24.9.20 Agenda Item 13c

**MIDLANDS AIR AMBULANCE CHARITY**

**Futureproofing the region’s pre-hospital critical healthcare provision**

During MAAC’s 29-year history, our core purpose has focused on the provision of pre-hospital emergency medicine (PHEM). As a leading UK Air Ambulance Charity we have undertaken over 60,000 missions, attending to patients in their critical hour of need. Delivery of our lifesaving service is undertaken via a network of sites across the Midlands and provided by both air - via three air ambulances - and over land, since the introduction of our critical care cars three years ago.

Each year we complete 4,500 incidents, which are funded through donations from the local communities we serve and businesses. Our changing provision focuses on advanced clinical care brought rapidly to the patient by the critical care paramedics and specialist doctors who make a vital difference to a patient’s recovery and survival.

As the organisation looks to the future, it is vital that they enhance both their operational and training capabilities for the following reasons:

Population growth and changing demographics has resulted in **increased demand** for our specialist clinical service – last year we supported **25% increase in patient demand** across our operating region.

Our clinicians are faced with **increasingly complex patient trauma**. Therefore, **advanced training facilities** are required not only to maintain their skillset, but also to further develop expertise.

**Operational resilience** is key to our well-governed charity. It is important the we invest in the future – **the next generation and new innovation**  - in order to maintain our position as a leading Air Ambulance provider in the UK.

After much consideration, MAAC’s board of Trustees have made the strategic decision to build a new airbase in order to enhance the provision of advanced pre-hospital services, by improving clinical operations and creating a centre of clinical training excellence. The facility also aspires to combine our air operations with the charity’s headquarters. Over the last two-years, the charity has been undertaking a site selection process, which has considered over 500 options across our service area. This process has utilised extensive research, which has been backed up by clinical data, in order to confirm that the optimum geo-location to serve the six-county midlands region int Cosford area.

We are currently in pre-planning application discussions with Shropshire Council, and have been featured within the wider Shropshire area plan. I look forward to your feedback and welcome your support for our plans to construct a new airbase and centre of PHEM’s training excellence. I strongly believe that this project will futureproof Midlands Air Ambulance Charity and the future of patient care, giving those in desperate need the best possible chance of recovery and survival.

Yours sincerely,



**Hanna Sebright**

**Chief Executive**

**Midlands Air Ambulance Charity**

|  |
| --- |
|  |