



# Chief Executive Officer

## Recruitment pack



Charity funded,  
world-class  
critical care.

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

# Welcome

The Great North Air Ambulance Service (GNAAS) has responded more than 20,000 times since the charity was first registered in 2002. In that time the charity has grown and developed its level of care, but our objective remains the same – to save lives and ease suffering across the North East, North Yorkshire and Cumbria.

At 20,000, the call-out numbers may be huge, but every response is unique. And each one represents the apex moment at which the skills of our on-duty clinical team combine with everything that has enabled their involvement - the years of painstaking research and innovation, the team's preparation and rigorous training, the investments in pioneering equipment, the hours given by our selfless volunteers, the hard-earned pounds donated by generous supporters, the charity's compulsion to improve on excellence.

To help us respond to the next 20,000 call-outs and beyond, we are looking for a Chief Executive Officer to take over from our founder Grahame Pickering MBE at a hugely exciting time for the charity.

## What we do:



**Critical care**  
GNAAS operates air ambulances and rapid response cars 365 days a year across our area.



**Training**  
We run training courses for clinicians from all over the world as well as closer to home.



**Fundraising**  
We need to generate more than £5 million every year to allow the charity to keep responding at current levels.



**Trading**  
The charity has two trading subsidiaries:

- A recycling company which collects clothing and other items to sell on to buyers around the world.
- ARC Medtech, set up to generate revenue from a software system developed by the charity which manages operational tasking, patient records and data audit.

# What we stand for



**Vision**  
To provide a world-class pre-hospital care service for the people of the region.



**Mission**  
To extend and constantly seek to improve emergency pre-hospital and inter-hospital critical care across our region.



**Aim**  
The aim of the charity is the provision and maintenance of highly specialised pre-hospital care teams whose primary purpose is to halt the physical deterioration and reverse the life-threatening process caused by severe injury or the rapid onset of acute illness, which are common causes of death. The chances of a patient surviving are highly dependent on the advanced level of care these uniquely specialised teams provide.

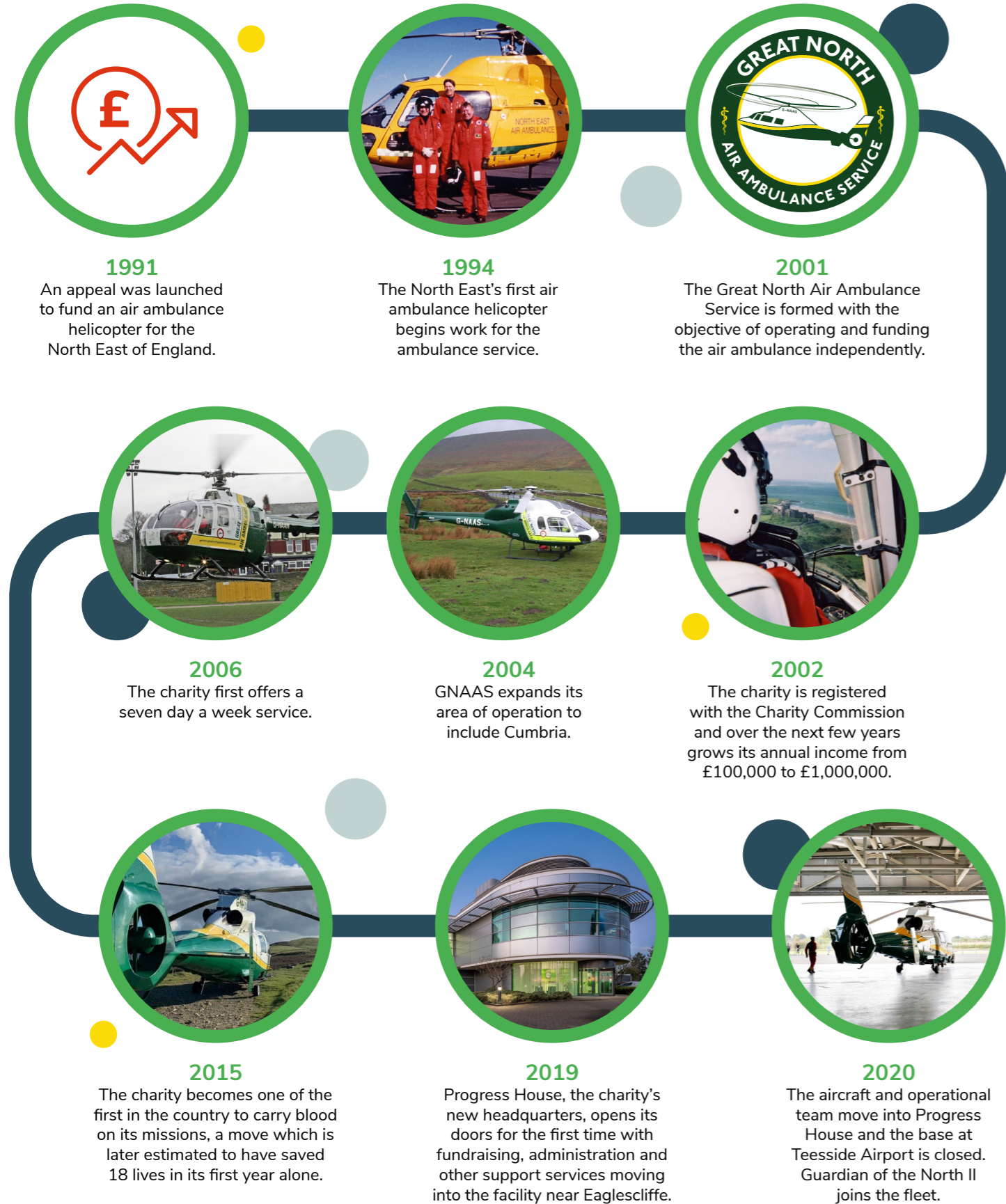


**Values:**  
Our primary concern is the patient, and their care and safety drives the values of the charity as set out below:

- To make the care and safety of patients our first concern
- To ensure quality in all we deliver
- To act with integrity
- To strive to improve through education, training, research and audit
- To be responsible and accountable.



## How we got here



## What sets us apart?

### The team

GNAAS was one of the first air ambulances to carry doctors on board. From the very early stages this was seen to be vital in bringing hospital-level care to the scene of illness or injury. Having a doctor as part of the team allows for advanced treatments such as blood transfusions, surgeries and anaesthetics.

### Independence

GNAAS is just one part of the emergency response alongside police, ambulance and fire services and mountain rescue. But its independence from these agencies has allowed it to specialise in pre-hospital care. Collaborative independence has been crucial to many achievements throughout the charity's history.

### Research and training

The charity places great emphasis on always looking to improve its practice through research and training. Bloods and ultrasound are two life-saving advancements that have come about through detailed research. The charity's teams train relentlessly while also sharing knowledge with clinicians from around the world through accredited training courses.



## Where we are now



### Bases

The GNAAS headquarters is at Progress House, near Eaglescliffe, Stockton-on-Tees. Progress House is home to the charity services team which includes fundraising, administration and other support services. Progress House is also the base of the charity's North East operations team, which responds by helicopter and car from the site.

The charity's other operational base is at Langwathby, near Penrith in Cumbria. This site provides a central location from which the vast majority of Cumbria can be reached within 20 minutes of flying. The team based at Langwathby also frequently fly into Northumberland.

The two operational teams also unite when multiple air ambulance resources are required anywhere in the region.

### Fleet

The charity's primary mode of transport is by helicopter. An aircraft is on duty at each base 365 days a year.

The helicopters are supported by a rapid response car, which is also used overnight four nights a week in the North East in a collaboration with North East Ambulance Service.

The latest addition to the fleet is the Guardian of the North II, a Dauphin AS365 N3+ aircraft which started service in August.



### The GNAAS team

The operational team consists of 13 full time paramedics, two support staff and around 25 doctors who work primarily in hospitals around the region but who work shifts as part of the charity's critical care team.

Charity services includes 50 staff spread across business support, fundraising and marketing and communications.

The charity's recycling subsidiary employs around 15 people and operates from Newton Aycliffe.

Volunteers also play a key role across the organisation, with 112 people volunteering for GNAAS over the last financial year.

# Where we want to be

## Reaching more of the patients who need us most

**We want to be there for those people who we can have most impact on – the most seriously ill and injured.**

This involves a sophisticated tasking process. It also involves expanding our hours of operation. Over the last few years, we have made strides towards providing a 24/7 service in the North East with the provision of an overnight rapid response car. This has had a positive impact on hundreds of patients. We want to bring that project to a successful conclusion while also kick-starting a similar service in Cumbria.



## The future of fundraising

**Innovation isn't limited to our operational team. For every clinical advancement or new piece of equipment, we must have the fundraising activity in place to support it.**

The fundraising landscape is changing, and our team is constantly looking for new trends to work alongside the tried and trusted methods, as well as seeking to make the most of the world-class facilities and experts at our disposal.



## New technology

**We're looking at jet suits as a way of delivering paramedic care to the scene of ill and injured patients in the mountains.**

It's a world-first and the idea originated here. Although we're proud of what we do, we aren't just happy with the status quo.

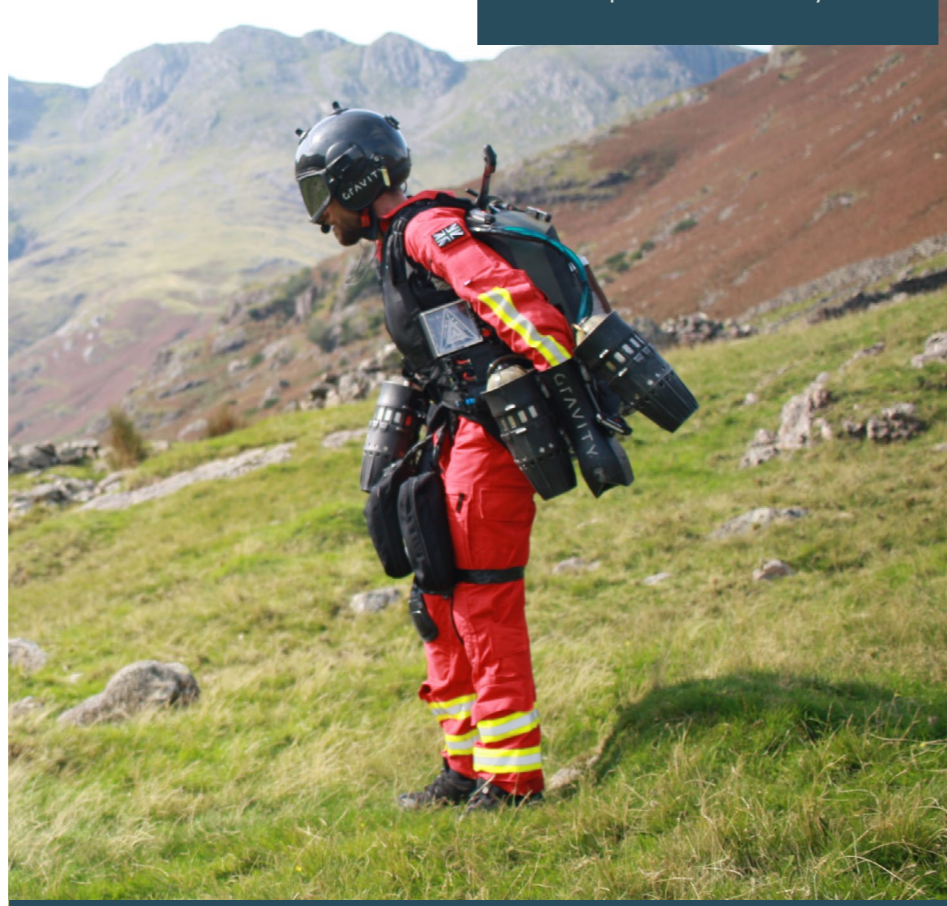
We've got a track record of pioneering clinical developments that have gone on to become commonplace in the industry.



## Upgrading our fleet

**It is expected that the Guardian of the North II aircraft, which started work in August, will serve the region for the next ten years and beyond.**

Although our pre-existing fleet of helicopters will continue to perform admirably for as long as we need them, a second new aircraft will be vital in maintaining a seamless, reliable and high-performing service across our whole region.



# How do we fund it?

In the last financial year, GNAAS raised £7.5m to support the continuation and enhancement of our service. Here is how we generated that income:

### Donations



**£2.1m**  
28%

Money donated from individuals and corporate supporters.

### Grants



**£1.5m**  
20%

This included one-off grants associated with the move to Progress House.

### Legacy



**£1.4m**  
18%

Gifts left in supporter's Wills continued to play a key part in keeping our team flying.

### Fundraising and events



**£1.2m**  
16%

Including our own charity-run events such as the annual ball as well as fundraising from third party events such as the Great North Run.

### Lottery



**£0.9m**  
13%

The GNAAS lottery continues to be a hit with thousands of players every week.

### Charitable Activities



**£0.4m**  
5%

This includes income from our overnight service as well as emerging streams including the licensing of our proprietary software (under the ARC Medtech trading company), training and consultancy services, all of which have been made possible by our outstanding facilities at Progress House.



**For every £1 spent on fundraising we generated £4.88**

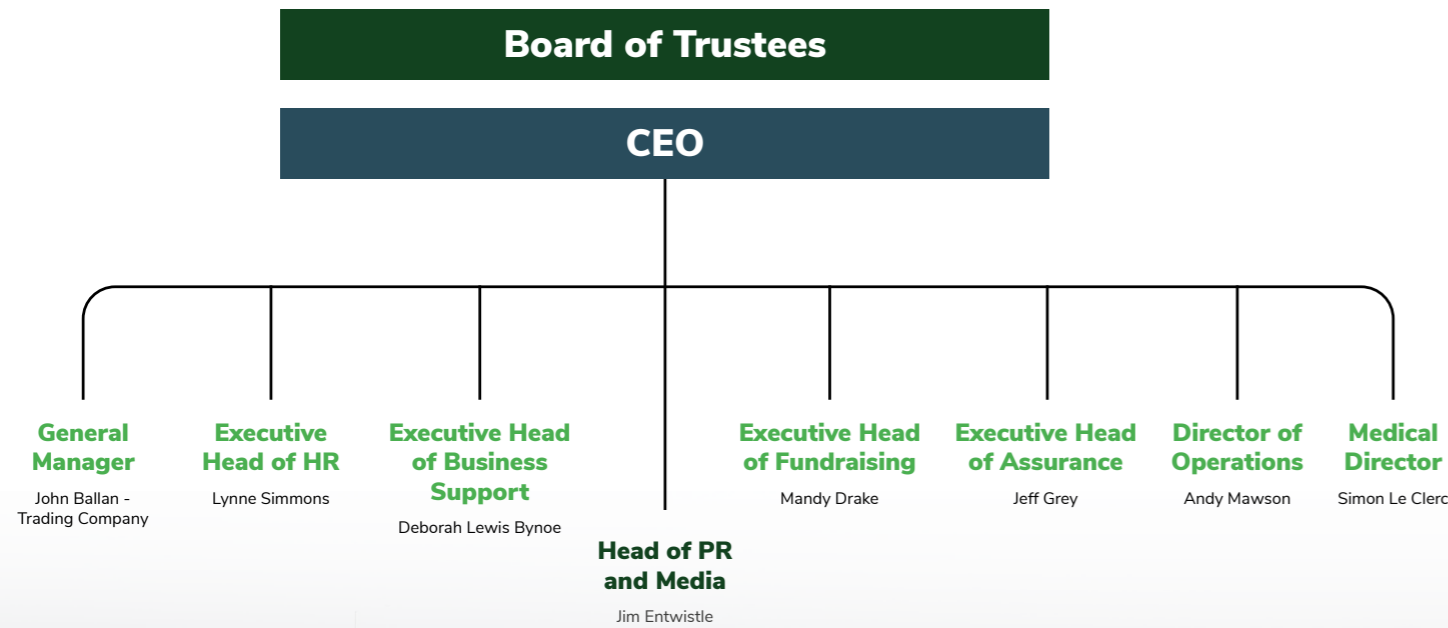
# Chief Executive Officer – Job Description

## Purpose of the role

To provide strong and dynamic leadership to the organisation, enabling us to realise our vision and mission and ensuring that the strategies, budget plans, key performance indicators and milestones are achieved and that the team is functioning happily, effectively and in line with our culture and values.

To ensure that GNAAS fulfils all its legal, statutory and regulatory responsibilities.

## Organisation



# Main responsibilities

- 1 To ensure the vision, mission and values are embedded into the organisation's behaviours and ways of working so that they are at the heart of everything GNAAS is striving to achieve.
- 2 To work with the Board of Trustees and all colleagues to set the forward direction of the organisation in order to secure its long-term future and relentlessly pursue our mission to extend and constantly seek to improve emergency pre-hospital care across our region.
- 3 To lead on the development and implementation of the strategic business plan so that clear and measurable objectives are agreed with the Board and the team, and that the necessary structures, systems and processes are in place to ensure these objectives are successfully met within the available budget.
- 4 To provide visionary leadership by constantly looking to the future for potential risks and opportunities to support sustainability and growth.
- 5 To lead, inspire and motivate the senior team and their direct reports in order to enable the achievement of their individual and team objectives.
- 6 To proactively manage and support the relationships with and functions of the Board so that effective governance is established, maintained and continually developed.
- 7 To promote and advocate for the organisation effectively, including high-level business development and targeted relationship building, to ensure that the profile of GNAAS is enhanced with all stakeholders and that sustainable funding is secured from a variety of sources.
- 8 To develop and maintain an environment in which everyone is constantly seeking ways to learn and improve their performance and that attracts and retains the best staff, trustees and volunteers.



# Key organisational objectives

<p><b>1</b> Consolidate and optimise the infrastructure which supports the furtherance of the Aim of the organisation</p>		<p><b>2</b> Operate safely, efficiently and effectively</p>
	<p><b>3</b> Increase service capability across areas of operation</p>	
<p><b>4</b> Develop and deliver world-class research, education and training</p>		
	<p><b>5</b> Develop a financial plan to sustain and grow income generation</p>	
<p><b>6</b> Put people at the heart of our strategy</p>		 

# Next steps



Applications with CV should be emailed to Peter Neal:  
[peter@theexperiencebank.co.uk](mailto:peter@theexperiencebank.co.uk)



Closing date for applications is **Friday 6 November.**



A detailed and comprehensive guide to the duties and tasks that are incorporated into the role of the CEO can be found on the **NCVO website** and is extracted from Good Governance: A practical guide for trustees, chairs and CEOs by Dorothy Dalton (NCVO, 2010): NCVO Chief Executive Role Description.



For further information about GNAAS, please visit our website [www.gnaas.com](http://www.gnaas.com)



The Great North Air Ambulance Service brings pioneering pre-hospital care to the scene, rescuing hundreds of severely injured or ill patients every year throughout the North East, North Yorkshire and Cumbria.

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    /GNAirAmbulance



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