



HAMPSHIRE AND  
ISLE OF WIGHT  
AIR AMBULANCE

# Chief Executive Officer Applicant Information Document for Hampshire and Isle of Wight Air Ambulance.

A big welcome to the Hampshire and Isle of Wight Air Ambulance charity. This pack has been put together to familiarise you with the Charity and gives some background to the charity and the work that it does. The document contains a series of hyperlinks that will take you to relevant web sites and documents.

## The Charity

HIOWAA's objective is to provide pre-hospital care in the form of doctors and critical care trained paramedics to the population and visitors of Hampshire and the Isle of Wight

The Charity's Mission is: To ensure that, through your support, we always bring exceptional Critical Care to people in Hampshire and the Isle of Wight.

The Charity's Objects, as contained within its [Articles of Association](#) (amended in 2018) are:

The relief of sickness and injury and the protection of human life for the benefit of the population of and visitors to the counties of Hampshire and the Isle of Wight and surrounding areas, by the provision and support of:

- Air Ambulance services.
- Clinical operational and training services including the provision of such services to other ambulance operators and connected third parties.
- Audit, research, development, training and educational services in pre-hospital medical care; and
- Ancillary equipment and support services related to each of the above

All of this is underpinned by the Charity's Values of: Openness, Dedication, Professionalism and Teamwork.

There are essentially two parts to the charity; the operational part based mainly at Thruxton airbase and the administrative and fundraising part based in our new offices at Adanac Park, just off the M3 and M27 in Nursling, Southampton.

## The Charity teams

The charity is currently headed up by the Acting CEO Sherie Williams Ellen, our substantive Deputy CEO and Company Secretary. The CEO works closely with a Senior Management Team (SMT), comprising the Director of Fundraising, Rachel Leaman, Director of Finance, Lucie Tarrant, and Director of Marketing and Communications, Keith Wilson. The full staff team is usually around [24 staff](#) and is set out in this [structure chart](#).

The biggest part of the operation is fundraising as the charity receives no government support but is entirely funded by charitable donations and legacy gifts. It costs in excess of £15,000 a day to keep the helicopter and vehicles operational. Fundraising is headed up by

Rachel Leaman and her team, along with a large group of 140 plus volunteers who raised over £7,000,000 last year. Funding of the charity is achieved in a variety of ways.

[Corporate sponsorship](#)

[Legacies and wills](#)

[Lottery \(Run on our behalf by Lottery Fundraising Services Ltd\)](#)

[Events and challenges](#)

[Small change, big difference](#)

[Volunteers](#)

Looking after this huge amount of money is Lucie Tarrant and her team who each year are responsible for balancing the books and making accounts and reports available to the Board of Trustees, Companies House and the Charity Commission.

The Communication and Marketing team are responsible for all internal and external communications, branding, PR and media work as well as marketing fundraising events. They also produce a quarterly magazine providing information about the charity and personal stories from patients who have been treated by us. Copies of the magazine are available on the website [here](#).

### **The Airbase**

Although we are known as the Hampshire and Isle of Wight Air Ambulance, we do more than fly a helicopter (our current model is the Airbus [H135 T3](#)). A large part of our service is provided by our three specially-adapted Critical Care Team road [vehicles](#), one Volvo and two Skodas. The first was commissioned in 2017 and the last Skoda becoming operational in 2018. During operational hours one of the vehicles is often based at Adanac Park, providing a much-improved response time to incidents in areas where the helicopter may struggle to reach. The service is provided 365 days a year, 19 hours a day, with night aviation cover provided in a TWO-weekly rotation with our immediate Air Ambulance neighbour Thames Valley Air Ambulance, based near Oxford.

In 2018 we restructured the way we operate in that previously our paramedics were employed and seconded from South Central Ambulance Service (SCAS). Following a period of transition, the charity works in partnership with University Hospital Southampton (UHS) who employ and provide the clinical staff of doctors and paramedics while the charity pays for their costs. This allows them to maintain clinical skills and training in a busy major trauma centre whilst delivering those skills in the pre-hospital care setting.

Key personnel in this area are Justin Sanders who is the UHS HEMS Care Group Manager and Hannah Lawless, the Operations Manager. Alongside them is Chris Tate, the Airbase Support Officer who is responsible for the day-to-day management of the airbase. The airbase, which was built specifically for HIOWAA, houses the crew rest quarters, training suite, gym and an operational dispatch room.

### **The Role of our Trustees**

Trustees are the eyes and ears of the charity providing independent control over, and legal responsibility for, a charity's management and administration. Trustees work on an "eyes on, hands off" approach, working with the CEO and SMT (Senior Management Team).

The work of a trustee is purely voluntary although some reimbursement for expenses incurred on the charity's behalf may be claimed. The Board meetings are held four times a year in January, April, July and September and is supported by several subcommittees.

The Board normally comprises no more than twelve members including the Chairman. Our present Chairman is Sir John Day who is retained for a further year as Chairman by request of the Board following his four years in office. Details of [members](#) of the Board can be found on our website.

The Charity usually run a number of events each year and have a presence at many too. This is made possible by a committed army of volunteers who are co-ordinated by a small team at headquarters. The CEO would need to have a presence at some events and with our volunteers to show the Charity's appreciation for their commitment and support. Once a year we run a volunteers' conference (usually in the Spring). This is an all-day event, showcasing the work of the charity and keeping volunteers informed of our work and upcoming changes.

There are several important documents produced by the Charity Commission that the CEO would need to be familiar with. Most charities are registered with the [Charity Commission](#) who are the national regulatory body for all charities in England and Wales. You will find many useful documents on their website explaining the legal requirements a Charity has to meet.

A full list of the Charity Commission documents can be found [here](#)

To ensure public confidence in charities is maintained, good governance and reporting forms a strong part of the charity's work. In 2017, [The Charity Governance Code](#) was produced and forms the basis against which charities should operate on a day-to-day basis. It has seven guiding principles and helps charities, and their trustees develop these high standards of governance. The Code is not a legal or regulatory requirement. It draws upon, but is fundamentally different from, the Charity Commission's guidance. Instead, the Code sets the principles and recommended practice for good governance and is deliberately aspirational.

Alongside this, the charity is required to produce accounts and annual returns which are open and available for public viewing. These provide some financial background of the [charity](#).

We hope you are inspired to apply for our CEO vacancy and look forward to receiving your application.

Sir John Day  
Chairman of The Board of Trustees