



# NORTHUMBRIA BLOOD BIKES

February  
2015  
Newsletter



# The MOKKA is here!

Thanks to the kindness and generosity of John Surtees O.B.E., and the Henry Surtees Foundation, Northumbria and Cumbria Blood Bike groups have each taken delivery of a brand new 4x4 Vauxhall Mokka. The vehicles have been donated to us to ensure that the life-saving "Blood on Board" service, which provides blood to the Great North Air Ambulance, can continue regardless of weather conditions. -Just in time for the freezing February weather !!!



Henry Surtees  
Foundation

# Blood on Board: The first month...



The “Blood on Board” service started four weeks ago, amid a flurry of media attention which continues to surround it. In conjunction with Blood Bikes Cumbria, we started sending two units of blood every day to each of the two helicopter bases (Langwathby, near Penrith and Durham Tees Valley), and bringing back any unused stock for hospitals to distribute for emergencies and operations.

In the past four weeks, blood has been given at the scene of an incident three times; the first within 48 hours of the service starting. Sadly, it is understood that two of the three transfusion recipients did not recover from their injuries. However it's worth remembering that there are significant risks involved in administering a blood transfusion at the scene of an incident, and paramedics will only perform the procedure if there is already a clear concern that the patient will not survive without one. Any life that could potentially be saved is worth the effort involved, and the “BOB” scheme continues, 365 days a year. Our thoughts go out to those affected by these incidents, and our gratitude to those whose voluntary assistance has enabled us to support the project. As time progresses, we will undoubtedly see more use of the service, hopefully with happier outcomes for all involved...



UPDATE: Blood administered at roadside in A1 crash



## Just what the Doctor ordered....

We received a very pleasant (and completely unexpected) donation via Virgin Money Giving this week from Mike Parr at the Pathology Labs of North Tyneside District General Hospital (Rake Lane) - £70.00 - in lieu of staff sending Christmas cards.

Completely out of the blue, but very much appreciated. -What a lovely way to put the money to better use! Thank you, Mike, and your staff.... We salute you!

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

# Media coverage over the last month:

There we were, in the January newsletter, proud of the ten pieces of media coverage we had managed to gain over four weeks. Well, we've well & truly smashed that record again, thanks primarily to our involvement with the Great North Air Ambulance and the Henry Surtees Foundation. Here's our SEVENTEEN media items from the last four weeks:

- 12<sup>th</sup> Jan: Morpeth Herald
- 12<sup>th</sup> Jan: Grough Magazine
- 13<sup>th</sup> Jan: Berwick Advertiser,
- 13<sup>th</sup> Jan: Northumberland Gazette
- 13<sup>th</sup> Jan: Newcastle Chronicle
- 13<sup>th</sup> Jan: BBC TV "Look North",
- 13<sup>th</sup> Jan: ITV Tyne Tees News
- 13<sup>th</sup> Jan: Heart Radio
- 14<sup>th</sup> Jan: Forces TV
- 15<sup>th</sup> Jan: Chequered Flag Magazine
- 16<sup>th</sup> Jan: Berwick Advertiser
- 17<sup>th</sup> Jan: Northumberland Gazette
- 18<sup>th</sup> Jan: News Post Leader
- 20<sup>th</sup> Jan: Karting Magazine
- 25<sup>th</sup> Jan: Morpeth Herald (again!)
- 31<sup>ST</sup> Jan: Grough Magazine (again!)
- 3<sup>rd</sup> February: Hexham Courant



**Reservist Doctor Brings "Flying Blood" to North East**

"Flying blood" has come to the North of England for the first time this week - thanks to techniques honed on the battlefields of Afghanistan.

From now on, fresh blood supplies will be delivered to the Great North Air Ambulance on a daily basis, and carried on board so it can be used to treat critically ill patients at the scene.

Forces TV's North East reporter Hannah King reports.

**Motorsport legend's life-saving donation**

The Great North Air Ambulance Service has received a donation from the Henry Surtees Foundation for equipment to be able to carry blood on board to perform roadside transfusions.

A North East emergency service can now carry out potentially life-saving blood transfusions at the scene of an accident, thanks to a charity donation.

The Henry Surtees Foundation, founded by motorsport legend John Surtees OBE, has funded equipment for the Great North Air Ambulance Service (GNAAS) to be able to carry blood onboard.

The foundation's support will buy thermostatically-controlled boxes and blood warmers, and two four-wheel drive Vauxhall Mokka vehicles will be provided for Northumbria and Cumbria Blood Bikes to give them all-weather transport for ferrying blood between hospital and aircraft.

GNAAS doctor Rachel Hawes said: "One of the first things medics have to do is to stop any bleeding to save a patient's life and many seriously injured patients risk bleeding to death. This project will bring life-saving treatment to the patient's point of injury. That could be on the roadside, on a hill top, or in a remote community."

GNAAS is one of only a few air ambulances in the world to perform transfusions.

**HEXHAM COURANT**

Hexham Courant » News » **News at a Glance**

**TYNEDALE: BIKERS ARE LIFEBLOOD OF NEW AIR AMBULANCE TREATMENT**

Published at 10:44, Tuesday, 03 February 2015

**LEATHERS on, visors down, they whip through darkened streets with speedy efficiency, their mission potentially life-saving.**

Rain, wind and snow do not deter them from making their daily delivery of the blood packs now carried by the Great North Air Ambulance to the scene of major accidents.

And if a blood or tissue sample needs to be dispatched to one of the bigger hospitals for urgent analysis, then they are your men and, in one or two cases, your women.

For 'they' are the 70 or so volunteer riders with Northumbria Blood Bikes, the relatively new

David Sharpe is one of the Northumbria Blood Bikes volunteer riders.

# Familiarisation run:



It was a cold and miserable Sunday morning (and “Cold & miserable” was a good way to describe the way I felt when taking these photos)... But a handful of the die-hard blood bike riders assembled at 9am in front of the NHS Blood & Transplant building for a “familiarisation run”. These are arranged every once in a while to enable any new riders and volunteers to see where we deliver, and get an understanding of entry /exit procedures etc.

This particular outing was to showcase the locations of the new “Blood on Board” run, including Netherby Ambulance Station and Durham Tees Valley Airport among other locations. Sean Storey was kind enough to lead the tour. We were shown the best route to take, where to park, how to arm & disarm the alarm system, where the bike should be kept, and of course the highest priority, where to get a warm cup of coffee when returning the bike! From there, it was off to Durham Tees Valley with an intended stop at Monkton Ambulance Station, our base for the South Rota bike, and soon to house the Skoda Yeti.

Sadly, I chickened out as we passed Washington services at the temperature had plummeted and I was not appropriately insulated for the long ride ahead.... so I left it in the hands of those who were made of stronger stuff than me!

New members please bear in mind that this kind of event is a fantastic way to learn the routes, familiarise yourselves with the way we work, and of course to meet & socialise with like-minded people.

Keep an eye on these newsletters and the website for the various ride-outs and coffee evenings we hold. They’re often arranged at the hospitals we serve, and we sometimes get a tour of a facility too, so we can better understand where the blood comes from & how the NHS staff use it.

- We sometimes manage to get security to waive hospital parking charges for the event too!





## The Dun Cow, Bournmoor - 7<sup>th</sup> January:

On Wednesday 7th January Northumbria Blood Bikes were invited to attend the recent NECAM (North East Central Advanced Motorists ) meeting held at The Dun Cow public house in Bournmoor. Owain Harris and Graham Moor spoke to the members about the work of the blood bikes, and of course The Great North Air Ambulance Service.

They were made welcome and they had several enquiries to join as a result of the talk.

(Sadly no pictures taken on the evening!) *Story - Owain Harris*

## Charity Presentation - 17th January:

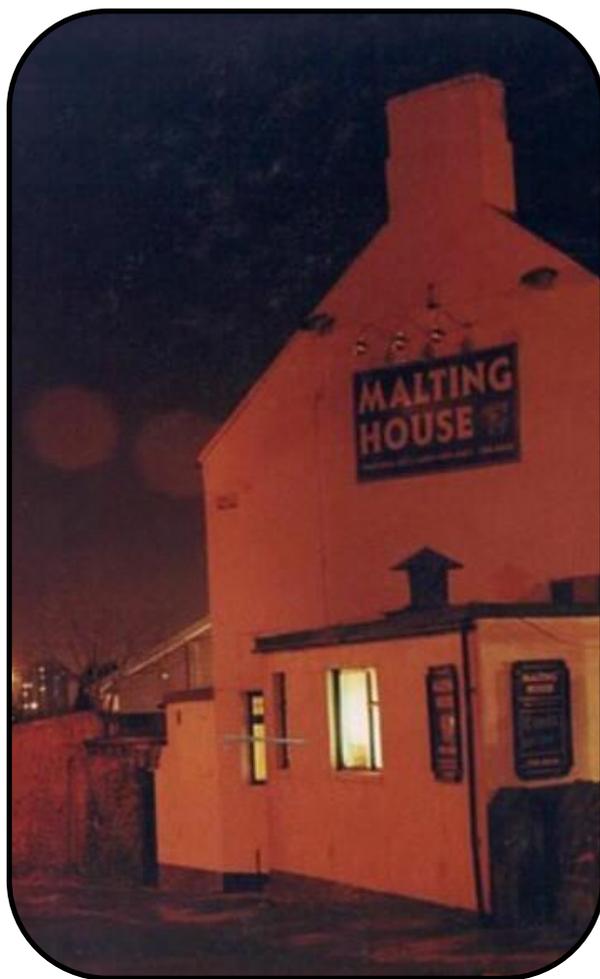
Northumbria Blood Bike members Owain and Sue Harris were invited to attend The Malting House pub in Gateshead to receive a donation from Maddog Mick and the members of 'Brothers of The Third Wheel' bike ( Trike ) club. This was a follow on to a recent event at Wardley Club attended by Gary Annan and Rob Wilks. They raised a magnificent £320-00! Thanks to all those who donated and hopefully will support us in the future. The money will help both Blood Bikes and of course The Great North Air Ambulance Service, as we deliver to them daily!

The band that night were 'Bad Dog' and were really good, predominately rock tunes from the likes of Thin Lizzy, T-Rex, Steve Winwood etc. which soon had people dancing!

Another chance meeting with an ex colleague; Sue and Owain sat down at a table and started chatting to a couple of bikers who asked for a business card...it was then that they realised they used to do bike navigation rallies together maybe 20 or 30 years ago - small world isn't it, Iain Frizzle!

Good company, good beer (Sue was driving...) and good tunes all added up to a great night out - thanks Mick!

*Story - Owain Harris*



## Copt Hill - 19<sup>th</sup> January:

Northumbria Blood Bike members Owain and Sue Harris attended The Copt Hill Public House at Houghton Le Spring on Monday 19th January to give a talk to The Round Table members who meet there. It was nice to find that a lot of the round tablers were in fact bikers as well!

The talk included the work of the Great North Air Ambulance Service and how Northumbria Blood Bikes contribute. Upcoming events in Houghton Le Spring this year were discussed, and it is hoped that the Blood Bikes will feature in those! Nice to meet you all, and thank you for inviting us along!

*Story - Owain Harris*



**"Bereft of life, it rests in peace..."** - Monty Python  
**"It's not dead, it's just rusting!"** - Cooper BMW



A sad day for Northumbria Blood Bikes as we bid farewell to the first bike we ever purchased, and shamelessly use the occasion to promote joining the organ donor register so that you too can help others to live after your death...

*Here lies the remains of our RT,  
Who passed so unexpectedly  
Loved by most, despised by few,  
But cost us all a bob or two.  
We'd spruced her up for all to see,  
In stunning high-viz livery  
She'd seen the world and had her fun,  
The Town Moor fair, The Great North Run,  
The photoshoot near Whitley Bay,  
which all our leaflets would display  
The Prescott Gig, The Bikewise show,  
To businesses and Stores she'd go.  
But every time we found a glitch,  
(The headlamp aim, the side-stand switch,  
The intermittent 'Blue light wire',  
The bump above her front wheel tyre,  
The seizure of her pads & brakes,  
and other costly big mistakes)  
We found it very hard to bear,  
The cost of yet one more repair.*

*We eased her schedule down a touch,  
But in return she slipped her clutch,  
Then in an act which showed her age,  
She told lies on her petrol gauge,  
And then her battery charge ran out,  
Which left us all beyond a doubt,  
That it was time, (although quite hard),  
To telephone the breakers yard.  
We called them, and they made a bid,  
Of over eighteen hundred quid,  
To buy the bike that rarely starts,  
And break her down for donor parts.  
It's good to know, although she's gone,  
That bits of her continue on,  
And all the parts that never died,  
Live on in someone else's ride.  
So if you're heading out one day,  
And see a tourer pass your way,  
Smile, and think "it just might be  
A piece of our beloved RT"*

- Alan Ross

Parts of our bike lived on to benefit others. You can do that after your death, too! Join the NHS organ donor register:



0300 123 23 23  
[organdonation.nhs.uk](http://organdonation.nhs.uk)

**1 ORGAN DONOR  
CAN SAVE 8 LIVES.**

IT ONLY TAKES 2 MINUTES FOR YOU TO REGISTER.



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## Thank you, Concord Auto Parts!

Look closely at the picture on the left... That's one of our mini-moto bikes in the front window of the shop! They have very kindly given it a prime display location so that it's spotted by passers-by. "Plenty of people have popped in to ask if it's for sale, so I tell them about your charity and put a collecting tin in front of them.... And then they feel duty-bound to make a donation!"

Not only have Concord Auto Parts kindly allowed us to store our gazebos and promotional material in their building, but they are also aggressively promoting us. There's even a pull-up banner on display in the store (right) for the customers to learn more about us while they are being served. This month, they became aware that our new Skoda Yeti had no mats to protect the carpets from the mud and slush on our winter roads, promptly donated a full set of protective mats for the vehicle. Fantastic, Thank you so much!



Concord Auto Parts are located at 9 Victoria Road, Concord, Washington NE37 2SY Tel: 0191 415 6035.

## Shift Controller training: 27<sup>th</sup> January:

Northumbria University was the location for our first training session aimed at future Shift Controllers. Chris Mitchell took the lead and introduced everyone to the new software we are planning to deploy, and Graham Moor, Owain/Sue Harris & Alan Ross were all on hand to answer any questions. We also demonstrated the procedure for diverting the hospital "Hotline" telephone number to your own number. There were some constructive suggestions and feedback, and although there were no role play exercises or simulated calls, everyone gained a better understanding of the way in which the system would operate for us. The attendees listened to a recording of a typical call from one of the hospitals.

This was a learning curve for us, too... We found improvements that could be made before we deliver our next training sessions, and it's hoped that some of our experienced members with call handling experience can mentor the volunteers as they try route calls to riders for the first time. Anyone interested in trying this role is welcomed; contact [rota.manager@northumbriabloodbikes.org.uk](mailto:rota.manager@northumbriabloodbikes.org.uk) for information on future training sessions.

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...What's all that about, then?

During the last four weeks we've been evaluating a new radio system with a view to perhaps using them to improve our communications. We've had three mobile handsets and some laptop-based computer software which has proven to be quite impressive!

Unlike most traditional two-way communication radios, these ones use the mobile phone network, which means that they will function anywhere in the country without any of the usual worries about transmission range. They also transmit GPS location information, so that a shift controller can see, at a glance, the exact location of each duty rider or driver. This in turn means that a controller can see when a rider has stopped at a hospital and talk then, instead of interrupting them while they are riding. Each conversation can be recorded with date and timestamp to assist in the event of an incident; for example, if a rider delivers to the wrong location and believes it is where he was told to go, there'll be a recording to pinpoint if they were given the wrong information.

Initial testing seems very favourable. If we do use them, we'll probably recommend other groups to do the same, enhancing our ability to do relay deliveries between neighbouring bloodbike groups...

## ASDA, Leechmere Road, Sunderland, 28<sup>th</sup> January



Well, this was the awareness event where we learned the true meaning of the words "Freezing Cold". There was sleet and snow falling as Alan Ross arrived in the car park with the display equipment, but luckily the stores Community Champion (Lesley, pictured left) took pity on us and allowed us to bring the Madathlon bike "Bella" into the store instead of standing in the bitterly cold entrance foyer. We were given a lovely spot near the exit for Nigel Barlow, Chris Mitchell (above) and Alan to fundraise. There was plenty of interest, especially considering this was a midweek event and kids were all at school), and lots of positive feedback from the stores customers. Lesley looked after us and kindly brought us Coffee to take our minds off the cold draught from the nearby exit doors! Thank you, Lesley, for making us so welcome.



## ASDA Cramlington, 31<sup>st</sup> January:

A return visit to the Cramlington store, and another impressive effort by the volunteers who braved the winter weather. The event tied in nicely with some local media coverage in the News Post Leader, twelve days earlier, which featured the store. The total collected was around £385.00; more than last time we were there, yet we weren't in as good a position this time, and had no vehicle present. Another awesome effort! Thanks to everybody who was there on the day.

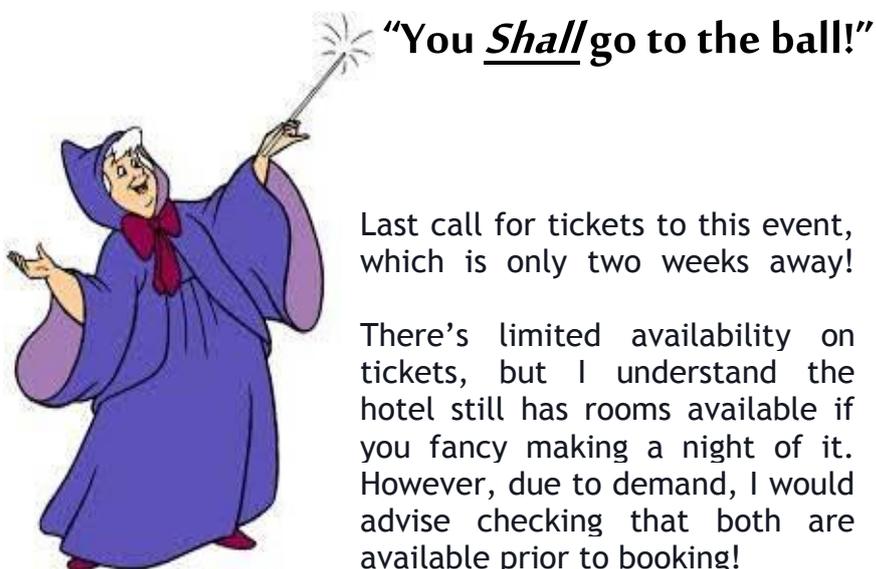


## A new Patron for the charity!

Following some email discussions, Peter Robertson (Chairman) and Graham Moor (Fundraising) met with BBC "Look North" presenter, Carol Malia (left), who has kindly agreed to become our first Patron. She is allowing us to associate her image with the group for promotional and publicity media, and is willing to provide support for us on occasions where practical to do so.

Her children go to School in Hexham, and she is happy to suggest our attendance there to do a talk, and also to put our name forward there for fundraising (currently GNAAS). In due course, we will arrange some kind of photo shoot at BBC with vehicles and Carol, to use in future promotional campaigns. Peter and Graham made it quite clear that we (NBB) do not expect her to turn up with a film crew if she attends any of our events, but if an event is particularly newsworthy, she can certainly advise the necessary people. Our recent "Blood on Board" project is a prime example, having been televised on three channels, and publicised in over twenty newspaper articles and radio broadcasts.

It's great to have such a high-profile, household name associated with our cause. Thank you, Carol!



Last call for tickets to this event, which is only two weeks away!

There's limited availability on tickets, but I understand the hotel still has rooms available if you fancy making a night of it. However, due to demand, I would advise checking that both are available prior to booking!

# 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

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## Roker, Sunderland: Sat 7<sup>th</sup> February:

A fantastic day at Nigel's Tesco Extra store: we raised £685-30!

Owain Harris had an interesting chat with the current and past chair of the NAM group, and he stated that when we formed we were the baby brother, they have watched us

grow into their big brother, and applauded us for how far we have come in such a short time, with bikes, cars, members, gazebo and flags etc - take a bow everyone! He also had a lengthy chat to two of the newer members, Matt, and John....who had joined specifically to be a driver as that is what he enjoys more than bikes!

There was a brilliant turnout, and several members stayed well over their allocated time slots - some stayed all day! As we had plenty on the stand, we could afford to let the members go in 2's and 3's for coffee and lunch which made a difference to morale. Nigel and the staff were on top form as usual. Volunteer Kirsty Lawrence (below) was able to take time out and chat with Nigel about his role in the store, and how they could work together more to support us. (Kirsty is the community champion at the Consett Store, Nigel is thin the same role at Sunderland).



Washing the bike on arrival saw 5 of us fighting for sponges, mitts, sprayers and drying towels! So, not sure if it was a different batch of members, different store, different people or what - but whatever it was made a difference on the day! Madathlon bike "BELLA" (left) was a huge hit, as we directed people to the notice boards to read Claire's story, some read it and came back and put more money in - result! All in all a good day - it was nice to see the members who were on the first stint to see it all done; we were up and running at 9.00am!

Thanks as always to all of the volunteers who offered their time to make this event such an astounding success....

# Future events to put in your diary:



**Gala Charity Night, Derwent Manor Hotel**  
19:00 to 01:00.

Contact Clair 07539021425 or Kirsty 07849830467 to get your tickets...



**Sainsburys, Washington:**

10:00 - 17:00. An awareness stand and a bucket collection.

We're looking for 3 volunteers to support this... a bike will be there too.



**Coffee evening, The Dun Cow, Houghton Le Spring DH4 6DY**

For the information of new members this is an informal gathering in a social environment where we can meet each other and share experiences etc. It can last for one to two hours or as long as individuals wish to stay.

The Dunn Cow Inn is an excellent venue where we can gather in the conservatory room which is spacious, comfortable, warm and close to bar for food and drink, inc.tea/coffee. The car park is huge and parking is free. From 6:30pm onwards.



**ASDA, Wansbeck Road, Gosforth:**

We will be at ASDA for the EXTRA EXTENDED times of 9:00-17:00.

(Awareness stand/Bike) Long hours on busy weekend days...can you help?



**ASDA, Wansbeck Road, Gosforth:**

Day two at ASDA from 11:00-16:00. Come help while the family shop.

A couple of hours volunteering helps to offset our fuel costs!



**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.... Ride Safe, and please get in touch with any fundraising ideas....**

**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](http://www.northumbriabloodbikes.org.uk)

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