



The Air Ambulance Service

TRUSTEE

APPOINTMENT BRIEF

JULY 2017



WELCOME FROM JOHN WILLIAMS, CHAIR

Thank you for your interest in becoming a Trustee of The Air Ambulance Service, a national and rapidly growing emergency healthcare charity providing Helicopter Emergency Medical Services (HEMS).

The Air Ambulance Service performs two essential services. The service responds to road accidents, medical emergencies, falls and injuries in remote locations, and many other scenarios within: Warwickshire, Northamptonshire, Derbyshire, Leicestershire and Rutland. The Children's Air Ambulance, is a hospital to hospital paediatric transfer service, which involves liaison with critical care hospitals and paediatric retrieval teams across England.

Our work makes a difference to people, to communities and to society as a whole and our responsibility is far reaching. The obvious impact is on saving lives, improving clinical outcomes and being able to react quickly and efficiently to emergencies but our influence is also able to challenge, and when necessary, try to change Government policies on health.

We are now at an exciting stage in our development, with an ambitious growth strategy, which will see a significant scaling up in our operations and a requirement to bring in ever increasing amounts of funding. In order to achieve this ambition we seek to appoint at least two new trustees, with commercial experience, from organisations where leadership and the delivery of successful growth strategies, coupled with customer insight are core characteristics of their DNA.

We're looking for trustees who share our passion for our important work, with the ability to provide leadership to a national organisation. You'll have the gravitas to engage credibly with a wide range of stakeholders. In return you will be guaranteed an exciting, challenging and rewarding experience within a progressive and forward-thinking organisation.

As Chair, I look forward to working closely with you and I am excited to see what you can bring to The Air Ambulance Service.

If you are interested in this unique role and would welcome the opportunity to have an informal conversation, please contact our advising consultant, Philip Nelson, on 01865 403298 or via email at pnelson@oxfordhr.co.uk.

Oxford HR Consultants Ltd

The Old Music Hall, 106-108 Cowley Road, Oxford OX4 1JE, UK

1st Floor, Three Tuns House, 109 Borough High Street, London SE1 1NL, UK

Tel: +44 (0) 1865 403 298 | Web: www.oxfordhr.co.uk | Reg. Company No. 6456325

ABOUT US

The Air Ambulance Service's primary purpose is healthcare, where we are proud to lead the way in our chosen fields of operation in trauma and medical emergencies via our HEMS services and in the innovation and development of the unique critical transfer and retrieval service that is The Children's Air Ambulance.

Our reach goes much further in our impact on society. We are a significant employer and contributor to our local economies and a socially responsible organisation that values the very communities that support us.



Our expertise is made available to smaller charities, to education establishments and to organisations with similar goals. We care about our environment, we are conscious of the need to use our abilities to change, shape or

challenge the voluntary sector as a whole for genuine public benefit.



Each of our distinct operations has been branded accordingly to reflect the differences between them, but all operate within the same charity framework and management structure, thus minimising overheads and ensuring common operating procedures and practices.

The national operation of The Children's Air Ambulance continues to evidence what a demand there is for specialised paediatric transfers, and HEMS operations continue to be as busy as ever in providing the traditional regional emergency services operated by an air ambulance.

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LOCAL AIR AMBULANCES

We remain one of the busiest Air Ambulance Service providers in the country and hold the accolade of being the most recognised Air Ambulance Service.

The Warwickshire and Northamptonshire Air Ambulance (WN) attended 800 emergency missions in 2016. It attended 342 road traffic collisions, 165 medical emergencies and 90 sporting injuries, which makes up the majority of our work.



In 2015 our expertise service was called to the Alton Towers ride incident, where both our aircrafts worked very closely with colleagues from Midlands Air Ambulance and other rescue services to transport the seriously injured.

Derbyshire, Leicestershire and Rutland Air Ambulance attended 1026 emergency missions

THE CHILDREN'S AIR AMBULANCE

In 2016 The Children's Air Ambulance was called to 181 missions. Stories like that of baby Jack and others that can be found on our website inspire us all and demonstrate just how right we were to first launch and expand this much needed service.

in 2016. It attended 418 road traffic collisions, 267 medical emergencies and 96 sporting injuries.

We also managed to provide 96% Doctor cover in the region and our fledging night car service was a particular success attending 413 incidents from our Warwickshire and Northamptonshire base and 837 from the Derbyshire, Leicestershire and Rutland base.

Operating 7 days a week from each base, we continue to invest heavily in the training and professional development of our Doctors and Paramedics to the highest possible standards and are proud to say that we now have a national and international stage for our expertise with the experiences and knowledge of our crew in demand.

Our work, alongside our NHS Partners in the regions really does ensure that patient care is at the forefront of everything we do, with our crews, our Ambulance service partners and other emergency services personnel working tirelessly, and together, for the benefit of the public.

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FLEET

We currently operate 3 AugustaWestland109's, the fastest civilian helicopters: 2 in HEMS (trauma) and 1 in Children's (Paediatric Transfers). The helicopter for Children's will be replaced by 2 brand new and better capable AW169's later on this year, which will cover national requirements in full.

This provides us with the most comprehensive state of the art paediatric and neo natal transfer and retrieval service in the UK, the only one of its kind. This represents a seismic shift in capability, from its humble beginning of a 10 hour a day, five days a week service, into an incredible 20 hours a day 7 days a week service.

CLINICAL EXCELLENCE

We utilise specialist doctors, paramedics and pilots who often fly under very difficult circumstances, relying on the excellent 'all weather' instrumentation that the Augusta Westland helicopters are equipped with, and are frequently confronted with some of the most challenging and distressing clinical situations in 'taking the hospital to the field'.

We are constantly updating and developing our clinical skills with the sole purpose of benefiting the patients we attend and were the first air ambulance to achieve Care Quality Commission (CQC) registration which is renewed on an annual basis.

STRATEGY

2015 saw the beginning of a new five year strategy, entitled "Maximum Impact". As we approach an important milestone, we are proud to reflect on the successes our life saving services have achieved.

We have long provided first class Helicopter Emergency Medical Services to our heartland counties, and have increased flying hours welcoming the addition of an extended night car service.

In 2015 the Air Ambulance launched a dedicated Children's Air Ambulance service to transport critically ill children. 2017 is seeing the expansion of this life changing service

whereby the charity is leasing 2 bespoke helicopters which now will enable a parent to accompany their child. This will enabled us impact on more lives.

In achieving our strategy, we will aim to continuously advance rapid response critical care services to patients, be recognised as a leading authority on pre-hospital emergency care and paediatric transfer services, raise awareness and understanding and engagement with our charity across the country, be the organisation of choice and opportunity for the most talented and driven people and significantly grow our income to £20 million per year by 2020.

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FUNDING

With an objective to save lives and improve patient outcomes, The Air Ambulance Service relies on the goodwill and generosity of the public, corporates and trusts and foundations to achieve everything that we do.

Our funders have been very generous because they know we are a worthy cause — our aim is to remain worthy of them and continue to deliver the best possible service. We do not receive NHS funding and more importantly, nor do we seek it.

We have 100% confidence in our abilities to attract and keep the public on side with what we do and with what we achieve. In 2016 we raised £10.232m from our fundraising, £6.061m from our Retail and Trading Company, a total of 16.306m including investments

OUR THANKS

We live and thrive through our three core values of Compassion, Courage and Creativity. We are proud with the substantial progress we have made, which has resulted in continued growth, development and enhanced our financial stability.

No single part of our diverse, complex and ever growing operations can function without the



This means that we achieved net growth for the 13th consecutive year in 2016. Our volunteer numbers also grew, again an encouraging sign of our continued development. Our shop numbers grew from 32 to 43 and our recycling company continues to show good signs of growth.

other and we pay a sincere tribute to all our staff and volunteers for all they do.

Our ethos has been the same since 2003 when we began. To deliver excellent patient care, do more of it until no more can be done, be brave and challenging but always with respect and always do what is right.

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THE ROLE

Remuneration:	The role of trustee is not accompanied by any financial remuneration, although expenses for travel may be claimed.
Location:	Rugby / London
Time commitment:	Approximately 1 to 2 days per month. The Air Ambulance Service Board meets at least 4 times per year to oversee the development of the charity and the work of the Senior Management Team. There is also the opportunity to serve on the Trading Company Board or the Finance Committee.
Reporting to:	Board of Trustees

Trustees have overall control of a charity and are responsible for making sure the charity stays true to its mission, vision and values. Being a trustee of a dynamic and fast growing emergency healthcare charity means making decisions that will impact on people's lives, on the communities we serve across the country, and as a result, on a society as a whole.

Trustees are also expected to act as ambassadors and as a public face of The Air Ambulance Service in partnership with the Chief Executive.

PURPOSE

Governance leadership of The Air Ambulance Service group of companies as an active and contributing member of the Board of Trustees under the leadership of the Chair, utilising personal skills, experience and knowledge; and to ensure the charity's sustainability, growth and ultimately impact on healthcare on a national scale.

RELATIONSHIPS

Trustees are also expected to act as ambassadors and as a public face of The Air Ambulance Service in partnership with the Chief Executive, have engagement with the Charity Commission and Companies House and build productive relationships with other members of the Board; donors, supporters and volunteers; and charity executives and with staff and volunteers.

RESPONSIBILITIES

GOVERNANCE

- Understand the charity's purposes as set out in its governing document and ensure compliance to Charity Law, CQC and other relevant regulations;
- Ensure the sustainability of the organisation and sound risk management;
- Oversee what the charity does and what it needs to achieve;
- Be able to explain how all of the charity's activities are intended to further or supports its purposes;
- Understand how the charity benefits the public by carrying out its purposes;
- Actively contribute at board meetings and monitor the implementation and subsequent outcomes of decisions taken at meetings;

LEADERSHIP

- Contribute to the development of the charity's long term strategy;
- Support, encourage and helpfully challenge the executive team;
- Represent the charity at high profile external and internal events;
- Raise public profile and promote the reputation of the organisation and seek financial support where possible;
- Serve on sub committees where expertise is appropriate;

FINANCIAL MANAGEMENT

- Maintain sound financial management of the charity's resources, ensuring expenditure is in line with the organisations' objects and investment activities and meet accepted standards and policies.
- Ensure that the charity's assets are only used to support or carry out its purposes;
- Evaluate risks to the charity's assets or reputation;
- Comply with any restrictions on spending funds;
- Monitor and assess the organisation's results in relation to the agreed strategy, budget and implementation plan.

The above list is indicative only and not exhaustive. Trustees will be expected to perform all such additional duties as are reasonably commensurate with the role.

PERSON SPECIFICATION

ESSENTIAL

- Ability to commit to essential meetings on a quarterly basis and participate in email discussions as appropriate;
- Alignment to charity's values of Courage, Compassion and Creativity;
- Strategic vision and excellent judgement of implementation plans
- Creative and innovative approach in the role of trustee, balanced by a sound professional track record on a major scale;
- Multifaceted experience in a professional arena;
- Experience of making decisions at board level in a complex commercial stakeholder/multimillion pound environment;
- Good communication skills across all levels;
- Excellent planning and organisational ability with long term focus;
- Understanding of governance/acceptance of trustee legal duties, responsibilities and liabilities;
- Understanding and acceptance of an entrepreneurial approach to income generation
- Genuine passion and interest in work of The Air Ambulance Service.

DESIRABLE

- Understanding of the voluntary sector;
- Knowledge and experience of committee procedures;
- Healthcare sector knowledge;
- Successful Board level experience in a similar role for a national charity
- Successful Board level experience in a £20M+ commercial organisation
- Proven networking skills

ENVIRONMENT

The Air Ambulance Service is an inclusive working environment where Equality, Diversity and Human Rights are guiding principles, individuals are respected and a value of having a diverse workforce is recognised. The recruitment, employment and development of people are based on qualifications, experience and competency to do the job, eliminating personal bias or prejudice.

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HOW TO APPLY

To apply for this position, please forward a copy of your CV, together with a supporting statement and a list of non-executive directorships and trustee posts that you currently hold to taas@oxfordhr.co.uk.

Please ensure that your submission fully addresses the appointment criteria in the person specification.

You should provide the names, positions, organisations and contact telephone numbers of two referees, one of whom should be your current employer. References will only be taken once your express permission has been granted.

We would be grateful if you could also let us know if you require any special provision as a result of any disability should you be called for interview.

Finally, please ensure that you have included your mobile and home telephone numbers, as well as dates when you will not be available or might have difficulty with the indicative timetable:

TIMETABLE

Closing date:	Monday 4 September
Preliminary interviews with Oxford HR:	week commencing 11 September
Final Panel Interviews:	Late September

These dates may be subject to change and applicants will be advised in advance should this happen.

SELECTION PROCESS

All candidates will receive feedback within four working days of the closing date. Shortlisted candidates may be required to undertake an additional assessment prior to the final interview.

QUERIES

If you have any queries on any aspect of the appointment process, need additional information or would like to have an informal discussion, please contact Philip Nelson on 01865 403298 or via email at pnelson@oxfordhr.co.uk



OXFORD HR

Founded in 1995, Oxford HR is a global leader in executive search services.

We work with civil society to support, identify and appoint transformational leaders, who are inspired to help shape society for the better around the globe.



Our experience of both UK and international development and our extensive reach – across commercial, academic, government and multilateral sectors – is what makes Oxford HR one of the world's leading executive search partners.



We are experts in recruiting sector leaders and talented private sector professionals looking to move into civil society. We excel at appointing leaders with hard-to-find skill sets, and providing our clients with real choice.

Oxford HR combines professional delivery and value with a personal touch and a rich network of existing relationships to tailor our service to your needs.

