GWAAC Info Sheet

### Our Purpose

Why do we exist?

Because a life-changing illness or injury could happen to you, anywhere, anytime, and you deserve the best care, as soon as possible.

Why are we the ones to help?

Because we have amazing people with extraordinary skills, all committed to saving lives in our local communities, who can help you when you need us.

Why can we do what we do?

Because, just as GWAAC's people care for our communities, you care for them — your generosity keeps GWAAC flying, and keeps us saving lives

### Our Values

Our four Values underpin all our decision making and all the ways we behave. It is the common standard that we expect of all our staff, crew and volunteers. It's what sets us apart from others, and what people recognise as being the core of GWAAC.

- We are **compassionate**
- We are **dedicated** to delivering the best possible outcome
- We are **curious** about the best way of doing things
- We are **collaborative**

### Our Ambitions

Over the next five years, we will work towards achieving our purpose by pursuing our Ambitions:

1. Deliver clinical and operational excellence
2. Our team is the best it can be
3. Be socially and environmentally responsible
4. Be the charity that local people choose to support
5. Be an excellent organisation
6. Create a mission support centre

## Great Western Hearts CPR programme

Great Western Hearts CPR Programme is our training initiative teaching people in our region (Bristol, Bath and North East Somerset, North Somerset, South Gloucestershire and Gloucestershire) how to deliver effective CPR and use an Automated External Defibrillator (AED). Our aim with Great Western Hearts is for members of our community to have the confidence and skills to deliver early lifesaving interventions.

Around one-quarter of the missions our Critical Care Team attends are cardiac arrests – where someone's heart and breathing have stopped. In a situation where someone's life is in danger, every minute counts. Our crew can be anywhere within our region within 20 minutes, but the care the patient receives before we get there can play a vital role in their survival.

Currently, less than 10% of people who suffer an out-of-hospital cardiac arrest survive, but receiving early CPR and early defibrillation can improve their chance of survival – which is why we want members of our community to have the confidence and skills to deliver early lifesaving interventions.

Our [Great Western Hearts CPR sessions](#) are delivered by our Heartstarters volunteers — healthcare professionals who are basic life support trained and volunteer to deliver the training to students in secondary schools, community groups and our corporate supporters across our region.

[@GWHearts](#)

## Great Western Hearts automated external defibrillator package

GWAAC has partnered with the Heartbeat Trust UK to launch an all-in-one lifesaving automated external defibrillator (AED) package. This collaboration makes it easy for communities to place a defibrillator on their street.

Every year in the UK 30,000 people suffer an out-of-hospital cardiac arrest. For every minute that passes, a person's chance of survival goes down by 10%.

**Sadly, only 1 in 10 survive.**

An AED is an easy-to-use medical device that can deliver an electrical shock, or defibrillation, to someone who is in cardiac arrest. It is an essential part of trying to save their life. CPR should be done until a defibrillator reaches the person.

The availability of AEDs and the knowledge of how to use them is inadequate.

[We simply need more defibrillators in our communities.](#)

## Notes for editors

1. GWAAC provides the critical care and air ambulance service for 2.1 million people across Bath and North East Somerset, Bristol, South Gloucestershire, Gloucestershire, North Somerset, and parts of Wiltshire.
2. The GWAAC Critical Care Team consists of highly trained and experienced Critical Care Doctors, Advanced Practitioners and Specialist Paramedics in Critical Care, who bring the skill and expertise of a hospital emergency department to the patient.
3. 2024 was GWAAC's busiest year on record with 2,272 people in urgent need requiring immediate critical care. GWAAC's Critical Care Team is needed by more than six patients a day on average and rushes to treat them by helicopter or critical care car. On average each mission costs around £2,200 to attend.
4. The charity needs to raise over £4 million a year in order to remain operational yet receives no day-to-day funding from the Government or National Lottery.

## For further information, contact:

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