



# NORTHUMBRIA BLOOD BIKES

January 2016 Newsletter



## BARRY BULLAS, **M.B.E.**

Our Membership Secretary receives an MBE in the Queens' New Years' Honours list!

Northumbria Blood Bikes volunteer Barry Bullas has been awarded an MBE from Her Majesty The Queen for his services to charity. Barry is one of the founder members of our group, having been involved since its formation in September 2012. He currently holds the role of Membership Secretary.

Well done, sir... We're proud of you!



# Just a few Bikes riding around at night time?

On the pages this month (and listed below) you'll get an idea of just how much work our volunteers undertake each and every month to make sure there's petrol in the fuel tanks, insurance, uniforms etc.

Please consider joining us at one of our events to keep this fantastic momentum going... We really do rely on these fundraisers for the very survival of our charity.

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We're currently looking for anyone with an editorial flair to assist in creating the newsletters... and it's not too complicated: Stories are created in Microsoft Word, and the information is gathered from Facebook, Twitter, our website and our events calendar. What we lack is a good wordsmith to convert reports into a "good read". If you fancy seeing your creativity in our newsletters, please get in touch! We'd start you off with a couple of stories to report on, and increase to a few pages if you're enjoying it...

If you're involved in any events, or instrumental in arranging any donations, presentations, sponsorship, talks or publicity, please remember to make us aware to ensure that it is included in the Newsletter, and shared with the companies or organisations involved. You can do this by contacting Alan Ross ([alan.ross@northumbriabloodbikes.org.uk](mailto:alan.ross@northumbriabloodbikes.org.uk)). If including any photos, please identify the people photographed so that we can include the image in a news feature!

## Christmas concert:

On Friday 11<sup>th</sup> December there was a fundraiser with a difference! Newcastle City Hall was the venue of choice for “Bessie and the Zinc Buckets”, a well-known local group whose Christmas concert was in aid of Northumbria Blood Bikes. We were able to park our Honda Pan European “Hylton” on the stage throughout the show, which was not just a good fundraiser for us, but excellent publicity and exposure, too. -And look at the audience: All dressed up as Santas!

*Photo: By kind permission of Kevin Burdon Photography*





# ASDA Benton, Sunday 20<sup>th</sup> December

We knew this was going to be an unusual event, but had no idea we'd meet characters from Star Wars!



The Benton store was packed with shoppers for most of the day, as you would expect when there's only five days until Christmas. Fortunately we had our volunteers Dave Short and Tegan Rawlinson (right) to field any questions from the public. Nigel Barlow was also there, but managed to escape the camera on this occasion! - Thanks also to Alan Johnston for delivering and collecting the kit.

Between them all, they managed to raise £427.83 in the six hours that they were there.... Well done!



## An offer for our members from REALRIDER

Our friends at Realrider have supported us on many occasions, and their lifesaving, route recording, benefit-filled Smartphone app lets you track your rides, record your points of interest and keeps you safe when you ride alone. The app is free to download and use, the only bit you pay for is the crash detection system powered by REALsafe®.

In support of Northumbria Blood Bikes they are offering all our members who are motorcyclists one year's free REALsafe® cover worth £25. If you would like to take advantage of this please see the post on our forum which explains what you need to do (members login required). And thank you, Realrider, your generosity is very much appreciated!

[www.realrider.com](http://www.realrider.com)



# Two mini-motos for our fundraising & publicity events!



We received a lovely gift last month from our good friend Ian at Concord Autoparts in Washington... Two mini-motos (below), for us to transform into miniature blood-bikes for the many events we hold.

The mini-bikes are always well received, and are a great way to attract the younger children to our publicity & fundraising stands, especially if they're a little too small to sit on our standard bikes.

Ian was given the bikes by local police (after seizure) on the understanding that the engines were removed, out and were not used for other motorcycles... so the engines are gone, and will instead be used for lawnmower spares etc, and we get the bikes!



Hopefully in the near future they will be looking like our existing mini-moto bikes, pictured left, and appearing at many of the fundraising and publicity events we have lined up for 2016.



## Helping Charities to get fundraising right:

The Charity Commission has recently published newly revised fundraising guidance for trustees, which aims to recalibrate the relationship between trustees and their charity's fundraising. They have published a draft for consultation, and want feedback from donor groups, fundraisers, the general public, but especially trustees of charities large and small.

Their guidance gives trustees a mandate to control fundraising, because - just as with any aspect of running their charity - they are accountable. Here at Northumbria, we think the guidance applies to more than just the trustees, so we've posted it on our website so that others who play a key part in supporting our charity can see the advice, or even offer feedback to the commission, if they wish.

It is focused around six key principles: Plan effectively, supervise your fundraisers, protect your charity's reputation, comply with specific fundraising rules, follow the recognised professional standards, and be open and accountable. This may sound like common-sense prevailing, but there have been many incidents over the past year where these principles were not followed, resulting in the failure or high-profile investigation of charities in the full spotlight of national media. There's a forthcoming establishment by the charity sector of a new self-regulation regime, expected to start operating next April, and it is with this in mind that the guidance has been published.

The full document can be found on our website if you would like to review it in more detail....



## Here Come The Girls

# Two landmark events in one day!

Boxing Day brought two milestones for Northumbria Blood Bikes; the very first all-female-crewed shift (for any blood bike group in the UK) .....and our 5,000<sup>th</sup> delivery for the NHS since we started our service!

The day attracted considerable publicity both locally and nationally, and helped to show the region that our female volunteers play an equally important role in the successful running of our charity.

Some of the girls got together at the RVI for a photo opportunity a few days beforehand, to allow the press an opportunity to prepare some coverage of the event. Pictured below are (left to right) Debbie Paton, Stephanie Brain, Tegan Rawlinson, Barbara Cage, Suzi Hutchinson, Jackie Gee and Jo Moor.



Equally important were the additional ladies who escaped the photo-shoot, pictured (inset, left to right) Kirst Lawrence, Kate Harden, Philippa Bromley, Tanya Grufferty and Sarah Llewellyn. Twelve ladies who collectively handled over twenty eight urgent calls on Boxing Day, including our 5,000<sup>th</sup> job completed since the charity first started its service in February 2014! Another milestone for our group!

Do you fancy joining the team? Remember, you don't have to be able to ride a motorbike; there are call-handling roles, fundraising and publicity events, presentations... the list goes on! We're even looking for someone to try their hand at these newsletters, so if you think you might be able to help, why not give it a go?

You can find most of the information you need from our website, or you can ask questions via Facebook / Twitter, and someone will always get back to you.





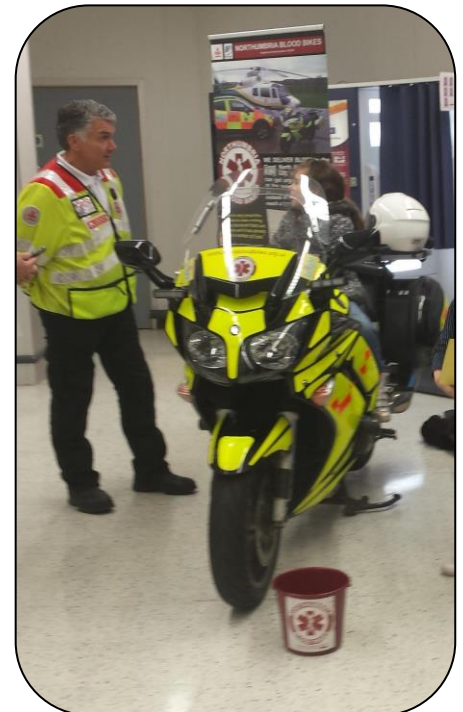
# Sainsbury's 28 volunteers turn out at Washington for the last fundraiser of the year:

Tuesday 22<sup>nd</sup> December... What a fantastic way to end the years' fundraising events in style! A bag-packing event in the Galleries shopping centre, Washington, proved to be an astounding success and will help to keep our fleet on the road through the winter months. We managed to raise an amazing **£1,602.55** in just one day. That's enough to keep our entire fleet fuelled for nearly a month!



Of course we couldn't have done it without the help of our many volunteers, who gave up the busiest shopping day before Christmas to come and help us. We were also joined by many of the staff from Northumbrian Water, who really helped to make the event such a success. One of our Patrons is Heidi Mottram OBE, the Chief Executive Officer of Northumbrian Water. Many, Many thanks to our heroes Alan Johnston (above left, sat on the bike), John Vasey (stood next to him!), Kirsty Lawrence, John Parish, Wilf Moralee, Gary Saunders, John Watts, Graham Moor, Jo Moor, Jerry Trowbridge, Jill McCulley, Stephen Winn, Geoff Addison, Lorraine Crowther (above right, at the tills!) Peter Robertson, Chris Mitchell, Mike Bamford, Len Potts, Steve Tulloch, Clive Surman Wells and Ella Surman Wells.

Also a huge thank you to the staff from Northumbrian Water who assisted us on the day; Mark Thompson, Jenny Wood, Matthew Stone, Allen Dodd, Lo Anderson, Chris Close and Lisa Burt. My apologies if I missed anyone...I'm sure there were more than 28!





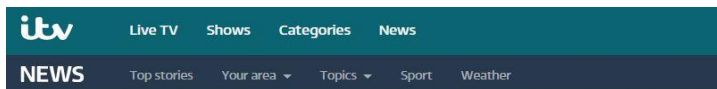
# Northumbria Blood Bikes in the media this month:



Our Boxing Day all-female team hit the local press on 22<sup>nd</sup> December with a lovely article in the Northern Echo (left), followed by the Evening Chronicle on Boxing Day itself (below). - It was also on local television station “Made in Tyne and Wear”, with a three-minute bulletin at teatime which was repeated at 9:30pm. The TV broadcast featured a brief interview with volunteer Philippa Bromley, who promoted the idea of female volunteers, adding that “you don’t have to ride a motorcycle to volunteer with us”. How very true... we now have several female members who don’t ride, but instead do fundraising, call-handling etc.

Throughout Boxing Day there were re-tweets on Twitter from various supporters, including Geordie Comedian Ross Noble, PR Guru Mary Whenman, and Special Chief Officer of Durham Constabulary, Dale Checksfield. NABB (the Nationwide Association of Blood Bikes) and partners O2 also posted throughout the day, including on their own websites, twitter, Facebook, and the Emergency Services Volunteers site.

Some fabulous, well-earned publicity for a landmark event.... Well done, ladies!



A copy of the faux-pas broadcast was posted onto the private “Committee only” Facebook page to show those who missed it, but was spread to a wider audience, so Alan spent most of the next morning deleting posts and setting the record straight wherever it had been circulated. - Sorry, Barry! The Made In Tyne And Wear bulletin (right) was transmitted at 9pm on New Years’ Eve, and circulated the following day... you can see it on our public Facebook page and our website.



The New Years Honours list brought both regional and national publicity for our membership secretary Barry Bullas. On New Years’ Eve he was in the Guardian, and featured on Heart Radio & ITV News websites.

Local TV company Made In Tyne And Wear met up with Barry at the RVI and did an interview....their second for Blood Bikes in a matter of days... for their Bulletin news programme. Unfortunately, BBC North East mis-read the press release and announced that Alan Ross had received the award.





# The “360 Motorbike challenge”

*Forthcoming event: 23<sup>rd</sup> April 2016*

If you're a rider, you're invited to participate in the Northumbria Blood Bikes 360 Challenge on 23<sup>rd</sup> April.

The route takes you to the furthest points of the Northumbria Blood Bikes operational area, and will showcase some of the best areas Northumberland, Durham, and Upper Teesdale have to offer - wild spectacular Landscapes, Moor and Coast, something for everyone!

The event starts and finishes at The Road House Grill Tyneside Auto Park from 8.00am onwards. Once signed in you will be given an event card to complete on the route. A map will be available showing suggested roads to ride for spectacular views, but there are also four locations which participants must visit to complete their event card, which needs to be shown at the finish for you/your passenger to receive your commemorative badge.

The entry fee for the event is £15.00 per rider or £20.00 if you also carry a passenger. All participants who successfully complete the challenge will receive a badge (above), and any rider who is successful in raising £300 or more will receive a special award badge (left) in recognition of their efforts.

So, how do you enter? ...Hold your horses! We're not quite ready yet, but will be detailing how to enter in our next newsletter (it'll most likely be via our website). We'll update [www.northumbriabloodbikes.org.uk](http://www.northumbriabloodbikes.org.uk) with a registration link as soon as we can start to register entrants, and promote the news on our social media pages. Numbers are limited so please enter early once registration begins to secure your place on the event. A small amount of the entry fee will go towards the event badge, but all of the remaining money will go to the running of the Blood Bikes service.

**Note:** all participants who take part do so at their own risk; the ride is held on public highways and all rules and regulations of the road must be strictly adhered to at all times.

The organisers would like to stress that the ride is **not a race**, it is a fund raising ride to help with the running of the Northumbria Blood Bike Vehicles.





## More news in brief:

A group of "ladies who lunch" from Whitley Bay have sent us a lovely donation of £50.00. Thank you ladies, we'll make sure it's used wisely!



Provincial Grand Lodge  
of Northumberland

Not to be outdone by the fairer sex, Hotspur Masonic Lodge have sent us a donation of £100.00. Much appreciated, gents, Thank you!

Ponteland "Party in the Park" have sent us a donation of £200.00 from their annual event earlier in the year. Very kind of you!



HM Revenue  
& Customs

Well, it's not often that we can say this, but we've had a remittance advice from HMRC for our VAT claim that covers the 3 bike purchases (plus a handful of smaller ticket items) last year to the tune of £8,547.50! All thanks to NABB (The Nationwide Association of Blood Bikes) pursuing VAT exemption for us in the last budget!

## FUTURE EVENTS FOR YOUR DIARY:

It's nearly all ASDA this month! Most of these bookings were only confirmed the week before this newsletter was published, so we're probably still in need of volunteers to staff the events. Keep an eye on the events section of our website in case we get any new ones at short notice!



**ASDA, Wansbeck Road, Gosforth. 09:00-17:00 on both days.**  
Fundraising and awareness stand... please come along and support us if you can!

**ASDA**



**Asda, Gosforth. 09:00-17:00**  
The legendary Michelle Castledine has opened the doors for us once again! A fundraising and awareness event in the foyer at this large superstore... please spare us an hour or two to help us to raise vital funds!

**ASDA**



**The Bridges Shopping Centre, Sunderland. 09:00-17:00**  
The legendary Michelle Castledine has opened the doors for us once again! A fundraising and awareness event in the foyer at this large superstore... please spare us an hour or two to help us to raise vital funds!



**Asda, Gateshead Metrocentre. 10:00-17:00**  
For some awareness and fundraising. We're also on the "Green Token" scheme at this store! Please join us and help to raise vital funds for our charity if you have an hour or two to spare.... While your partner shops?

**ASDA**



**Blue Light training, The Wheatsheaf, Woolsington. 13:00-15:00**  
For members only & by invitation I'm afraid.... This is a training course on the appropriate use of blue lights in emergency situations, and is mandatory before using them. Please check seat availability with Geoff (Training, see next page).



**ASDA, Ryhope, Sunderland. 09:00-17:00 on both days.**  
Fundraising and awareness stand... please come along and help us to inform the locals & spread the word about what we do...

**ASDA**



**Asda, Gateshead Metrocentre. 10:00-17:00**  
January's event at the Metrocentre was on a quieter Thursday, so the store have very kindly allowed us to return on a (busier) Saturday in February, too!

**ASDA**



# How to contact Northumbria Blood Bikes:



**Chairman**

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**Training**

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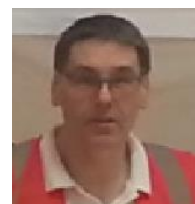
[training@northumbriabloodbikes.org.uk](mailto:training@northumbriabloodbikes.org.uk)



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**Mike Thompson**

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**FUNDRAISING HOTLINE:**

**07766 479 770**

- for any opportunities to increase our funding through sponsorship, locations for collecting tins, supermarket events etc...

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