



Dorset and Somerset Air Ambulance

Media Release

25 January 2022

Dorset and Somerset Air Ambulance Launches its 'Blossoming and Blooming' Open Gardens Initiative

Dorset and Somerset Air Ambulance is delighted to announce the launch of its **'Blossoming and Blooming' Open Gardens initiative**.

'Blossoming and Blooming' is the charity's latest fundraising initiative, which asks people to show their support by opening their gardens to members of the public between June and September this year. The aim of the campaign is to bring local communities across Dorset and Somerset together, to celebrate the wonderful gardens spread across both counties, whilst raising awareness and funds for Dorset and Somerset Air Ambulance. No matter the size of the garden or whether they are pristine or wild, the charity is inviting everyone to get involved.

Whether people decide to simply open their gardens to members of the public, or have a cream tea or BBQ alongside, the initiative provides a fantastic opportunity for people to hold a special event within their local community in aid of Dorset and Somerset Air Ambulance. The life-saving charity receives no direct funding from the Government or the National Lottery and relies on the generosity of the public to help raise their operational costs of over £5 million per year. Community fundraising initiatives like 'Blossoming and Blooming' play a vital role in helping to do this.

Emma Jones, Dorset and Somerset Air Ambulance Fundraising Manager said:

"We believe that spending time outdoors with nature is essential for our health and wellbeing. That is why we are asking people to open their gates, share the love of their garden, whilst raising funds for us. You could host a picnic, serve tea on the lawn or just keep it simple and let

people sit or potter at their leisure. Whatever you decide to do, 'Blossoming and Blooming' will raise essential funds and awareness of our life-saving work within your local community.

"We have always had wonderful supporters who have opened their gardens in the past and we hope that others will do the same. With our new 'Blossoming and Blooming' initiative, we will be able to fully support these generous people, by providing all that they need for the day, so it can be a positively 'Blossoming and Blooming' success!"

To register your interest in taking part, or sign up to join in, please visit:

www.dsairambulance.org.uk/open-gardens

If you require further information, please contact Emma Jones, Dorset and Somerset Air Ambulance Fundraising Manager by emailing: fundraising@dsairambulance.org.uk or by calling: 01823 669604.

The 'Blossoming and Blooming' initiative will run until 30th September 2022.

-ENDS- 406 words

Notes for Editors

- Queries on this media release and requests for interviews should be directed to Tracy Bartram, Dorset and Somerset Air Ambulance Communications Manager by calling: 07817 536440 or emailing: tracy.bartram@dsairambulance.org.uk
- Jpegs are attached to this press release showing:
 - Blossoming and Blooming campaign poster
 - Dorset and Somerset Air Ambulance

About Dorset and Somerset Air Ambulance

Dorset and Somerset Air Ambulance is a registered charity, established to provide relief from sickness and injury for the people of Dorset and Somerset, by the provision of an air ambulance, with an air and road-delivered critical care capability. We receive no direct funding from the Government or the National Lottery and rely on the generosity of the public for support. Our operational costs are over £5 million a year and the approximate cost per mission is £3,000.

Providing Critical Care

Our cohort of clinicians includes a mixture of senior emergency physicians, intensive care consultants and anaesthetists, critical care nurses and specialist practitioners in critical care.

We provide a critical care team, consisting of at least a doctor and specialist practitioner for each mission. The doctors are predominantly drawn from NHS Hospital Trusts across the region and the practitioners from the South Western Ambulance Service NHS Foundation Trust (SWASFT). More recently, some clinicians have joined us from further afield, broadening the skills and experience of the team.

Supporting Patients and their Families

Our patient and family liaison nurses provide support to patients who have been treated by our team and can answer questions they might have about their pre-hospital care. They also provide links with patient support services and other charities aligned with the patient's condition, whilst encouraging peer support links with other similarly injured patients.

Pilots

Our pilots are provided by Specialist Aviation Services Ltd, who operate our aircraft. They are carefully selected because air ambulance flights are typically more challenging than regular non-emergency flight services. They will have a great deal of experience in low-level operations and instrument flying.

Operational Hours

We operate 19 hours a day (7.00am - 2.00am) using two vital resources; our AW169 helicopter and critical care car and provide an enhanced care service using our outreach car from 10.00am - 10.00pm.

More information about Dorset and Somerset Air Ambulance, can be found by visiting our website: www.dsairambulance.org.uk