THE GREAT AND THE GOOD
Spotlight on the National Conference

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As you read this, we will be on the cusp of Christmas and a brand new year, and it is at such times that we take an all too rare moment to take a breath and look back on what we’ve achieved over the past year or so. This edition of Airway does seem to channel that spirit, though we didn’t set out for it to be so. It just so happens that so much of what is in these pages is indicative of an Association moving forward strongly on behalf of all of its members.

The All Party Parliamentary Group for Air Ambulances (APPGAA) Reception broke all records, with 140 Members of both Houses of Parliament attending. This is an important opportunity to spread key messages about our sector and there were some major players in attendance this year. The Reception is the most well publicised element of the APPGAA’s work but that work continues year-round behind the scenes, addressing important issues and bending the ears of those with political power.

The National Conference (pages 10-11) was outstanding this year, with presentations from some real heavy-hitters (who the members were not afraid to ask tough questions of) but also some fellow members of our professions who told compelling stories based on their own experience. Speakers specialising in leadership and in communication brought a dynamic burst of energy, while outside the room, the exhibitors enjoyed many excellent opportunities to speak to friends, colleagues, customers and prospects.

The Air Ambulance Awards of Excellence (pages 12-13) packed 340 guests into the new venue of The Chelsea Harbour Hotel and was once again a delightful evening of celebration. Hearing what organisations, teams and individuals are capable of in this sector never ceases to amaze me and it’s wonderful that everyone takes an evening out to remember just how important and gratefully received their work is.

The Conference and Awards were strongly supported by associate members and other sponsors, and associate membership continues to grow. This is another indication that the AAA is seen as an organisation at the heart of the sector, and a real focal point for all involved.

Meanwhile the Association revealed its new brand and new website last month - another well-timed indication that progress continues and ambitions strengthen. In his inaugural Conference presentation, the National Director called on all members and the broader sector to continue to work together for the sake of the whole community. When you look back on what’s been achieved with that approach recently, this seems sage counsel.
The Annual Reception held by the All Party Parliamentary Group for Air Ambulances (APPGAA) at the House of Commons revealed the impact the group is now making in the corridors of power. With the likes of Foreign Secretary Boris Johnson, Health Minister Philip Dunne, First Secretary to the Treasury Stephen Barclay, Northern Ireland Secretary James Brokenshire all attending the event, it’s clear that the air ambulance sector is making its voice heard by influential politicians. In total, over 140 MPs made it to the Reception - comfortably the highest ever number.

The event was hosted by Chairman of the APPGAA Jim Fitzpatrick MP and gave members of both Houses of Parliament the opportunity to meet representatives from air ambulance charities and ambulance services.

Addressing the room, Hanna Sebright, Chair of the AAA, spoke about the three main key issues that air ambulances face currently: “Trauma is a disease of time. For the chain of survival to succeed, all the facets of the trauma response and its treatment must be optimal. Where distances are great, time can be saved by using helicopters, providing that hospitals have suitable helipads. Whilst many do, there are many others that are located too far away from the Emergency Department or have restricted access for night flights, thereby creating prolonged transfer times affecting critically ill and injured patients. We are needing support from our NHS Hospital Trusts, led by the Department of Health and NHS England, to invest in helipad infrastructure across the UK and to improve accessibility for night time landings.

“In the future, air ambulance operators may be affected by new rules imposed by the European Aviation Safety Authority (EASA) with regards to flight time limitations and crew flight fatigue. We absolutely embrace the safeguarding of our crew members, yet today we are not clear what impact, if any, a future ruling by EASA will have on our air ambulance paramedics and doctors. We are seeking clarification on how this may affect air ambulance operations across the UK.

“Whilst the AAA welcomes an enhanced air to ground communications system, delays are causing our members concern. We are seeking reassurance from the Home Office that the Emergency Services will only transition when we are satisfied with the new network and any increased costs involved will not impact on the HEMS community.”

Stephen Barclay, First Secretary to the Treasury, also addressed the group, paying tribute to the work of air ambulances across the UK: “On behalf of the Government, I would like to pay tribute to you all. The fact that so many MPs are present today underlines the importance and attachment they have to the air ambulance services, and the work you do is appreciated by the whole House. We saw it first hand during the Westminster attack, with the speed of response and training of the London Air Ambulance in Parliament Square.”
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Brand New Look

At the AAA Annual Conference, the Association launched its new logo and website. The fresh new logo is strong, bold, distinctive and up to date, while the new website represents a major shift both in terms of visual quality and also usefulness to members.

Apart from a clean, new, image-driven look to the site, the main change is the introduction of a multi-faceted member portal. This portal is home to all kinds of useful information for members, including news feeds, best practice documents, discussion forums, the new electronic version of the Framework document and much more. Members are encouraged to sign up to the portal for free and enjoy all the resources designed for the air ambulance community. National Director Clive Dickin said: “I’m delighted with the new website and hope members will explore it fully. Our goal is to make this the go-to site for all air ambulance community information and as the hub for all communications from the Association to members. This is why we have made it very easy to use on all types of devices.

“I would also encourage all members to replace the AAA logos on their websites with the new logo, and to change it on their letterheads and other literature when the time comes for replenishing their stock.”

Call for nominations
The Association’s AGM will be held on 23 March 2018. All Director nominations must be submitted to the AAA head office by the end of January. To be put forward, nominees must be eligible to be a director in the UK and must be an employee, trustee or volunteer with a full member of the AAA. If interested please email Clive.Dickin@aoaa.org.uk

HEMS Development Manager appointed

After a rigorous recruitment process, the AAA has appointed Becky Steele as its new HEMS Development Manager. This new role is seen as a crucial element in the Association continuing to move forward and provide effective services to its members. Becky’s role will include representing the Association in partnerships with other key bodies and organisations and she will play a key role in leading core projects like the current focus on statistics gathering and analysis. She will also oversee the progression of the Operational and Clinical Subcommittees’ workstreams.

Becky is a well known figure in our sector, having worked for the West Midlands Ambulance Service and Midlands Air Ambulance Charity. She has been very involved with the Association for years and chaired the AAA’s Operations Subcommittee for some time, so brings a wealth of experience not only of air ambulance and ambulance operations but also of the AAA. Becky said: “I have thoroughly enjoyed my 25 year career with WMAS and 16 with MAAC. Although it has been a hard decision to leave two high performing organisations, I am really excited to begin my new career with the AAA. I’m so pleased to be given the opportunity and will embrace all the challenges ahead to help support the HEMS sector.”

AAAC latest

As the Association of Air Ambulances Charity (AAAC) reaches the end of its second year, it is also entering the final year of its three-year partnership with Allianz. Allianz has proved to be an exceptional supporter of the UK’s air ambulances and heads into 2018 looking to become involved in as many ‘Air’ themed events as possible. This could be events such as an abseil, zip wire or a run down an airstrip and the goal is to offer as many regional events as possible to ensure all employees and brokers have an opportunity to become involved. If your charity has any events planned for 2018, please contact Andrew Scriven at head office.

The AAAC is grateful to Allianz for all their support and also to the regional charities for all they’ve done to maximise involvement. The ambition now is to beat the initial fundraising goal of £1m.

The AAAC is now approaching the end of its relationship with Roadchef, which has been running for the last two years across 21 service stations. It has been an extremely beneficial relationship with high levels of donations and exposure. As the corporate relationship ends, it is hoped that members can continue to work with service stations to encourage fundraising on a regional level. The AAAC is very grateful for Roadchef’s support and in the New Year, there will be a cheque presentation to reveal the final total of what has been raised.

The latest major partnership, with Foresters Friendly Society is now six months old and has started strongly. The AAAC would like to thank them, and also Costcutter, the Polo Charity and the Routeone Awards for their generous donations through the last six months.
Make the most of your membership

While the AAA brings high-profile events such as the Conference and Awards to its members, these are just two of a plethora of membership benefits. Now the Association is calling on members to check what benefits are available to ensure they are making the very most of their membership. Below are some of the main benefits of membership; are you using them all?

Statistics
The Association collects and collates statistical information from all air ambulance services and publishes it so that all elements of the sector - clinical, operational, charity - can use the statistics as benchmarking data and to inform their understanding of the broader sector. The data is also invaluable in helping stakeholders and the public understand the work of air ambulance charities.

Best Practice
The Clinical and Operational Subcommittees have produced a number of Best Practice Guides over recent years, which are the result of consulting widely and establishing an agreed best practice approach to a particular issue. The Subcommittees review these documents regularly to ensure the guidance contained in them is up to date and relevant.

Communication and community
Through Airway, the new website and member portal, and events such as the Conference, Awards and Member Forums, the Association provides a range of important opportunities to interact with colleagues and to have access to the very latest information and resources you need.

Confidence
Both Full and Associate members have to sign up to the Association’s Code of Conduct. This provides reassurance to donors, patients and partners that members are operating to high ethical standards and with the objective of providing the very best possible care to patients.

Specialist advice
All members have access to specialist HR and legal advice via a dedicated phone line. This ranges from free access to generic documents such as contracts of employment and disciplinary letters to consultation with a leading national legal practice at heavily discounted rates.

APPGAA and lobbying
The All Party Parliamentary Group for Air Ambulances is the principal way that the Association works with the Government and the civil service to impart crucial information and help shape legislation that affects all elements of our community. It has achieved major progress on a number of issues in recent years, including VAT on fuel and Libor fines, and it continues to represent the sector on important current issues such as flight time regulations and the ambulance radio programme. Members can attend the Annual APPGAA Reception at the Houses of Parliament, which is a popular opportunity to talk directly to their MPs and other influencers from both Houses.

The Association has three classes of membership:

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<tr>
<th>Full Members</th>
<th>Associate Members</th>
<th>Affiliate Members</th>
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<tr>
<td>This is the category for state-registered Ambulance Services or Air Ambulance Charities as defined by the AAA’s articles of association.</td>
<td>Suppliers to the air ambulance / HEMS sector can become Associate Members and enjoy the benefits listed, as well as access to key customers.</td>
<td>This is for individuals who wish to be a member in their own right and enjoy a number of the benefits listed here.</td>
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Resuscitation success

There has been a rise in the number of people who are being successfully resuscitated following a cardiac arrest in Scotland, according to new figures. Scottish Ambulance Service statistics show that in the most recent six-month period, 66 per cent of patients suffering a cardiac arrest witnessed by ambulance crews were successfully resuscitated and alive on arrival at hospital.

The figures follow a number of innovative new approaches brought in by the Scottish Ambulance Service over the last year. Patients with immediately life-threatening conditions such as cardiac arrests are now being identified earlier in the call process, ambulances are being dispatched more quickly, and people are being treated more rapidly. This builds on previous improvement initiatives such as resuscitation masterclasses, the introduction of new CPR technology and sending two ambulances to each cardiac arrest wherever possible.

In addition, where available, the Service is now sending a Resuscitation Rapid Response Unit (‘3RU’) in support, kitted out with the very latest equipment and a specially trained team of paramedics who are experts in cardiac care.

PRU reboot to ease pressure in London

London’s Air Ambulance, London Ambulance Service and Barts Health NHS Trust have remodelled their Physician Response Unit (PRU) service to enable around 50 per cent more patients to be seen each day. More patients will get the care they need quicker, freeing up hospital and ambulance resources.

The PRU’s emergency doctors and ambulance crew will respond to callers needing emergency care. With a senior doctor on board, the PRU team will treat a wider range of illnesses and injuries at scene compared to ambulance crews. The PRU carries advanced medication, equipment and treatments usually only found in hospital such as instant result blood tests, urine tests and sutures to stitch serious wounds. This means the PRU can treat patients where they are, avoiding a trip to East London’s hospitals.

Spearheading the redevelopment is Dr Tony Joy, Clinical Lead for the PRU: “The redevelopment will mean longer operational hours, and closer working between all aspects of healthcare provision. It turns emergency care on its head so that emergency patients are seen in the community by senior clinicians, enabling early treatment and access to alternative pathways without the need to go to hospital. We hope that this model of care will be rolled out throughout the UK one day.”

TV Provokes Record Interest

With a shortage of paramedics being a well recognised issue for the NHS at the moment, there are promising signs from recent recruitment campaigns.

West Midlands Ambulance Service’s Recruitment Manager, Louise Harris, said: “After the success of TV programmes like ‘Ambulance’ and ‘999 On The Frontline’, the ambulance service, particularly in the West Midlands, has never been so high profile. There is no doubt that we have seen a huge level of interest in the role of paramedic and also those staff who work in our control rooms.

“We have seen people apply from all different communities but also people from their teens to their fifties; many who are looking at a complete career change or even a second career change. From our perspective, this is excellent news because it means we get a really good variety of people from all walks of life, area, ethnic group and community which can only be good for the service.”
Well, the last few months has been extraordinarily busy. The Conference and Awards and the APPGAA Reception were all our most successful ever, while there were also two exhibitions - Helitech and The Emergency Services Show - where we represented the sector. Meanwhile all the work on policy and collaboration with partners and Government continues, as does the day-to-day operational work on providing the best services and information possible to members.

Subcommittees
The new website and new branding, which I think are a huge step forward for the Association, were the final act of the Communications Subcommittee, whose responsibilities will now be covered by the new Management Subcommittee and Charity Subcommittee. I’d like to thank all those who served on the Communications Subcommittee over the years for their hard work and for the great progress they made in so many areas. I was delighted to launch both the new website and new brand as planned at the Conference on 13 November.

The Management Subcommittee has already established a number of workstreams and assigned them to certain individuals or teams. The Subcommittee has reviewed and shortened the list of Key Issues, which form the basis of our lobbying work. The Charity Subcommittee has also assigned workstreams and started, alongside colleagues in the other Subcommittees, to consider revised content for the Framework document, in line with other committees under the leadership of the Management Subcommittee.

The Operational and Clinical Subcommittees are both due to meet imminently and have been continuing to deliver their workstreams.

Ambulance Radio Programme (ESMCP)
The ESMCP (Emergency Services Mobile Communications Programme) project board has agreed to stop work on an interim solution and to totally focus on the delivery of the LTR (3G/4G) air to ground system. This is a positive step forward and follows AAA lobbying.

APPGAA
The APPGAA Reception was a real success with some high quality Parliamentarians in attendance. I know many members had useful conversations with both their local MPs and ministers. In addition, last month the APPGAA held a meeting with Philip Dunne MP, Minister of State for Ambulance Services, to discuss helicopter landing facilities, resulting in a positive letter being sent to NHS England from the minister.

Conference and Awards
After so much success at our previous venue, the move to a new venue in a different part of London was always going to be something of a gamble. However, it appears to be a gamble that paid off, as record numbers were able to attend both the Conference and Awards. At the Conference, we hit on a format that kept everyone engaged for the full day - thanks of course also to the excellent speakers - and the Awards evening maintained its wonderful spirit of celebration. We will be returning to the Chelsea Harbour Hotel next year but in the meantime, please do contact me with any feedback on either event.

Merry Christmas to one and all. I hope you all enjoy the festive season as we head into 2018.

If you would like any more information on any of these issues, please contact Clive Dickin at info@aoaa.org.uk

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It’s hard to pick out a highlight from this year’s AAA Conference, such was the range of high quality speakers and presenters. There were the heavy-hitters, including Miles Scott from NHS Improvement and Stephen Dunmore from the Fundraising Regulator. There were the bombastic inspirers such as communications guru Nigel Risner and leadership expert Phil Sampson; and there were those colleagues who brought their own experience from the front line brilliantly to life, such as Lisa Curatolo, Dr Ami Jones and Dr Ian Mew.

The Conference hall, bigger than ever before at this year’s new venue, remained full throughout the event as a programme of short presentations, full of information and impact, kept delegates engaged and involved all day. There was a huge amount of sharing of best practice as well as the tackling head-on of some of our sector’s most thorny issues.

A much-improved exhibition space was packed full of exhibitors and sponsors - the organisations that make the Conference possible. The Conference had never enjoyed a higher number of delegates, all of whom enjoyed the opportunity to speak to colleagues, suppliers and partners.

With 15 speakers in all, we can only highlight a handful here but all speakers contributed to an outstanding day.

**Miles Scott**, Improvement Director for NHS Improvement, spoke about the Ambulance Response Programme (ARP) and its integral role in fulfilling the ambitions of the Urgent & Emergency Care Review, which was designed to reconfigure care to meet the population’s changing needs and expectations. Miles explained how the old response time standards led to a range of unhelpful behaviours but new standards will better meet current needs. All ambulance services (except the Isle of Wight, which will come online in March) will be running according to the new standards from January and this agenda will dominate all trusts’ thinking for the next year or two.

Miles Scott also spoke about the unprecedented system pressures in the NHS, which in recent years has had to work with around a 1% year-on-year increase in resource, compared to the previous average of 4%. This is undoubtedly having an impact, not least because this drop in resource coincides with a significant growth in demand. Air ambulance charities will therefore find that capital expenditure on things like helipads will be superseded by more pressing demands such as keeping the estate in some kind of decent order. Other effects of the Review to impact air ambulances include responding to the new models of care, the changing roles and expertise of paramedics, productivity demands, interaction with changing ambulance services, and a shortage of new paramedics.

In an excellent and stirring talk, **Phil Sampson** gave his thoughts on leadership, stating that true leadership was about influence and motivation, not about control. He spoke about culture - best defined as ‘how things are done round here when no-one’s looking’ - as more important than leadership and something that all leaders must understand when they take the helm of an organisation. Phil stated that while we traditionally choose our leaders on their skills and knowledge, leadership is actually more about personal qualities and behaviour. Leaders must understand their unconscious biases and where their learning has come from.

Chair of the AAA Charity **Liz Campbell** spoke about what the charity had achieved in its two years and explained that it was now at a crossroads. AAA members needed to decide whether it should evolve or wither away. Now is the time to be bolder and more ambitious to ensure a pipeline of money is generated through carefully managed corporate relationships - and this
will require investment and a vision. Liz stated that there is a massive pot of money available but the AAAC must be able to deal with corporates on their terms, to give them what they need to meet their CSR objectives. Liz conceded that communication with members had not been as good as it could have been and pledged a significant improvement.

Dr Ian Mew gave a thought-provoking and sometimes shocking presentation on motorcycle injury prevention, explaining how air ambulance services can be a vital way to get important safe riding messages across to motorcyclists. With the vast majority of motorcyclists being responsible to a greater or lesser extent for their collisions, Ian wants to reach more motorcyclists before they crash, rather than attending them afterwards. His DocBike initiative has been hugely successful and he called on those in the room, as well as corporate partners, to help extend its undoubted good work.

Paramedic from Kent, Surrey, Sussex Air Ambulance Leigh Curtis spoke about the importance of saving time, seeking marginal gains and how to make the most of new technology, while Yvonne Ormston, Chief Executive of the North East Ambulance Service, discussed in more detail the Ambulance Response Programme. Nigel Risner gave a whistle-stop, madcap, energising masterclass on communication that defies simple description but was similar to a 20-minute whirlwind, while Dr Ami Jones gave a fascinating talk about the work and operations of Wales Air Ambulance.

Stephen Dunmore, Chief Executive of the Fundraising Regulator, spoke about what the organisation had achieved since its inception, what its next priorities were and he busted a few myths about the organisation. He revealed that 18 air ambulance charities are now signed up to the voluntary levy, while two have refused.

For the first time in his seven-year reign, AAA’s National Director Clive Dickin addressed the Conference. The title of his talk was ‘What Keeps Me Awake At Night?’ and he revealed that it was the ‘What if...’ scenarios that are almost impossible to anticipate because they are unexpected, unplanned and unprecedented. Indeed the only preparation any of us can make is to have a plan, be resilient; work together and harness our collective strength to make us ready to handle any situation. The sector, still young at only 30 years’ old, has dealt with many issues by staying joined up, even where views have diverged, and this is critical for future success.

Lisa Curatolo’s presentation was a very personal tale and all the more powerful for of it. ‘A chronic overachiever’ in her colleagues’ words, consultant paramedic for the Scottish Ambulance Service (SAS) Lisa hit a psychological brick wall after having to deal with a series of traumatic and emotionally draining incidents. She was first on scene at Clutha, where colleagues from the police who she knew well and shared a base with were among the ten people killed in the helicopter crash. Indeed the pilot was one of the SAS’s pilots too.

Just over a year later, Lisa was part of the first medical team on scene at the Glasgow bin lorry crash. There were six fatalities, it was on scene that Lisa started to notice that all was not as it should be. She coped for about a month but then just stopped functioning at work. She had been a paramedic for 15 years at this point and believed like everyone else that paramedics grow immune to what they see to a large extent. This was patently not the case. Lisa told the audience all she had learned from her experience, what helped on her road to recovery and how she now takes care of herself as well as her patients. The sense in the room was that this was a timely and important presentation.

The day was wrapped up with an important and fascinating presentation from Dr Michael Christian on the lessons learned about responding to terrorism following the events of Westminster and London Bridge; then Alastair Wilson made an impassioned and cogent plea for air ambulance charities to start using big data to demonstrate their value. “We can’t say we are doing well until we can prove it,” he finished. “The ball’s in your court.”
The new, bigger venue of the Chelsea Harbour Hotel allowed more guests than ever before to enjoy the evening of celebration, where hosts, BBC News reporter and presenter Sophie Long and Helicopter Heroes presenter Rav Wilding, handed out 12 Awards to outstanding individuals and teams. The audience enjoyed hearing about all shortlisted nominees, whose stories were inspirational, astounding and humbling, before the golden envelope was opened and the winner announced.

The standard of the nominees was extraordinary, and it was clear that everyone had demonstrated excellence and commitment well above and beyond the call of duty.

Chair of the Judging Panel, Jim Fitzpatrick MP, said: “Every year at these Awards, we hear about ordinary people doing simply extraordinary things and this year was no exception. Whether it’s pensioners raising hundreds of thousands of pounds, clinicians performing major surgery out in the field or pilots showing nerves of steel to land in difficult conditions, it’s clear that those working in the air ambulance sector are among the most courageous, talented and determined people around. I’d like to offer my most sincere congratulations to all the nominees but especially the winners.”

**WINNERS!**

**Air Ambulance Campaign Award**  
WINNER: Midlands Air Ambulance  
Sponsor: Lottery Fundraising Services

**Charity Staff Member of the Year**  
WINNER: Frank Chege, London’s Air Ambulance  
Sponsor: Bayards

**Charity Volunteer of the Year**  
WINNER: Jill & Don McLaren, Lincs & Notts Air Ambulance  
Sponsor: Tower Lotteries

**Air Ambulance Doctor of the Year**  
WINNER: Dr Syed Masud, Thames Valley Air Ambulance  
Sponsor: Leonardo Helicopters

**Innovation of the Year Award**  
WINNER: Essex & Herts Air Ambulance  
Sponsor: Sloane Helicopters

**Lifetime Achievement Award**  
WINNER: Christine Margetts  
Sponsor: Specialist Aviation Services

Around 340 guests celebrated the everyday heroes who are the pride of the air ambulance community at the national Air Ambulance Awards of Excellence 2017.
There were many popular winners on the night and for the likes of Jill & Don McLaren (Charity Volunteer of the Year), John Power (Air Operations Support Staff Member of the Year) and Neil Airey (Air Ambulance Pilot of the Year), it felt like their Awards were the culmination of decades of blood, sweat and tears. Colleagues and peers couldn’t have been more delighted for every single one of the winners.

**Air Ambulance Paramedic of the Year**
WINNER: Adam Carr, Essex & Herts Air Ambulance  
Sponsor: BMW Government and Authorities Division

**Air Ambulance Pilot of the Year**
WINNER: Neil Airey, North West Air Ambulance  
Sponsor: Safran UK

**Special Incident Award**
WINNER: Wales Air Ambulance  
Sponsor: Airbus Helicopters

**Air Operations Support Staff Member of the Year**
WINNER: John Power, London’s Air Ambulance  
Sponsor: Allianz

**Outstanding Young Person Award**
WINNER: Josh Bright, Magpas  
Sponsor: Babcock MCS Onshore

**AAA Chairman’s Award**
WINNER: Caroline Creer

www.aoaa.org.uk
Tower Lotteries will celebrate 10 years of supporting air ambulance charities in 2018. The company, based in Bury in Lancashire, acts as external lottery manager for six organisations and recruits lottery members for a further eight air ambulance charities.

Throughout this ten-year period, membership levels of the charities’ respective lotteries have gone from strength to strength. The profit from this revenue stream is often 40% or more of the total income received by the charity and in some instances has pushed beyond 50%. Each year, Tower helps its air ambulance clients raise more than £40m a year.

The staff at Tower are well aware that the impact of work done by lottery canvassers to recruit new members directly affects people’s lives and never was this more evident than in the case of Carolyn Hancock from Norfolk.

Life-saving action
Carolyn was a keen horse-rider but an unfortunate incident left her in a serious condition in the middle of a field in rural Norfolk requiring immediate attention. East Anglian Air Ambulance (EAAA) were immediately called to assist and after tending to Carolyn’s life-threatening injuries, flew her to Addenbrookes Hospital in Cambridge. Carolyn remained in hospital long after her fall but has since gone on to make a remarkable recovery.

At a recent training event attended by all canvassers working for EAAA, Carolyn and her daughter made a surprise visit to see them all and in a very emotional speech said, “Without people like you recruiting new members for the lottery, I wouldn’t be here today, I owe you all my life, and thanks to you I am able to watch my daughter grow up.”

The Tower canvassers appreciated Carolyn’s bravery in taking herself back to the incident in order to thank all the canvassers whose work directly funds the helicopters in the region and to show them how much it means to those whose lives are changed for the better by the air ambulance services.

Ethical fundraising
Tower is licensed by the Gambling Commission, holding both External Lottery Manager (ELM) Non Remote and Remote Licences. The company takes its ethical role seriously and works tirelessly to ensure it complies with regulations.

Canvassers working for Tower Lotteries regularly attend training events with partner charities and participate in workshops to ensure the work they do is compliant with all the latest regulation. The team working for Essex & Herts Air Ambulance, whose membership of over 168,000 makes it one of the biggest society lotteries in the country, have recently undergone advanced training on spotting signs of dementia.

The Virtual Dementia Tour is a unique way of educating non-sufferers so they understand a little of what people who are affected by the disease go through. It allows those who attend to spot signs a lot more clearly and Tower Lotteries deemed this a great way of ensuring vulnerable people with dementia are not signed up to any lottery.

The team
Beyond creating great relationships with clients and operating to the highest ethical standards, Tower’s success is down to its people, says Julian Naylor, Managing Director of Tower: “We have recruited the best people in the industry to our team, with huge industry knowledge and a real commitment to giving our clients only the very best service. We operate with the minimum of input from our clients, allowing them to focus on other vital activities, and we guide our clients through changes in legislation. We are always working on new ideas and strategies to assist the charities in increasing income from lotteries. We train our staff well and often too, and ensure they have total awareness of the charity brand they are promoting, understand new regulations and demonstrate fundraising best practice.”

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