

TRUSTEE RECRUITMENT PACK 2022



OVERVIEW

Midlands Air Ambulance Charity (MAAC) is currently seeking to appoint three Trustees - to enhance the skills, experience and diversity of our Board of Trustees, and to accommodate recent growth and governance needs.

Our Trustees are volunteers and are highly valued for their contribution to the Charity. Becoming a Trustee will allow you to make a real difference to MAAC's helicopter-led emergency service - providing the opportunity to use your professional skills and life experiences to make a demonstrable impact.

The closing date for applications is 09:00am Monday 18th July 2022.

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WHO WE ARE AND WHERE WE OPERATE

Midlands Air Ambulance Charity (MAAC) was formed in 1991 and provides a well-established, long serving, pre-hospital, helicopter-led emergency service across the six counties of Gloucestershire, Herefordshire, Shropshire, Staffordshire, the West Midlands and Worcestershire. We offer enhanced critical care provision, bringing hospital-level procedures and medicines and specialist Doctor and Critical Care Paramedic skills to the patient at the scene.

We operate three aircraft from locations across our geography, along with a fleet of Rapid Response Vehicles and Critical Care Cars in support of our mission. MAAC currently funds its services entirely by fundraising - raising circa £15 million each year to meet that cost. However, MAAC's five year strategy includes further income diversification.

In 2021 we celebrated our 30-year anniversary, and in April 2022 we became an independent healthcare provider with CQC registration and employing our own Doctors and Critical Care Paramedics.

We are a forward thinking, fast paced organisation comprising of many parts. We operate:

- **By air and land as a healthcare provider specialising in pre-hospital emergency medicine (PHEM).**
- Within the aviation sphere with our **fleet of 3 helicopters that are supported by our fleet of critical care rapid response vehicles.**
- As a **registered charity** - with our lifesaving service supported by a broad range of fundraising activities, business operations, volunteering and corporate partnerships;
- As a **retail business with an expanding portfolio of shops across the region and online sales platforms** via our trading subsidiary Midlands Air Ambulance Trading Limited (MAATL).

MAAC's head office is currently in Stourbridge, West Midlands. MAAC's head office will be moving in Spring 2023 to MAAC's new purpose-built airbase and charity headquarters in Cosford on the Shropshire/Staffordshire border.



OUR VISION, MISSION AND VALUES

Our Vision

Saving lives by saving time, today, tomorrow and in the future.

Our Mission

To provide patients with outstanding pre-hospital care and life saving intervention through the operation of helicopter led emergency medical services.

Our Values

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Receptive	We are open to new ideas and ways of working across our clinical and charity operations, providing total transparency to all stakeholders.
Respectful	We are a community-based organisation with a ' one team ' culture that embraces and encourages honesty .
Responsible	We aim to create the best possible future for everyone and strive to place sustainability at the heart of everything we do.
Relevant	We define success as continuous improvement and aim for excellence in our life-saving services and community projects.
Recognition	We value our relationships - with staff, supporters and the wider communities we serve - working together to achieve the best possible patient outcome.

OUR 2022 - 2027 STRATEGIC OBJECTIVES

We are at an exciting time in our organisation's development having recently launched a new strategy. We are on a journey of significant transformational change and we have agreed some challenging ambitions - to ensure we effectively expand our activities to meet changing patient need and increasing demand for our independently funded 365-day helicopter-led emergency service.

Strategic Objectives

Objective 1: Clinical excellence - To deliver a patient-focused pre-hospital emergency helicopter led service, based on an ethos of clinical excellence and optimum delivery of our team, in order to provide the best outcomes for those that are critically ill or injured.

Objective 2: Income generation - To enable business transformation over the next five years, income generation will embrace innovation and diversification, focusing on a growth rate of 3% per annum.

Objective 3: Organisational resilience - To futureproof the organisation by enhancing operations to ensure resilience, sustainability and success.

Objective 4: Valuing our people - To place collaboration at the heart of our working practice by developing our people, growing our regional networks and supporting the communities we serve.

Enabling Themes

Our four strategic objectives are supported by four enabling themes:

- **Innovation**
- **Leadership**
- **Environmental**
- **Brand Engagement**



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OUR IMPACT

We are committed to providing the region's population with the best possible pre-hospital emergency service by land and air. We benefit the lives of six million people across all age groups, supporting diverse communities across a six-counties, comprising of urban conurbations and isolated rural areas.

Across April 2021 to March 2022, our clinical teams were deployed to 4,479 patients via our fleet of helicopter ambulances and critical care cars. Approximately three-quarters of missions attended were in response to a traumatic event / accident, with approximately 26% being medically orientated.

On average, we reach patients within ten minutes, bringing the following interventions to the incident scene and giving patients the best chance of survival and recovery:

- Advanced clinical care and skillset via our critical care paramedics and pre-hospital emergency medicine doctors
- Enhanced medicines to further support pain relief and sedation
- Hospital-level equipment to undertake surgical procedures
- Blood products for patients who need transfusions



OUR GOVERNANCE

Our Board of Trustees are responsible for ensuring the organisation is effectively governed and run, and that it achieves its charitable purposes for the public benefit. Our Trustees maintain an on-going review of good governance (including an annual Board Effectiveness Review), with reference to standards and guidance from the Charity Commission, the Fundraising Regulator, Care Quality Commission, and other key bodies. MAAC has adopted and works to the Charity Governance Code.

You can view MAAC's current Board of Trustees here:
<https://www.midlandsairambulance.com/about-us/trustees/>

MAAC currently has four Board Committees: Audit and Risk Committee; HR and Remuneration Committee; Fundraising Committee; Clinical Standards Committee

MAAC's trading subsidiary, Midlands Air Ambulance Trading Limited (MAATL), has its own separate Board of Directors.

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OUR CEO

Hanna Sebright started as Chief Executive of Midlands Air Ambulance Charity in 2009 – so has over 13 years' experience leading one of the UK's largest Air Ambulance charities. Hanna has grown the charity from circa £5m to £15m income per annum, and led the charity through some periods of significant change and development. During this time she has held roles of Vice Chair and Chair of the Association of Air Ambulances, the national representative body of UK Air Ambulance Charities, and more recently been a Trustee on the Board of Air Ambulances UK (AAUK).



You can view MAAC's Senior Leadership Team here:

www.midlandsairambulance.com/about-us/senior-leadership-team

TRUSTEE ROLE DESCRIPTION (Voluntary position)

Midlands Air Ambulance Charity (MAAC) is both a registered charity and a Company Limited by Guarantee (i.e. a charitable company) therefore Trustees have duties and responsibilities as a Charity Trustee and Company Director (working to charity and company law). The Board of Trustees core role is a focus on governance, oversight, strategy, performance and assurance (not day to day management, which is delegated to the executive team).

As a Trustee, you will work collectively with other Trustees to ensure the charity is fulfilling its purposes as effectively as possible with responsible use of the resources available.

Example responsibilities include:

- Developing and approving the charity's strategic aims and objectives.
- Approval of the annual operating and capital expenditure budgets and any material changes to them.
- Approval of the annual report and accounts.
- Evaluating the charity's impact by measuring and assessing results, outputs and outcomes.
- Monitoring performance against the charity's strategic aims, objectives, business plans and budgets and ensuring that any necessary corrective action is taken.
- Oversight of the charity's operations, ensuring competent and prudent management; maintenance of sound management, planning and internal control systems; adequate accounting and other records; and compliance with MAAC's governing document, statutory and regulatory obligations.
- Approval of key policies.
- Ensuring effective risk management - including receiving reports on, and reviewing the effectiveness of, the charity's risk and control processes to support its strategy and objectives;
- Ensuring the charity's values are reflected in all of its work, and that the ethos and culture of the organisation underpin the delivery of all activities.

We estimate the time commitment equates to circa 10 to 12 days per year, as outlined below:

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- Four Board meetings a year, in person, 10:00 to 13:00 (currently Wednesdays).
- Annual Board Away Day.
- Four Committee meetings a year, mix of virtual and physical attendance - as led by the committee chair and agenda needs and subject to membership.
- Ad hoc commitments e.g. attending events.

Trustee appointment is for an initial term of 4 years with possible re-appointment for a further 4-year term. The Trustee role is voluntary (with reimbursement of expenses under the Trustees' Expenses Policy). The Charity's governing document allows the charity to pay for Trustee Indemnity Insurance.

ABOUT YOU

Essential:

We are looking for individuals who are able to make a real contribution to the organisation. You will be:

- **Committed** - to MAAC's purpose vision and value, and able to devote necessary time and effort to carry out Trustee responsibilities effectively.
- **Value-driven** - with a belief in relevant values (e.g. Nolan Principles or NCVO's Charity Ethical Principles) and leading by example.
- **Collective** - a strong team player who can work with other Trustees to make decisions collectively to advance the best interests of the organisation and its beneficiaries.
- **Strategic, forward-thinking and analytical** - with the capacity to look at situations objectively and analytically (drawing on multiple perspectives) and to apply good, independent judgment.
- **Aware** - some understanding of governance, relevant legal duties and responsibilities (although training will be given).



Desirable

To be considered for this voluntary role, it would be helpful if you have **Trustee, Board level or Executive/ Senior Management level experience**. Furthermore, it would help if you live in, work in or are closely connected with the geographical areas that MAAC serves.

With regards to ensuring a diverse and balanced board, we are looking for specific skills and experience in the following areas.

- **Pre-hospital emergency care expertise.**
- **Commercial, fundraising, and/or business development expertise.**
- **Experience and knowledge of NHS and health care commissioning**
- **Rotor wing aviation and procurement experience.**

The above specialisms are a priority, although we welcome applications from all backgrounds

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HOW TO APPLY

Please e-mail your CV, with a short statement on why you would like to become a Trustee for Midlands Air Ambulance Charity, to Nicola.Rees@midlandsairambulance.com

The closing date for applications is 09:00am Monday 18th July 2022.

If you would like an informal conversation with the Board Chair, one of the Trustees or CEO before you apply, please e-mail or call Nicola Rees (Company Secretary) who will liaise to arrange.

Nicola.Rees@midlandsairambulance.com, 07736 923546

Please inform us of any dates that you may not be available or might have difficulty with (based on the indicated timetable below). If you require any special provision should you be called to interview, please do let us know.

APPLICATION PROCESS AND PLANNED TIMELINE

To ensure a fair and balanced process, the application process is overseen by a Nominations Advisory Panel made up of the Board Chair, selected Trustees, and MAAC's CEO.

APPLICATION STAGES AND BOARD MEETING DATES	DATE
Closing date for applications	09:00am Monday 18/07/2022
Shortlisted applicants confirmed and contacted	26/07/2022 to 28/07/2022
Informal Zoom catch up with an existing Trustee	August 2022
In-person interview at MAAC HQ, Stourbridge (with MAAC's CEO and two Trustees)	Monday 05/09/2022 or Monday 12/09/2022 (TBC)
Follow up Zoom call with MAAC Board Chair (or MAAC Vice-Chair)	13/09/2022, 14/09/2022 or 15/09/2022
Applicants contacted, followed by issue of Trustee appointment letters	22/09/2022
Induction commences	Late September/ early October 2022
New Trustees invited to join MAAC Board Away Day (being held on 07/10/2022 at St George's Park, Burton-Upon-Trent)	07/10/2022
MAAC Board Meeting Dates (venue TBC)	Wed 30/11/2022, 10:00 to 13:00 Wed 22/02/2023, 10:00 to 13:00

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