

Newsletter:
August 2014



NORTHUMBRIA BLOOD BIKES

nbb



shop

Our fuel costs
this month

£900

Average cost
every week

£225

If you're burning our fuel,
please help us to pay for it.

www.northumbriabloodbikes.org.uk/fundraisingcalendar

COVER PHOTO: -An appeal for our riders to help us fundraise!

Every month we're announcing more bikes, more hospitals, and more work as our charity continues to expand. However, the cost of fuel to keep us operational is rapidly heading towards £1000.00 per month!

We are one of very few blood bike charities who cover fuel charges; many groups around the country ask the riders to pay for the fuel themselves. Some of our riders top up the tank at their own expense, and we really appreciate the gesture. For the others we ask respectfully that if you are riding the bikes and burning the fuel, you could please try to help us fundraise to recover some of our expenses. There's always an event taking place... just look at the calendar at the back of this newsletter and please, please, spare the time to help us. No funds = no service!



Our second year at “Bikewise”!

Our flagship event this month was undoubtedly our attendance at the annual “Bikewise” event, held at Durham Police headquarters. Those who can recall last years event will remember that we only had a patch of grass, some photocopied black & white leaflets and shared a gazebo with our friends from Realrider. One year on it was a different story; Gazebo, flags, colour printed handouts and smart polo shirts all helped to show the public that we are committed to presenting a professional image. The big advantage this year was that we could promote ourselves as a fully operational group, serving hospitals all over the region, whereas last year we were promoting the dream of a service that was only in the planning stage. On the stand was “Bright Northumbria”, our Yamaha FJR, which was a hit with the visiting kids!



Sadly, the future of Bikewise is in doubt because Durham Police are moving to a new site which doesn't have the facilities to host the event. - But that didn't stop thousands of people attending this prestigious show, and our stand was busier than ever! Thank you to all the volunteers who helped to the day a big success!

And of course, we couldn't report on Bikewise without a photo of the Carole Nash girls, could we?



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Madathlon present a cheque for our second new Trophy!



The Bikewise event was also the venue for the Madathlon charity to present a cheque for £7,200.00, the second cheque from them, to allow us to buy another brand new bike! Pictured left to right are Edd Gardiner and Rob Shields from Madathlon, handing over the cheque to our Graham Moor.

We've purchased two brand new Triumph trophy bikes with the money raised by Madathlon, and they have chosen the names "Claire" and "Bella" for them. Hopefully they will be shown in full high-viz livery in next months newsletter. Watch this space!

Our Annual General Meeting is approaching.... 11th September

Members... this is your meeting! Committee positions / members are up for election, important decisions and constitution changes are voted on, and you have the chance to see what we have been doing to keep the blood bikes group operational. Find out how we've performed over the last twelve months, and what we plan to do in this financial year. This is an open meeting, so anyone is welcome to attend, however the operational considerations, voting for changes etc will be restricted to members only.

Yes, it's a formal event (a mandatory requirement from the Charities Commission), but it's also your chance to play a part in the direction of our group, so don't miss it! We're meeting in Rutherford Hall, Ellison Building, Northumbria University, at 7.00pm on Thursday, September 11th.

All the way up to Berwick for the WRVS....

The ink was still wet from last months newsletter when publicity expert Owain drove up to Berwick upon Tweed with Chairman Peter Robertson to present an awareness talk to the WRVS. Peter brought "Bright Northumbria", one of our Yamaha FJR's, which attracted great interest from those who attended. These events are vital to spread awareness of our group, and often result in some publicity from the local newspapers; see page five below for an example!



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SCANIA go coast to coast to raise funds for us....

Some of the extremely brave, fit & healthy employees from Scania once again undertook the Coast to Coast ride in order to raise funds for us. This was the second time that they have supported us in this way; they did it in 2013, raising almost £900-00 - a magnificent effort on their behalf!

Alan Dale, the transport manager sent a tracking link to Owain in order that we could track their progress in real time, giving us a better indication as to when we could expect them in our region. We met up with them at Newcastle Quayside for some shots with the bikes and bridges in the background (above), and then followed them to Tynemouth for those 'end of ride' shots.

We arrived at the car park below the Priors to find it extremely busy to say the least: Paul Burrows (driving the support vehicle for Scania) did his 'white van man' thing and parked on the grass....

Shortly after we were joined by NBB members John Parish, Paul Cain and David Burn. The riders arrived and made their way down to the water's edge for the ceremonial dipping of the front wheel.

Another tremendous effort from the staff at Scania, initial estimates put the amount of monies raised at over £1000-00!! A presentation will be arranged in the near future for a cheque handover, and of course an opportunity for more photographs!

(Story & photos by Owain Harris)



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NBB in the local papers...

Last month we reported a presentation to a ladies group in Cramlington which took place on 12th June.... In a very similar style to the one you can see on page three of this newsletter (Berwick WRVS). At first glance people may wonder why we do such events, but they can reap huge dividends, both in the form of donations and, as shown right, the chance to get a feature in the local papers. This was a feature taken from the Evening Chronicle website, but the article appeared in the newspaper on 25th July. Coverage like this is priceless...

The hunt for photo opportunities, sponsorship, fundraising and promotional events is never-ending, so if you are aware of any club, business, school or public location where we might have the chance to spread word of our charity, please let us know. The key contacts are: Graham Moor: fundraising@northumbriabloodbikes.org.uk or Owain Harris: publicity@northumbriabloodbikes.org.uk -Or you can contact us via our website / facebook etc...

Cramlington women's charity welcomes Northumbria Blood Bikes

Jul 25, 2014 15:28 By Evening Chronicle

Healthwise looking for new members to welcome to their group



Healthwise Group welcoming the Northumbria Blood Bikes to its weekly meeting

Healthwise Group, a Cramlington-based women's charity, recently welcomed the Northumbria Blood Bikes to its weekly meeting held at Concordia Leisure Centre in Cramlington. Over 30 women from Healthwise enjoyed an informative talk on why a blood service is needed out of hours and what the charity does. A lucky few also had the opportunity to sit on the rapid response motorbikes.

Blood Bikes is a charitable organisation run entirely by volunteers, who transport blood and other medical supplies to hospitals and medical centres, out of hours from 7pm to 7am every day of the year. This vital service aims to save the NHS money, save lives and promote a positive image of motorcyclists to the public.

Healthwise was formed in January 2000 by a group of women who had all experienced life changing events - such as serious illness, bereavement, divorce or retirement. Their aims were to lead a healthier, happier lifestyle, becoming wiser about their health and well being, hence the name 'Healthwise'.

Over the years 150 members from Cramlington and surrounding areas, the group offers friendship and support, enjoying social outings, interesting speakers, live music and entertainers, workshops and training sessions on various topics including



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Recommended by News



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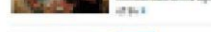
Why Blood Bikes should not be a thing of the past



Concordia Leisure Centre, Cramlington, Northumbria



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Three fundraising days at ASDA

Sometimes we wonder what's going on with the other groups who fundraise in supermarkets. For some reason, we seem to be gaining popularity with the management and staff at many of the locations where we go bag-packing or take a bloodbike. Why? We don't know! We simply try to look as professional as we can, be polite and courteous, and have fun. And it seems we must be doing something right, as more of our volunteers are realising that it's actually a very sociable, fun activity rather than the "chore" they may have anticipated. Top of the list has to be ASDA in Gosforth: Our fundraisers eyes light up when they hear that we have an event there, because the atmosphere is unbelievable! ASDA's Community champion Michelle Castledine never fails to make us all feel welcome, and all of the staff enjoy having a laugh with us while we're there.

This month we held three events in ASDA: at Benton on 12th July, Gosforth on 26th July (below left), and a first appearance in Sunderlands Leechmere Road site (below right) on 18th July. - Our next event is ASDA Living in Durham, on Saturday 23rd August, where we're currently taking part in their "green token" scheme. Be there if you can, we'd love to see you, even if you're only helping out for an hour or so while your partner goes shopping!



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The official handover of “Bright Northumbria”



The official handover of “Bright Northumbria” took place on Tuesday 5th August at North Tyneside District General Hospital, with a formal presentation and press event. Earlier this year we received a £5,000 funding boost from Northumbria Healthcare NHS Foundation Trust, enabling us to purchase our fourth bike (pictured), a Yamaha FJR1300.

Brenda Longstaff, charity and volunteer senior lead officer at Northumbria Healthcare, said: “We are delighted to be working in partnership with Northumbria Blood Bikes to help us provide this much-needed service for our patients. Time really is of the essence when a patient is suspected of having a serious infection such as meningitis so to be able to call on a Blood Bike is of great benefit and means that patients are able to be diagnosed sooner. As geographically one of the largest trusts in England, we must look at innovative and efficient ways to transport people and products between our sites so we can continually invest in patient care and local services. This is a great example of us doing just that and we look forward to expanding the service further.”



One of our riders is Northumbria Healthcare employee Philippa Bromley, strategic lead for moving and handling. She said: “As an avid biker and someone who has a passion for the NHS, I am keen to combine the two in my spare time to help provide a service to patients and benefit the trust at the same time. We’re on hand whenever we’re needed and particularly in times of busy traffic, a motorbike can make a journey in a much shorter time - valuable minutes which could make all the difference to a patient.”

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To sign or not to sign, -that is the question!

Here's a test for our riders:

Question:

When you're delivering or collecting from the NHS Blood and Transplant (NHSBT), Barrack Road, Newcastle, do you ask for a signature?

Answer:

We don't ask for signatures from NHSBT....it is the only location where we don't ask for signatures.... In fact we sometimes get complaints if a rider requests a signature by mistake! However, we do sign for anything we collect from them... that's their paperwork, not ours!

Mousemats ordered for the Path Labs:

When our riders were offered a tour of the brand new pathology labs at the Queen Elizabeth Hospital, Gateshead, we asked if there was anything we could get to promote Northumbria Blood Bikes inside the building. "Mousemats" was the suggestion, so we quickly got to work to come up with something appropriate. The result is shown below; a custom printed design, showing the new Pathology labs, and displaying the operational hotline telephone number.

These mousemats will be sat in front of the people who are most likely to call us: We have ordered extra to go into other path labs and hospitals in the region, and the order will be arriving in the next few days.



Coming 24th August: The official Madathlon handover!

The Madathlon volunteers have been doing incredible work over the last twelve months, raising money for our charity. All their hard work culminates in the official handover of two brand new Triumph Trophy motorbikes this month, at the Cobblers Pub, Burnhill Way, Newton Aycliffe, where we have the formal handover with local press & possibly television!



We're really keen to pull out all the stops for this event as a mark of our respect for the help Madathlon have given us this year, perhaps as big, or bigger, than the Angel of the North shoot back in February. We plan to get as many members in uniform, and as many liveried bikes together in the pub car park for some team photographs, not only to promote Madathlons fabulous donation to us, but also to use in posters, leaflets and videos to promote ourselves in the months ahead. Until now, our biggest photo shoot has only shown two of our bikes. On Sunday 24th, we're aiming for SIX bikes, two cars, and as many members as we can!



The pub is an excellent venue for Sunday lunch, so it might be an idea to make an afternoon of it with the family! (this might help to appease the pub management for taking over their car park!!!) There's also a very good, safe play area for kids to burn off some energy. For sat-nav users, the postcode is **DL5 4SE**. We'll be there early in the day to do a spot of traffic management and set up flags, bikes etc. Times are yet to be confirmed, but will be publicised on our website and forum. Please attend to show your appreciation of Madathlons' generosity!

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Benfield Nissan - family fun day



Northumbria blood bikes were recently invited to take part in a family fun day at Benfield Nissan, primarily as a publicity event as opposed to a fundraising day.

The forecast for the day wasn't good, but we took coats and brollies just in case. We set up outside the showroom, along with a bouncy castle and a hog roasting tent. All the staff had come to work in fancy dress, and some came out to look at the bike and ask about the service. There was also a band booked later in the day, which included staff from the garage. There were raffles, tombolas, colouring competitions for the children, a pizza eating competition (highly amusing as they were extra hot ones which the contestants weren't expecting!)

We had our lunch at the Hog Roast tent, complete with crackling, stuffing, and gravy - yummy! The weather finally decided to try and spoil the day by unleashing the rain - side panels were quickly erected and the RT pushed undercover to keep dry. People still came and asked about our work, and we had an invitation to do a talk which will be progressed through the usual channels.

The rain came, but the band played on - and they were actually quite good! The garage manager, Richard Hall, thanked us for attending, and said they would support us in the future by inviting us to future events, and would pass the word around the Benfield group. He also uploaded some photos he had taken to their website, and twitter page.



(Top): Charlotte Harris with "Northumbria", our BMW 1200RT, and the gazebo & flags at the start of the day.

(Above): The Benfield staff in fancy dress, lined up for the fiery pizza challenge.

(Left): Sadly the rain stopped play for a while, so we sheltered inside the showroom!

Photos & story: Owain Harris

The North East's First International Motor Show & Family Fun Day

The first North East Motorshow: ever so slightly windy!

Volunteers turned out in great numbers to support this event, which was over the weekend of 9th-10th August. It was forecast to be a windy day and sadly, in the process of setting up, our gazebo was damaged by a gust of wind while only half of it was anchored down.

With one bar snapped in half and another bent, we had no choice but to pack it away. Fortunately, the other gazebo was on hand, so we were able to continue with a smaller display than previously planned.



As the photo above shows, we were ideally situated between the Police display and the fairground rides on a pitch that attracted plenty of pedestrian traffic. Nobody really knew what to expect at this event as it was a “first”, but the lure of free fairground rides attracted the younger customers in their droves, and it wasn't long before we had families forming an orderly queue to get their kids onto the bike!

Many thanks as always to the volunteers who came along to staff the event. It was far busier than we expected, and in addition to raising substantial funds through the donation buckets, we also had a few people interested in joining us and finding out more. We even had the North Rota blood bike join us while on standby, however a call came through for a job at North Durham, so he couldn't stick around for long. Hopefully we will have the gazebo repaired soon as we plan to have it in the Cobblers Pub car park for the Madathlon bike handover event on the 24th August!.

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Future events to put in your diary:

For more info on any event on this page, email Graham at fundraising@northumbriabloodbikes.org.uk
Without fundraising, we simply wouldn't survive. We need to keep raising money to finance our fuel, tax and insurance charges, pay for our uniforms, tracking devices, printing materials and more. We also need to save up a cash reserve for bike maintenance, and the inevitable days in the future when we need to replace a bike. Please spare an hour or two at one of the events below if you can; showing your support helps to keep us operational and we really appreciate whatever help you can give.



Tesco, West Auckland (NEW)

Our wonderful Madathlon friends are holding a bag-pack event at Tesco. Please show your support for this amazing team who have already provided our first brand new motorbike!



Asda Living Durham

Saturday August 23rd from 11am- 4pm Would you be able to support the stand for an hour or two?



The MADATHLON official Triumph handover event:

This is where we are officially presented with our two brand new bikes! We'd love to see as many members & liveried bikes as possible to show our appreciation. The Cobblers Hall pub, Burnhill Way, Newton Aycliffe DL5 4SE. Time TBC.



Tesco, Consett

A publicity display and bucket-shaking event at the Tesco superstore in Consett, 10am-4pm, Help if you can!



Eldon Square Shopping Centre, Newcastle:

Confirmed as Saturday and Sunday 6th & 7th September.
Drop the kids off in town with the other half & give us a hand!
(Possibly holding two events at both entrances to the centre)



Great North Run 2014:

Brilliant publicity last time, so we're trying for it again! We also have several people taking part in the run itself. Rather than me.....



Sainsburys, Arnison Centre, Durham:

10am to 4pm in one of our regular venues....always a good event for fundraising. Please come for an hour or two! We need the money to keep our bikes fuelled and taxed!



That's all for this month; thank you all for your continuing support. Ride safe.....

FUNDRAISING HOTLINE: 07766 479 770 - for any opportunities to increase our funding through sponsorship, locations for collecting tins, supermarket events etc...



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