



NORTHUMBRIA BLOOD BIKES

January
2015
Newsletter

Happy
New
Year

JOHN PARISH...
LIFE-SAVING
SUPER-HERO!

WE WIN £5,000!!!

We hit the
ONE THOUSAND JOBS
milestone!

A NEW
MOTORBIKE!

Our first
Liveried Car!

1000

BoB!!!



northumbriabloodbikes.org.uk

WE WON !!!

**We're starting the new year with £5,000.00.....
Thanks to the loyalty of our supporters!**

Northumbria Blood Bikes were nominated for the Nationwide "Big Local" vote for December. If we gained the most votes (and we did!) Nationwide Building Society promised to give us a £5000.00 donation!

Everyone worked furiously to spread the word and collect as many votes as possible in readiness for the December 31st deadline, and we cannot thank you all enough..... it gives us enough to fuel our fleet for four months; what a fantastic way to start the new year! And of course, a massive THANK YOU to Nationwide and the BIG LOCAL team for their generosity in providing the prize fund in the first place!



Nationwide contributes to lots of community groups around the UK, but who should receive an extra £5,000?

Charities helped in 2013 - 2014:

1019



Days left to vote



Northumbria
Blood Bikes



VOTING NOW CLOSED

Current percentage of votes:

25%

Current percentage of votes:

66%

Current percentage of votes:

9%

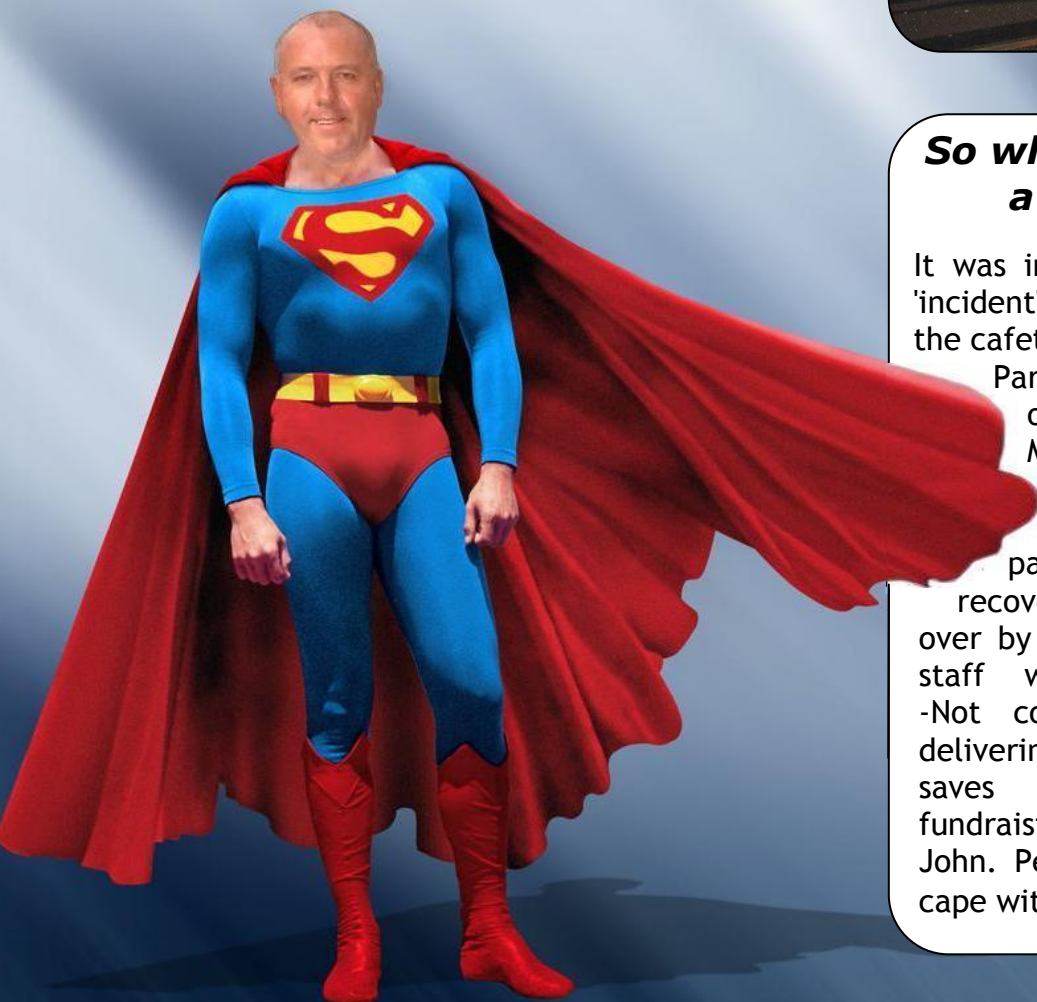
ASDA Gosforth, Saturday 13th December:

Northumbria Blood bikes were once again invited to bag pack and fundraise at Asda Gosforth, courtesy of our friend Michelle Castledine. The day started well - we had a prime spot right outside the door, we had sunshine, and we had volunteers! Stewart Wilkinson brought along his neighbour, Pauline Forster, to do a spot of bag packing in the morning, and we had another volunteer in the afternoon - Amy Barlow, Nigel Barlow's daughter - so a big thanks to both of them for helping the rest of us!

Shift changeover saw some more volunteers arrive and take up the challenge of squeezing shopping into bags, and money into buckets. As the day got colder - and wetter, we were glad we took the gazebo for shelter.

Just when we thought it couldn't get any worse.... There was a commotion as a shoplifter was pursued from the store chased by security - well, it seemed rude not to join in, especially as Graham Moor and Owain Harris were there... After a short foot chase, the shoplifter was detained. He was escorted back inside to the security office where he remained until the police arrived.

Throughout the day Michelle made frequent checks outside, with the offer of mince pies and hot drinks to keep the cold at bay - thanks Michelle! It's always fun at Gosforth, the staff have such a great sense of humour, and the day simply flies over! *Story: Owain Harris*



So what made John Parish a Superhero, then?

It was in the afternoon that the first 'incident' occurred - a person choking in the cafeteria! Our own Superman, John Parish, leapt into action & carried

out the legendary 'Heimlich Manoeuvre' whilst staff called

for an ambulance! Thanks to

John's quick actions, the patient was able to make a full

recovery, and after being checked over by the Paramedic and Ambulance staff was allowed to walk out!

-Not content with saving lives by delivering blood to hospitals, he now saves lives at our supermarket fundraising events, too! Well done, John. Perhaps we should issue an NBB cape with our next uniform change?



Probably the worst kept secrets of 2014:



“Officially”, we’re not supposed to tell anyone about it yet..... as we’re waiting for the press announcement and a formal handover event. But we had it on display at the open meeting in November, and it was “leaked” out onto Facebook a couple of weeks before Christmas, so the cat is well & truly out of the bag!

Northumbria Blood Bikes new addition to the fleet, a brand-spanking-new Skoda Yeti 4x4, purchased for us by a very generous local business, and the Renault Kangoo Van which

We mentioned in last month’s newsletter is due to be received very soon. These vehicles have only become a reality following some extensive work by committee members behind the scenes, (namely Richard Scholfield and Sean Storey). Many thanks, gents, for your successful negotiations!

These will prove invaluable in the bad weather that is almost upon us when we are unable to ride the bikes safely, and the restrictions on carrying blood on bikes when the temperature falls below a certain level. The vehicles were on display at the recent open meeting held in Newcastle on the 11th December, and the Yeti is now already in active use for fundraising events & adverse weather runs.

Providing effective and timely transportation of essential blood and medical products
Registered Charity Number 1152745

Air Ambulance “BLOOD ON BOARD”

What it means, and how bloodbikes are involved....



“BoB”

...as it is affectionately referred to, stands for “Blood on Board”. The idea is simple, but the organisational challenges behind it have been a couple of years in the making. It’s finally here, thanks to the commitment of blood bikes and the pivotal role they play to make it happen.

Picture the scene which happens several times each day at various locations around the UK... Arriving at the scene of a major accident, one of the first things a paramedic needs to do is stop major bleeding. It’s estimated that around half of the people who don’t survive traumatic injuries die from blood loss. Now a new scheme has been devised which allows the Great North Air Ambulance to carry blood on board their helicopters, so that they can give transfusions at the scene of an accident instead of waiting until the patient reaches hospital. It’s a radical move which is set to transform what is known as “pre-hospital care”. The potential to save lives is abundantly clear, but the logistics of getting the blood from The Royal Victoria Infirmary in Newcastle to the two airfields in Langwathby (near Penrith), and Durham Tees Valley airport have only now been made possible thanks to the services provided by Northumbria Blood Bikes and our colleagues in the North West, Blood Bikes Cumbria. The Great North Air Ambulance is one of only a few in the world to carry the blood, but every year, around the world 2.5 million people bleed to death. For those who know that getting blood to the scene of major traumas can save lives, it seems that the idea being adopted here in the North of England will someday find a place in all major trauma care.

It’s been in planning and negotiation for almost as long as our charity has been formed, but the next couple of weeks will see the service launch, amid possibly the biggest media and publicity that we’ve ever experienced...But what’s it all about?



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How it works:

Pictured left is Dr. Rachel Hawes (GNAAS) with a special cool box designed to keep blood at its optimum storage temperature for up to 48 hours. Sophisticated monitoring equipment within the boxes ensures that the paramedic or doctor is alerted if at any time the climate inside the box falls outside of permitted safety thresholds. The technology now exists to rapidly bring the blood back up to normal body temperature at the roadside so that it can be given to the patient straight away. Nothing is wasted; if the blood has not been used within 24 hours it is returned (via blood bikes) to hospital to re-enter refrigerated storage and be used in routine operations or A&E departments.

This means that the blood bikes deliver every day, regardless of whether or not the blood has been used. Because of the distances involved, we also have to operate a relay system with Blood Bikes Cumbria who meet us half-way to exchange the cargo and progress it to the Langwathby air base.



Blood transfusions carry risk, so they are only performed at the scene of an incident if the patients' life depends on it. As a result, there's a direct link between the blood used and lives saved. For the first time in our history we can say our work contributes to an accountable number of lives saved. Thank you to Sean Storey (above, on the bike) and everyone else who has made this possible.

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And the icing on the cake...

You may well wonder who these two are..... On the left is John Surtees, OBE. He's a British former Grand Prix motorcycle road racer and Formula One driver. He was a four-time 500cc motorcycle World Champion - winning that title in 1956, 1958, 1959 and 1960 - the Formula One World Champion in 1964, and remains the only person to have won World Championships on both two and four wheels. He founded the Surtees Racing Organisation team that competed as a constructor in Formula One, Formula 2 and Formula 5000 from 1970 to 1978.



To the right is his son, Henry, who died in a freak accident at Brands Hatch racing circuit in 2009, when a tyre from another car struck his head. He was taken to hospital by air ambulance but was believed to have died at the scene. Henry donated his heart valves, liver, kidneys and pancreas. Within hours - (eight to twelve hours in the case of his liver) - he had saved lives. He was 18yrs old.

John set up the Henry Surtees foundation in memory of his son, and has raised thousands of pounds in funding for charities since then. He has been a huge supporter of the Air Ambulance "Blood on Board" initiative and has sponsored several regional aircraft in other parts of the country. He said: "I spent a lifetime in motorsport where every second counts. The same factor plays a vital part in saving life".



John is currently in the final stages of arranging for two vehicles to be provided to Blood Bikes, one for Northumbria and one for Cumbria, to support the Blood on Board initiative and ensure that we can continue through any adverse weather conditions. The Vauxhall Mokka vehicles will look almost identical to the paramedic car shown here, and will feature green & yellow Battenberg with "Air Ambulance support" detail.

On behalf of everyone from Northumbria Blood Bikes and Blood Bikes Cumbria, I'd like to thank John for his incredible generosity in providing each group with such an essential asset. Both ourselves and the Cumbria group are proud to play our part using equipment funded by The Henry Surtees Foundation to ensure that the people of Northern England are able to receive the highest standards of critical care available. We hope we will make you proud, John. Look out for a flurry of publicity over the next few weeks as the service is launched in our region & across Cumbria.



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Publicity this month:

...We've done pretty well in the papers with TEN appearances over the past four weeks....

15th December: Northern Echo

29th December: Darlington & Stockton Times, Westmorland Gazette, Northern Echo

30th December: Hartlepool Mail, Halifax Courier, Cumberland News, News & Star

2nd January: The Star

5th January: The Morpeth Herald

The Northern Echo had a great feature which encouraged their readers to vote for us in the Big Local campaign. The same article also featured in the Darlington & Stockton Times on 29th December.

We also had the Halifax Courier, Star, News & Star (Cumbria, Below), Westmorland Gazette, Cumberland News and the Hartlepool Mail. All said "Blood Bikes Charity" instead of specifying The Northumbria or Cumbria groups. Still, any publicity is good publicity!

The Northern Echo

NEWS SPORT BUSINESS FEATURES WHAT'S ON JOBS PROPERTY CARS

North Durham > Durham

The Northern Echo > News

DURHAM CITY NEWS

Blood delivery charity hoping for support in fund-raising contest



FUNDRAISER: Volunteers Graham Moss and...

Darlington & Stockton Times

NEWS SPORT WEEKEND FARMING WHAT'S ON JOBS PROPERTY ANNOUNCEMENTS CARS LOCAL INFO

Archive Darlington and Stockton Times >

ARCHIVE - MONDAY, 29 DECEMBER 2014

Blood delivery charity hoping for support in fund-raising contest

...vital blood supplies to hospitals across the North-East is hoping to win £5,000 towards...

...which took to the roads in February, is made up of... the region who carry blood by motorbike when normal NHS...

...two years ago and now has 140 volunteers...

...of the Nationwide Building Society's The Big Local scheme,...

...note for a charity to receive £5,000 each month...

...We also feature St Oswald's Hospice, Newcastle and children's...

...UK North East, which has projects on Tyneside...

Thursday, 01 January 2015

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CUMBRIA'S AIR AMBULANCE EQUIPPED TO GIVE BLOOD TRANSFUSIONS

By Duncan Bick

Last updated at 12:01, Tuesday, 30 Decem

Casualties suffering medical emergencies in Cumbria will be able to receive roadside blood transfusions from sky medics.

The Great North Air Ambulance Service (GNAAS), which operates the Langwathby-based Pride of Cumbria helicopter, has announced its staff will be able to treat casualties in this potentially lifesaving way from January.

This is something some airborne teams in the south of England have been able to do for some time.



The Westmorland Gazette

NEWS SPORT LEISURE VIDEO WHAT'S ON JOBS PROPERTY ANNOUNCEMENTS

Cumbria North Lancs Dales Education Health Business Farm & country Crime Politics National

The Westmorland Gazette > News

NEWS

Helicopters to carry blood

First published Monday 29 December 2014 in News

by Anna Smith, Reporter

ROADSIDE blood transfusions will be available for Cumbria thanks to a scheme now being run by the Air Ambulance Service (GNAAS).

From January it will become one of only a few air ambulance organisations in the world to carry blood on board enabling it to perform the life-saving procedure.

... Saturday (Decem... City's Arnisson Centre

Hartlepool Mail

01/01/15 4°C to 13°C Light showers

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Air ambulance set to carry blood

Roadside blood transfusions will be available in the North of England for the first time after the Great North Air Ambulance Service (GNAAS) revealed plans to carry blood from January.

GNAAS will become one of only a few air ambulances in the world to perform the life-saving procedure after forging links with volunteer...

ONE THOUSAND jobs completed!

Congratulations to all of our volunteers on completion of our 1000th job since going live in February 2014. The milestone was reached between Christmas and the New Year.....It took only nine weeks since we completed our 500th job, which shows how quickly we're expanding.... Well done all of you!

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Sunday, 21st December; ASDA Wansbeck Road, Gosforth

Just one week after John Parish's superhero appearance at Asda Gosforth, we were back....this time in Wansbeck Road, less than a mile away from Michelle's store where we had been the week before.

Madathlon bike "Bella" and the mini-moto both stood proud outside the entrance doors and got a great deal of attention from the customers.

'Thanks as always to the locals who contributed and helped to fund our cause, and of course to the volunteers who kindly donated their time to staff the event. We raised just under £380.00 which, for a store of this size, is pretty outstanding!



Saturday, 20th December; ASDA Cramlington:

Sadly no pictures from this event. It was a shorter than normal slot from 9am - 2pm. While there we were presented with the green token £200 cheque that the fitness & weight loss group (who had met us previously at the nearby leisure centre) had nominated us for after a talk was given to them. Due to the nature of the shopping centre, we had to have the bike outside in the car park, but there was still the usual stand and mini motos inside the store. Many thanks to the volunteers who kindly donated their time to staff the event: We raised £351.85 in the short time that we were there.



'You Shall go to
the ball!'

Tickets are still available for this event, and there are still some rooms vacant if you'd prefer to make a night of it and have a little tippie without worrying about the drive home!

Charity Night

raising funds for



&



Fighting blood cancer
for a brighter future.

Charity Number
1152745

27th February 2015
The Derwent Manor Hotel
7pm - 1am

3 Course Meal, Raffle, Entertainment

£17.50 per person

For Tickets contact
Clair 07539021425
or Kirsty 07849830467

Our most profitable supermarket day since we started:

On Saturday, 27th December, we attended Sainsburys in the Arnison Centre, Durham for a spot of festive bag packing. We arrived at 9:45am to get checked in, parking permits sorted and a hot cup of java to start the day off. We had our bike positioned directly outside the front door, in prime position for passing trade, and we were fortunate enough to have the blood car free for a few hours to join us, and park in a prime spot for visibility.

Collecting buckets were sealed, leaflets, hi-vis fundraising vests were utilised and lots of stickers for small people. Out to the tills went our legion of volunteers to pack bags for the day, and what a busy day.

Outside, the bike got a load of attention, lots of interest from enthusiastic children and their equally enthusiastic parents, and we had a visit from a photographer from the Northern Echo / Darlington and Stockton Times to record the event. They were good enough to support publicity for our Nationwide 'Big Local' vote and gave us a great write-up.

As the day moved on, Edd and Gayle Gardiner from Madathlon very kindly joined us to help with some bag packing - thanks guys - good to see you and best wishes for 2015 with the new defibrillator campaign.

We reached the cold end of day, thanked the store for their hospitality and our volunteers for giving their time at Christmas and cleared up.

Once donations were counted, we collected a massive £1,584.69... the most we have ever raised in a single day at a supermarket.

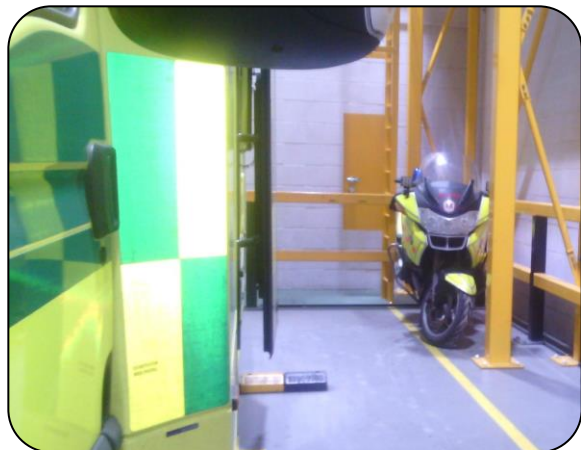
A huge thank you to the people of Durham (and visitors from other parts) for the massive generosity at this time of year. This means so much to us, provides fuel for around 5 weeks of transport, which means around 250 potentially life-saving journeys.

Story: Graham Moor



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Monkton Ambulance Station goes live for the south rota:



Above: Tucked in against the back wall, our BMW 1200RT peeks out from its new home.

Below: Aerial view of the station, and the secure yard where we're permitted to park while on shift.



4th January 2015: Our newest base location for our south rota bike has just gone live, and will hopefully save many of our riders from having to delay the start of their shifts while they take the previous rider back to their home. The idea is simple; drive up in your car or on your bike, and park it securely inside a locked gated compound with 24hr CCTV monitoring. Collect the blood bike, and either stay until your first call comes in, or take the bike back home if you live nearby. At the end of the shift, simply return the bike, collect your car, and go. Alan Ross took advantage of the new base on his first nightshift of the year. "Handovers are a lot quicker; my first call was only minutes after 7pm, when I would normally be taking the previous rider home in my car. Also, my shift was a Sunday night, so there was nobody taking the bike for 7am on Monday. I didn't have to arrange to drop the bike with the next rider anymore, I just text him once it's back at base & he can collect it whenever he's free to, much more practical!"

The base has a rest area with microwave, tea & coffee making facilities & a seating area with TV. For Owain Harris, there's a jet wash on site, too! We are there thanks to the goodwill of the NEAS management and should therefore give priority for any facility usage to the ambulance staff, and (of course) behave impeccably!

Our forum has videos to show the location, access process and bike procedures for the site. As a rider, you will need a key to gain entry and exit to the site. Details of how to get one are also on our forum. Many thanks to Sean Storey, whose tireless negotiations resulted in us gaining use of the site. Please treat it with respect as it will provide a valuable increase in the efficiency of the service we provide.

One of the many perks of being a Northumbria Blood Biker.....

In the last two years there have been many companies offering discounts or incentives to our group, and some extend their offers to the individuals who volunteer. Most are very appreciative of the work we do and happy to help us if they can. None more-so than Peter Bredael, owner of Just Helmets on the Airport Industrial Estate (Behind Tesco Extra in Kingston Park).

When the time comes to replace your helmet (with a plain white one, of course), pop in and see him or give him a call. He knows his stuff, and will do whatever he can to ensure that the decision you make is the right one. Oh, and take your membership ID card...for a "special rate" ...lower than the prices quoted on his website.



0191 653 1303 **sales@justhelmets.co.uk**

Bluetooth* | **FREE Post & Packing*** | **FREE GIFT PACK** On Orders Over £200

(other suppliers and supporters of the charity will be featured in forthcoming newsletters)

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Another Bike about to join our fleet:



Keep an eye out for this little beauty joining our fleet in the next few weeks.... This Honda Pan European, our second, has only 10,000 miles on the clock and is in lovely condition. It's not that old either, on a 2011 plate.

Richard, our bike manager, is due to go on vacation shortly, but as soon as he's back, this (currently un-named) bike will be liveried, racked and introduced into regular service.

2xFJR's, 2xTrophies, 2xPans. So if we stick with tradition, Richard, that means you'll be buying a BMW 1200RT next ???

Somewhere safe to store our stuff:



A big "Thank you" to Concord Auto Parts, Washington, for allocating a substantial part of their premises for us to store our exhibition & event gear. To the right is just part of the plethora of oddities we have amassed, including a couple of "demo" blood boxes, one of our two gazebos, several pull-up banners, collecting buckets & lids, helmets for the kids to wear, leaflets & information. One of the mini-motos & its stand I on the floor too. Where's the other one? - in the front window of the shop!

It's great that they are allowing us a place to store things securely (previously they were scattered around several members garages!), but it's even better that they have also taken a collection bucket and are promoting our cause to their customers. Thank you so much, guys, we really appreciate it!



Future events to put in your diary:

For more info on any event on this page, email Graham at fundraising@northumbriabloodbikes.org.uk



Mad Dog "Blood Money" handover:

Handover of cash raised At Wardley Club on 22/11, at the Malting House, Carlisle Street, Felling, 7.00pm.



ASDA, Leechmere Road, Sunderland:

10:00 to 16:00
Awareness stand in store.



ASDA, Cramlington:

09:00 to 16:00...Awareness stand in store.
We will be visiting our friends at Asda in Manor Walks, Cramlington.
Call by and say hello.



Gala Charity Night, Derwent Manor Hotel

19:00 to 01:00. See separate advert on page six...
Contact Clair 07539021425 or Kirsty 07849830467 to get your tickets...



Tesco, Consett:

We will be at Tesco 10:00-16:00 with our colleague Kirsty Lawrence, Community Champion, to help her to raise funds for the Group.



That's all for this month; the committee might grab a quick Mokka and rest for a few minutes, but we'll be working as always to bring you more developments in our next Newsletter, due mid-February. Ride Safe.....

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



www.northumbriabloodbikes.org.uk



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linkedin.com/company/2866951