



NORTH WEST
Air Ambulance
CHARITY

Registered Charity no: 1075641

Skylines

Newsletter

SUMMER 2024

10

“The reason I survived is because of the charity”

Read more about Gary’s story, and how our crew helped save his life after a terrible fall

21

25 years of kit progression

Five years after launching ‘Blood on Board’, we discuss kit development and progression



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“Hi everyone, I’m Andy,

Medical Director of the North West Air Ambulance Charity. I’m thrilled to be the guest editor of this summer edition of Skylines.

I’ve been part of this lifesaving charity for nearly 20 years, joining when we only had H08 at Blackpool, and the focus was on ‘giving the gift of time’.

So much has changed since then. You can read more about my time with the charity and the changes I’ve seen on **pages 12-13**.

Today the charity is focused on what we can do at the scene. It’s no longer just about taking patients to the hospital, but about bringing the hospital to the patient.

The interventions we deliver have grown substantially. We now do surgical procedures, put patients to sleep and provide blood transfusions – read more about ‘Blood on Board’ on **pages 14-15**.

So far this year, we have already been called out to over 1,500 missions. More details about these calls are on **page 9**, along with photos of the amazing region we live in, taken by our crew on **page 8**.



There’s so much to read about in this edition, including ways to get involved and special thank you’s to those who’ve raised vital funds this year.

You are the reason we can be there for patients. We can change and save lives thanks to you. Lives like Gary’s, whose story you can read on **pages 10-11**.

I hope you enjoy reading and thank you for your incredible support. Together, we can be there for patients across the North West!”

Andy
Andy Curran



Our 25th year so far...

At the start of the year, we kicked off our celebrations for our 25th birthday! We really wanted to shout about the charity and continue raising awareness of our lifesaving service.

We've run ads on social media and shared incredible patient stories from across our region, highlighting the importance of our charity.

As well as ads and coverage in the press, our fundraisers have been very busy! In April, a wave of events began...



We launched our first ever Base to Base Ride Out, from Barton to Blackpool.



Our very own Senior Paramedic Team Leader, Caroline took on the London Marathon running in her flight suit, including the boots! Completing the marathon in 4 hours 36 minutes, Caroline set a new world record for 'Fastest Air Ambulance Paramedic to Run a Marathon in a Flight Suit (female)'.



Our birthday month

May was a big month for the charity as we celebrated our 25th birthday on the 19th of May with a range of official fundraising events!

1. We kick-started the month with the Keswick/Coniston to Barrow Walk and Fred Whitton. Two events we've been supported by for many years.
2. Our shops and supporters held their own 'Brew for the Crew' over our birthday week.
3. We were gifted advertising space by Open Media from the 1st-19th of May. You might have seen our posters in Liverpool and Manchester.
4. Supporters completed our inaugural Race Against Time event on the 19th of May, with a very close finish.
5. At the end of May, Team NWAA had its largest Great Manchester Run ever with over 100 runners.

And there's still so much planned for the rest of 2024. Here's an idea of what's to come...

- **8th August**
Royal Lytham Charity Golf Day
- **9th-15th September**
Air Ambulance Week
- **25th August**
NWAA's Bubble Rush Family Fun Run
- **7th September**
Liverpool Cathedral Abseil



Lancashire Tea flying high with North West Air Ambulance Charity

Lancashire Tea has announced that it will continue its partnership with the North West Air Ambulance Charity for the second year.

As part of the partnership, Lancashire Tea's packaging highlights 25 years of our lifesaving charity. The specially printed packs are available in stores across the UK and include information on the charity and ways tea drinkers can support our crew's work.

In addition, 10,000 tea bags were provided to the charity and used to support our annual 'Brew for the Crew' campaign and a range of events throughout the year.



Phil Toms, Head of Marketing for Lancashire Tea said:

"It feels like a really natural partnership for us and it seemed like the next step to feature the amazing work that the charity does on our packs and encourage the public to support the organisation.

"Our iconic packs really stand out on the shelf and this is a great way to help spread the word about the charity and encourage the public to get involved in fundraising with the promise of a brilliant brew."

Chris Andrews, Corporate Partnership Officer at NWAA said:

"We're delighted to partner with Lancashire Tea on this exciting collaboration. As long-standing supporters of our lifesaving work, we're thrilled to continue our journey together and now reach customers across the North West and beyond to share the impact of our charity to help our critically ill and injured patients who need us most. We applaud Lancashire Tea for caring about their community and giving back to help our patients."



The UK's colourful bubble run is coming to Liverpool!

Everyone is welcome! Walk, run, toddle or dance through this pushchair and wheelchair-friendly fun run. Scan the QR code below to find out more about this 5k family event.

25th August 2024 | From 11am

Wavertree Sports Park, Liverpool, L15 5AL

events@nwairambulance.org.uk
0800 587 4570

Find out more and sign up today!



View from the Crew

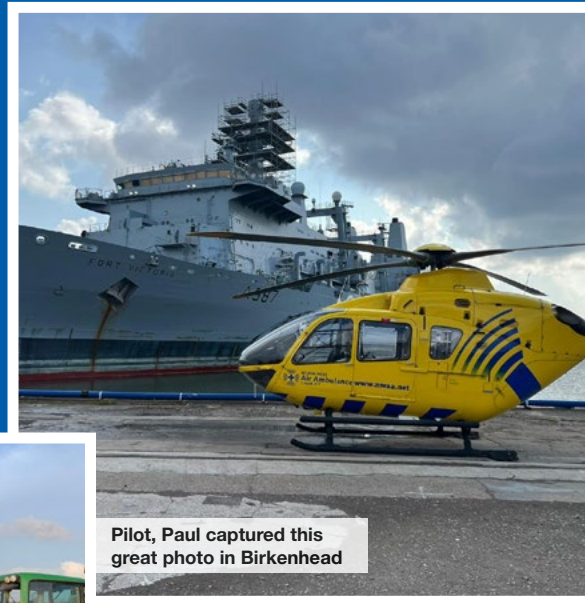
The landscape of the North West changes from county to county. From the bright lights of Blackpool to the serenity of the Lake District, our crew see it all! And when possible, they take some #NWAAmazing photos...



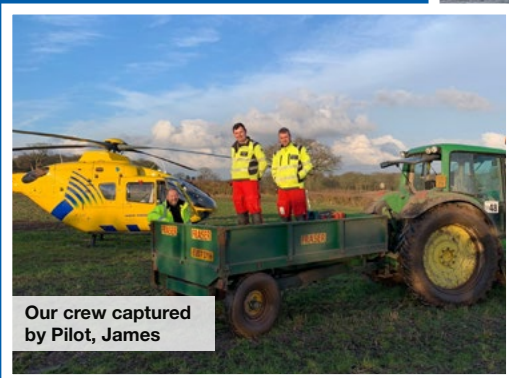
Brilliant sunset photo taken by Critical Care Paramedic, Steve



Captured by Pilot, Dave



Pilot, Paul captured this great photo in Birkenhead



Our crew captured by Pilot, James

So far in 2024...

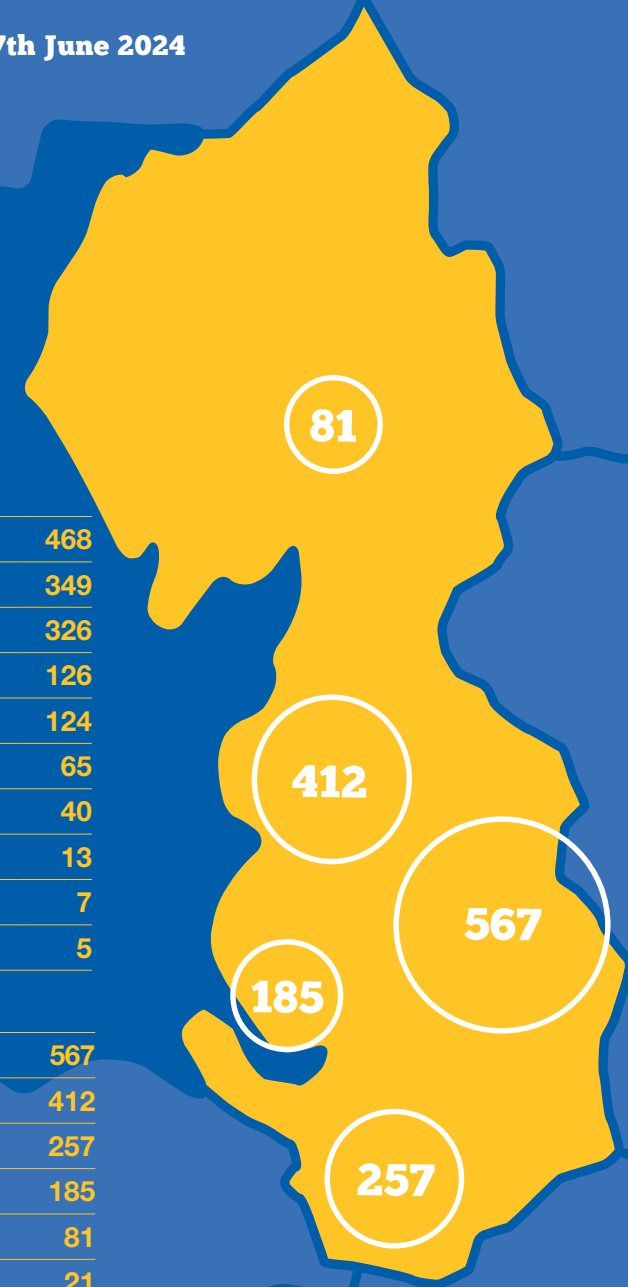
From 1st Jan 2024 - 27th June 2024 we were called to:

1,523 jobs

- **1,088** helicopter
- **435** critical care vehicles

Medical	468
RTCs	349
Accidental Injury	326
Intentional Self Harm	126
Assault	124
Sport/leisure	65
Other	40
Other Transport	13
Transfer	7
Exposure	5

Greater Manchester	567
Lancashire	412
Cheshire	257
Merseyside	185
Cumbria	81
Other	21



Gary's story

Gary's journey with the charity began when he was involved in a serious accident whilst renovating his home in Southport. He fell off scaffolding from a height of 30ft in August 2023 and sustained life-threatening injuries.

The North West Air Ambulance Charity was called to the accident; when the crew arrived at the scene and assessed Gary, they could see the severity of his injuries and knew he needed lifesaving pre-hospital care.

Dr Simon and Critical Care Paramedic Steve needed to sedate Gary due to his injuries and treat him using a combination of drugs that are not available on a routine ambulance.

Dr Simon said:

"Gary had a significant fall from scaffolding, which resulted in life-threatening injuries that required specialist treatment in a major trauma centre. His injuries included a combination of severe head injury (with bleeding around the brain), spinal injury, chest injury (including punctured lungs) and a very severe injury to his abdomen, with severe internal bleeding from his spleen."

The crew were able to perform diagnostic tests using ultrasound at the scene which identified internal bleeding even before Gary arrived at the hospital.

They used a splint to stabilise Gary's suspected fractures and gave him a drug to reduce bleeding. They then accompanied him in the back of an ambulance to closely monitor him and took him to the most appropriate hospital.



Reflecting on the accident, Gary said:

"The reason I survived is because of the charity. I am so thankful to them, the hospital, my children and my wife for standing by me through such a difficult time."



"When I regained consciousness at the hospital, my surgeon told me that whatever North West Air Ambulance Charity did prior to my arrival saved my life. The work that they do is nothing short of amazing, and I'm looking forward to giving back to them at the London Royal Parks Half Marathon."

Gary's recovery has been nothing short of remarkable, so much so, that he's decided to take part in the London Royal Parks Half Marathon, taking place on 13th October, to raise funds for the charity that saved his life.



Our progress Q&A with Andy Curran

How long have you been working for NWAA and what changes have you seen in that time?

“I was very lucky to be the first ever doctor to work on board NWAA back in the early 2000s and thrilled to become the Medical Director in 2016, incredibly eight years ago now!”

What piece of kit or process change has had the most impact throughout your time with the charity?

“Moving to consultant level doctors and critical care paramedics has been far and away the biggest difference we have made to our ability to serve our population. It has enabled us to introduce cutting edge practice and techniques previously only available in a hospital.”



Why did you choose to join the North West Air Ambulance Charity?

“I have always enjoyed working in the pre-hospital environment with all its challenges and unique circumstances. To see the incredible benefits to my patients when a well trained and resourced team comes together, all with the aim of optimising the care of their patient or patients.”

‘Blood on Board’ was launched in 2019, what impact has this made to patient outcomes?

“Blood literally is lifesaving and we know that the sooner our critically injured patients receive it the better it is, they require less in total and have fewer complications. We continue to take part in leading research on what type of blood products are best for our patients to receive and is a great example of how we never stop looking for ways to improve what we do for our patients!”



What's in the bag?

- 1 Mequ blood warmer unit**
- 2 Mequ disposable heater**
- 3 Blood transfusion giving set**
- 4 Calcium x 3**
- 5 Tranexamic acid x 2**
- 6 Drawing up needles x 2**
- 7 Syringes**
- 8 100ml Saline**
- 9 Wristband**
- 10 3 way tap**
- 11 Cannula**
- 12 Credo box containing 8 units of blood products and plasma (not pictured)**

4 £36

2 £150

1 £6,972

Developing our kit

In January 2019, our 20th birthday year, we launched 'Blood on Board' meaning we could deliver blood transfusions to patients at the scene. Five years on and now celebrating our 25th birthday, we've surpassed 300 patients who have received out-of-hospital blood transfusions.

In that time, the service has developed. We launched our night car on a Friday and Saturday from 6pm-2am, crewed with a doctor and critical care paramedic who can provide blood to even more patients.



After development by our clinical team, they are now red, clearly labelled and have pouches on the side for the additional kit to go in. Although this might not seem groundbreaking, small gains like this help with the efficiency and time to provide this lifesaving intervention.

This year we are continuing to progress this service. Currently, our doctor-copter H72 and night car carry blood because it can only be administered by our doctors. But within the coming months, our critical care paramedics will be able to do this too, meaning H75 will also be able to carry 'Blood on Board'. This is a big step forward for the charity and patients.



Not only has the service developed, but our blood bags have too. Previously, the bags were brown, carrying a credo box inside and the equipment to go with the blood was kept separately.

'Blood on Board' can be the difference between life and death. It's thanks to your support that we have been able to develop this critical intervention and deliver blood to patients when and where they need it most.

NWAA needs you!

Are you passionate about saving lives?

Join our crew and you can make a difference in your local area.

We need volunteers in our shops. A few hours each week is all it takes to make a lifesaving difference.

Volunteer at Blackburn, Barrowford, Lytham, Longridge, Heswall, Old Swan, Southport, Kendal, Wilmslow or Congleton.

If fixed hours don't suit you, we also need volunteers to help fundraise at events in local communities across the North West.

Flexible and fun volunteering to suit your life.

Why volunteer?

- Connect with your community
- Meet new people
- Give back
- Learn new skills
- Do something good



Find out more

Find out more about our volunteering opportunities on our website or apply by scanning the QR code



Volunteers fundraising at John Lewis in Liverpool ONE



Volunteers visiting the Barton base

“I’m really proud to wear my NWAA t-shirt and jacket. I volunteer because I know that when I’m fundraising at events it has a positive impact on this amazing charity.”

Jeanette – Events Volunteer



Charity shop volunteer celebrating 5 years of service

‘Volunteering for the charity hugely impacts my life. I get a lot out of being in the shop, sorting things out, raising money, and helping people.’

Jane – Wilmslow Shop Volunteer

Cumbria

- **Kendal**
Queen Katherine's
Avenue, LA9 6DU
01539 756018



Lancashire

- **Barrowford**
2 The Fountains,
Gisburn Road, BB9 6DT
01282 940201
- **Blackburn**
395 Preston Old Road,
BB2 5LW
01254 958962
- **Lytham**
71 Clifton Street, FY8 5ER
01253 737999
- **Longridge**
60 Berry Lane, PR3 3JP
01772 428023

Merseyside

- **Heswall**
135 Telegraph Road, CH60 0AF
0151 319 3766
- **Southport**
Tulketh Street, PR8 1AF
01704 549267
- **Old Swan**
692-696 Prescot Road, L13 5XG
0151 705 0375



Cheshire

- **Congleton**
4 Market Street,
CW12 1BP
01260 228083
- **Wilmslow**
Dean Row Road,
SK9 2TA
01625 900912

More about our shops

Our charity shops are a great way to support us and shop sustainably. They provide a place to donate your pre-loved items, helping to keep them out of landfills, and giving them a new lease of life.

What can you donate in-store?

- Furniture, electricals and white goods
- Homeware
- Clothing
- Books
- CDs, records, DVDs and instruments

Did you know we also offer FREE furniture collections? If you have good quality furniture that you'd like to donate, and you live in the North West, we can pick it up for free!

Your purchases and donations keep our crews delivering enhanced pre-hospital care to patients when they need us most.



Scan the QR code to see the ways you can shop with us and to book a free furniture collection.

Lift off Lotto

Play our Lift Off Lotto

- **£1 per week**

That's all it costs to be in with a chance to win!
You can pay by cheque or direct debit

- **£1,000 jackpot**

Jackpot up for grabs every Friday, including a Quarterly Superdraw with £10,000 up for grabs!

- **Help raise vital funds**

Funding around 50% of all our missions, the lottery generates vital funds to help us keep flying to save lives

Chance to win
£1,000
weekly

Ways to sign up



Online:

Visit our website nwairambulance.org.uk, or scan the QR code

Phone:

Call 0800 587 4570 to request a form

T&Cs apply. Please gamble responsibly. You must be 18 or over and a resident in Great Britain to play. Promoted by FONWAA; responsible person, Paul Partridge. Registered address: North Mersey Business Centre, Woodward Road, Knowsley, L33 4UY. Our lottery operating licence numbers are 000-005227-R-332622-004 and 000-005227-N-304575-017. FONWAA is licensed and regulated in Great Britain by the Gambling Commission. Please visit www.gamblingcommission.gov.uk for further information. Registered Charity no. 1075641. Friends of North West Air Ambulance registered no. 664675.

GambleAware

GAMBLING COMMISSION

LC THE LOTTERIES COUNCIL

IBAS

Making a lifesaving difference

Over the last 25 years, gifts in Wills have helped us make fantastic progress. From supplying vital medical equipment and buying the necessary resources for our 'Blood on Board' service, to funding the fuel needed to keep us flying to save lives across the North West.

By leaving a gift in your Will, you could help us continue making progress and save lives far into the future. Today, gifts in Wills, fund one in five of our lifesaving missions.

Jackie and Peter, from Runcorn, have decided to remember our charity in their Wills and recently visited our base to see the difference their gifts would make. They said:

"We both really enjoyed the day. It was really interesting to see everything and the amount of kit being carried is impressive."



Find out more



If you would like to find out more about leaving a gift in your Will, or how to write and update your Will for free, please get in touch with our gifts in Wills team.

- legacies@nwairambulance.org.uk
- **0800 587 4570**
- nwairambulance.org.uk/wills



Thank you to our Corporate Crew

Launched in February, our Corporate Crew is a mixture of business leaders from across the region, who have come together to support our lifesaving charity. Earlier this year, the group visited our Barton base, gaining an insight into our work and a chance to network with like-minded businesses.

Thank you to all our members: Glasdon Group, Amazon, Fletchers Group and BrightHR.

Join our Corporate Crew!

Our members enjoy exclusive events, networking, and branding opportunities. If your business is interested in joining our Corporate Crew please visit nwairambulance.org.uk/corporate-enquiry-form

Boundary Outlet aim to raise £10,000!



The staff at Boundary Outlet have chosen us as their charity of the year, aiming to raise £10,000!

Julie Hanslip from Boundary Outlet said:

“The staff at Boundary Outlet chose the NWAA charity knowing all the good work they do and the lives they save. I think this made everyone want to support them this year, along with the roadshow they did. The staff learnt more about how the charity relies on donations alone and the difference we could make, which was one of the main reasons they chose NWAA.”

Thank you



The 1st Sandstone Scouts Group, based in Bickerton, Cheshire, walked 6 miles along the Sandstone Ridge, ending at Beeston Castle. The group raised a fantastic £4,500 - thank you!



Anne, Lynne, Steph and Dawn took part in the Paris Marathon in April, supporting the North West Air Ambulance Charity. They raised an incredible £1,500, and still have a few more donations to come!

I'd like to donate



Registered Charity no. 1075641

Name

Address

Postcode

Email

Telephone

I would like to make a donation of:

£

I enclose a cheque/postal order made payable to 'North West Air Ambulance'

OR

Please debit my account: Card Type Visa Mastercard

Card no:

Start date: End date: CVV:

Signature:

Date:

North West Air Ambulance Charity would like to keep you informed about our work, how your support has helped us keep our helicopters in the air, and how you can be involved in the future.

We promise to never share your information with any other organisation for their marketing purposes. Please see our privacy statement at www.nwairambulance.org.uk for detailed information about how we use your data.

Please tick if you do not wish to receive information about our work.

By post By telephone

Using email and text messages helps us be more cost effective. Please tick if you are happy to receive information about the work of the North West Air Ambulance Charity.

By email By text

If you have kindly enclosed a donation, increase your gift with a tick! Would you like the North West Air Ambulance Charity to claim the Gift Aid on your donation?

Yes

I am a UK tax payer and I understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations, it is my responsibility to pay any difference. I would like the North West Air Ambulance Charity to claim Gift Aid on any donations I have made in the last 4 years, and any future donations I make to the Charity, up until I notify them of any change in circumstance.

No

I am not a UK tax payer. If you are not able to Gift Aid we'd still like to know. Please notify the Charity if you wish to cancel this declaration, change your name of home address, or no longer pay sufficient tax on your income/or capital gains.

Signature:

Date:

giftaid

I am interested in leaving a gift in my Will. Please send me more information