



# RESPONSE

NOTTINGHAMSHIRE AMBULANCE SERVICE STAFF NEWSLETTER.

14294

## AMBITIOUS PLANS – BUDGETS ALLOWING

*The Trust's successful first year is  
the basis for service improvement  
schemes aimed at customers and staff.*

### THE Trust has had a very successful first year.

That's the official verdict of the NHS 'Outpost' at Leeds which monitors all Trust performances in the North, Yorkshire and Trent regions.

In the wake of this announcement, chief executive Mike Handy has been reflecting on the gathering momentum of progress and innovation which impressed the top NHS officials.

### State-of- the-Art

And he's been talking about his ambitions for new state-of-the-art radio communication systems and for the upgrading or replacement of the Wilford ambulance station building.

The Outpost monitoring team met the Nottinghamshire Ambulance Service board and noted:

- ★The transfer of all financial management from the Health Authority to the Trust will be completed by April.

- ★The development of a marketing strategy.

- ★Success in meeting the Department of Health annual 2.25 per cent efficiency savings.

- ★Commitment to pay and conditions aimed at motivating and rewarding existing staff and attracting high calibre recruits.

They also learned that virtually every doctor in Nottinghamshire responded to the Nottinghamshire Service's

proposals to run a doctor's deputising service.

Mike Handy said: "Wilford station is here to stay - we are totally committed to it as a vital part of our county-wide network and enhancing it with extra staff.

"When budgets allow, perhaps this financial year, we shall either upgrade and refurbish the station or build a new one on the site."

He also revealed that the Service has put in a bid to the Department of Health for £1.4million to replace the radio communication system.

### More Quickly

"Our existing system relies on voice communication. Instead of crews reporting in verbally, they could be sending coded data messages at the press of a button. These would be logged by computer and collated into management information much more quickly."

The new system could also include satellite mapping systems which would enable the Service to respond more swiftly to emergency situations - nationwide or down to a single house in a Nottinghamshire village.

Mike Handy added: "All our investment plans are driven by the need to continue to improve the speed and efficiency of our service to the public."



● ABOVE: chief executive Mike Handy

## NEW YEAR HONOURS

AMBULANCE staff are being praised for their valiant efforts coping with the festive season emergencies.

New Year's eve was a specially busy time with more than 330 emergency calls from midnight to midnight - 170 above average.

Within the first three hours of 1994, control received 135 calls - one normal day's work.

Pat Slevin said: "This was our busiest New Year on

record. I'm very proud of the way our staff handled the extremely difficult conditions.

"Although we had an extra 11 crews we couldn't have delivered such a professional service without the outstanding commitment of everyone on duty."

### FESTIVE STATS

1992 - 256 calls

1993 - 313 calls

1994 - 331 calls

**Praise from NHA - See Page 4**



## TWO SENIOR MANAGEMENT APPOINTMENTS

THE Trust has made two senior management appointments - a new personnel and training director, and an assistant director of finance.

Mrs Bozena Benton, 39, the new director of personnel and training moves from East Birmingham Health Authority. She has both NHS and private sector experience.

### Staff Skills

Her first task will be to analyse the Trust's human resource strategy which includes pay and reward and the development of staff skills.

Bozena, who hopes to visit all stations over the next few months, said: "Now the Service is a Trust we are no longer tied to national negotiations and can introduce our own strategies to benefit staff."

Nigel Gilbert, 33, has joined the finance team in a newly created position. It evolved as a result of Nottingham Health Authority discontinuing financial services for the Trust.

His responsibilities include daily finance work and ensuring the smooth running of the department.

Nigel, who has an audit and accountancy background, was previously employed by Pannel, Kerr, Forster. He is married and lives in West Hallam near Ilkeston.



● ABOVE: Bozena and Nigel

# STANDARDS

**T**he Service has introduced a new initiative aimed at ensuring a continuing high quality of service.

A 'Standards for Success' reference card - funded by Trent Regional Health Authority - has been issued to every member of staff from the newest recruit to board level.

The card is to be used as a personal reference, so that staff can appraise their performance against a given set of standards.

### High Levels

Director of operations Pat Slevin said: "Other organisations often comment on our high levels of professionalism.

"But we must all keep checking our own performance against the Service's standards. It's the only way we can identify areas for improvement - and maintain our reputation."

Key personal standards to remember are:

- ★ Aim to give added value at no added cost
- ★ Be courteous and helpful to the public
- ★ Inform your patients of progress and delays
- ★ Demonstrate understanding of a patient's situation
- ★ Ensure that your appearance is smart and well groomed

★ Support your colleagues - work as a team

★ Be punctual and honour your commitments to others

★ Aim to get it right, first time, every time

★ Answer telephones promptly and courteously

★ Maintain tidy working environments

★ Appraise your own performance regularly.



● ABOVE: Director of operations Pat Slevin

### QUALITY QUOTE

**'I am writing to thank you for the exceptional work you did when you recovered me - and my dislocated left ankle - from Langar Airfield where I'd been parachuting.**

**There's very little I can say or do to repay the debt, but I'd like you to know how much my family and I appreciate the thoroughly professional job you did.'**

**Mr Llewelyn-Leach, Staffordshire**

## WE'RE 'HEAD-LINE' NEWS

**EMERGENCY staff have been equipped with new rescue helmets to protect them in dangerous situations.**

**It's the first issue of the lightweight, close-fitting white helmets which will enable paramedics to work more safely in high risk environments.**

**Malcolm Hinchley, assistant director of operations, said: "We often have to work in emergency situations which necessitates crews wearing the rescue helmets and this is paramount to their safety.**

**"The helmets are quite unintimidating which is important when you're trying to assist people in difficult situations. It also incorporates a tough transparent visor for eye protection."**

● **RIGHT: Modelling the new helmets are paramedics Gary Brown (left) and Kevin Charles**





# FOR SUCCESS

## PUB RESTAURANTS RAISE OVER £1,000



● ABOVE: (From Left) Kathy Smith; Mansfield Brewery brands manager Neil Hepplewhite and Rose Cottage manageress Susan Porter

LANDLORDS TABLE pub restaurants have raised £1,200 towards life-saving paediatric equipment for Nottinghamshire Ambulances.

For four weeks each of the ten Landlords Table restaurants donated 10p for every children's cocktail or creature box sold. And for another month every hot Hoagie sandwich bought raised 10p.

The fund-raising was staged at the Rose Cottage, Ollerton; the Burnt Stump, Arnold; and the Rufford Arms, Mansfield.

The equipment was presented to Worksop station officer Kathy Smith, who said: "This is a really generous gesture.

"This donation will help save children's precious lives."

## PETER TRAVELS FROM HUCKNALL TO HOLLAND

STATION officer Peter Branthwaite has returned from a fact finding trip to Holland.

Peter, of Hucknall and Eastwood stations, was awarded the 1993 Travelling Scholarship to Europe, worth £1,500, by the Association of Chief Ambulance Officers.

He said: "I found the trip extremely educational but also very tiring. I visited eight different towns in 16 days - plus a few accidentally."

Peter discovered there were many differences between the Dutch and English services. One main contrast was their equivalent of paramedics.

"The Dutch employ highly qualified nurses to attend emergency calls. They must have four years general nursing experience, two years of psychiatric work and minimum of one year's intensive care.

"They have the authority not to send a patient to hospital unless, in their opinion, it's necessary," explained Peter.

Dutch ambulances are driven by 'chauffeurs'. These men and women are employed to do all the driving and only have limited skills.

"Their standard of driving is very high, but it needs to be," he said.

"All ambulances must arrive at the scene of an emergency within 15 minutes from receiving the call. This can be very hard if an ambulance is in the north of a region and the calls in the south."

Municipal and private ambulance services work side by side. They share the same control room - which is a separately run organisation - with the other emergency services.

But what probably impressed Peter the most was the provision for ambulances at hospitals.

"They have an enclosed heated garage adjacent to the Accident and Emergency department. This is considerably better for patients and crews, especially in cold, wet weather.

"They can rush patients inside, leaving the vehicle open, and not worry about theft or damp getting into equipment."

You'll be able to find out more about Peter's adventures in Holland when he finishes his report. He also plans to give a talk in the near future.



● ABOVE: Dutch 'chauffeur' in front of ambulance fleet



THE chairman of Nottingham Health Authority, Sir David White, has praised the Service on its quality patient care and treatment. The following is a letter from Sir David to Peter Featherby, chairman of the Trust:

December 1993

*"The Authority has recently reviewed Contract Activity data, for the period up to the end of December, from each of the main local Providers. It really is good news for the people of Nottingham that you are succeeding in delivering an ever increasing amount of care and treatment. The credit for this lies fairly and squarely with you and all your staff who, I know, are working incredibly hard to meet the demands placed upon you."*

*"I would, therefore, like to place on record the Authority's appreciation for all your efforts and we look forward to working with you over the coming months to ensure that, between us, we continue to offer high quality accessible health care to all our community. May I wish you and all your staff a happy and productive New Year."*

**Sir David White**

CHAIRMAN  
Nottingham Health Authority

## THEY'RE OLD HAT!

THE uniform hats have become, well, old hat!

They're no longer suitable for the new look uniform. If anyone has any fresh design ideas please contact Jean Cragg at HQ.

## MOVING UP A GEAR

THE Engineering Workshops have been given the green light to carry out MOTs.

This will extend the facilities available at the new state-of-the-art Basford workshops. And within the next 12 months they aim to open a body repair centre.

Fleet engineer at Cowley Street, Mike Crosby said: "We are delighted our facilities have been approved by the Department of Transport vehicle inspectorate."

"We can now offer the public and private sector a full mechanical service from cars to commercial vehicles."

# 999 BOSNIA APPEAL

THREE hundred pounds has been raised for the Ambulance Service Bosnia appeal.

However, £200 is still needed to buy a 'retired' ambulance to help the stricken people of the war-torn country.

## Resources

Medical resources are scarce and there are only a handful of bullet-ridden ambulances serving a huge population.

Appeal leader Jean Cragg said:

"The suffering of innocent people is dreadful. We need at least £500 to buy the ambulance. But the more we get, the more urgently-needed medical supplies we can provide as well."

A special raffle is currently being organised and staff can help by donating prizes or by organising fundraising events.

Donations should be made payable to the Bosnia Appeal, c/o Jean Cragg, Arnold Ambulance Station, Salop Street, Daybrook, Nottingham NG5 6HP.

## QUALITY QUOTE

'Although acquainted with the Ambulance Service whilst I was employed with the Department of Health NHS Audit, the other week I used an ambulance as a patient for the first time.

Since I know people are very prompt to complain about treatment and service I thought that I might, however slightly, redress the balance and say a thank you to the two members of staff involved. Their kindness efficiency and calmness helped to reassure me and their treatment was effective. I was lucky in my condition proved to be temporary. But that was not known by the doctors until later.

A big thank you to you and the members of your staff.'

Mr E K Lamb, Radcliffe on Trent

## STAFF NEWS

WELCOME to new staff:

Lisa Jamison (Control Assistant); Lisa Bishop (Planning Assistant).

CONGRATULATIONS on achieving Paramedic status: Margaret Parker (Worksop); Roy Fraine (Beechdale); David Moore (Newark); David Cole (Carlton).

BEST WISHES to the following, who are retiring or leaving the Service:

Dennis White (Transport, Stapleford); Keith Branson (Paramedic, Hucknall); Donald Wright (Liaison Officer, Kings Mill); Malcolm Allen (Leading Ambulance Technician, West Bridgford); Kenneth Purnell (Transport, Hucknall); Larry Clarke (Control Superintendent, HQ); Terence Paling (Control Assistant, HQ); Alfred Dexter (Transport, City); Reginald Rockley (Leading Ambulance Technician, Beechdale); Derek Medlock (Convenor, Arnold).

● RIGHT:  
Presenting the cheque and demonstrating a pulseoximeter are from left: (Front)

Ambulance technician David Clarke and club member Eileen Penson. (Back) Club chairman Ray Leary and Newark Ambulance station officer Brian Barber

## PUBLIC'S LIFESAVING SUPPORT CONTINUES!



● LEFT:  
Radcliffe on Trent fundraising chair Carol Robbins presents a £1,700 cheque to West Bridgford station officer Russ Smith

THE public continue to give lifesaving support to the ambulance service.

Radcliffe on Trent Lions raised £1,700 for West Bridgford station. And Bridge Community Centre Social club donated the £400 raised during their annual charity raffle to Newark.

All monies raised are to go towards buying pulseoximeters.