



RECRUITMENT INFORMATION PACK

TRUSTEE



Together we save lives

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Message from Sarah Evans, Chair

Thank you for your interest in supporting East Anglian Air Ambulance (EAAA) as a Trustee. It is my pleasure to introduce you to the charity, our values and our work.

EAAA provides advanced critical care 24 hours a day, 365 days a year to the most seriously ill and injured people in the region by air and road. In addition, we provide support for former patients and families, and empower others by teaching life-saving skills. We receive no regular government funding but have the generous support of the communities we serve across Norfolk, Suffolk, Cambridgeshire and Bedfordshire. For this we remain truly humbled and thankful.

This pack can provide only a flavour of the range and diversity of the activities in which EAAA is engaged, the complexity of how we work, our stakeholder relationships, culture and ethics. I hope that it encourages you to learn more about EAAA and that you will be inspired to be an ambassador for us and help guide our mission with your expertise, insight, and dedication.



About EAAA

EAAA is a charity providing 24/7 life-saving treatment and care, by air and road, across East Anglia.

From road traffic collisions to cardiac arrests to medical emergencies, the charity brings the advanced skills, equipment and medicine, normally only found in a specialist emergency department, directly to the patient's side in the fastest time possible.

Every patient is attended by a doctor and critical care paramedic (CCP) specially trained in delivering prehospital care. The equipment carried by EAAA's helicopters and critical care cars enables enhanced care at the incident scene, when the patient needs it most, such as blood transfusions, advanced pain relief, sedation and anesthesia, and surgical interventions.

This, combined with quick onward transfer to the most appropriate hospital, gives every patient treated by EAAA the best possible chance of surviving and recovering from a life threatening medical or trauma emergency.



Beyond providing critical care, EAAA takes a leading role in providing training to prehospital clinicians such as Advanced Life Support, Point of Care Ultrasound and Pre hospital surgical skills. Our Research, Audit and Development Group ("RAID") aims to pioneer advances in prehospital clinical research through extensive, data led, trials primarily funded by grant giving organisations.

In addition, our after care team supports patients and their families in the aftermath of their life changing event, helping them to come to terms with the event and to transition back to normal life.

Around a third of the patients that we treat have suffered a cardiac arrest. Sadly, the chance of survival without early, effective CPR and the use of a defibrillator is very small. Accordingly, we have established a team which trains our communities in CPR and leverage the model through a network of volunteers who deliver the training on our behalf. We are aiming to train 100,000 people in CPR, and using a defibrillator by the end of 2025.

Our work is supported by a number of formal contracts and agreements including the East of England Ambulance Services ("EEAST") and Babcock Mission Critical Services our aviation partner which supplies our helicopters, pilots, engineering support and holds the Air Operating Certificate for EAAA's service by air.

From our bases in Norwich and Cambridge we are tasked on average 8 times per day, treating on average 6 patients per day. The average cost of a tasking is £4,250.

Total income for 2023/2024 was £19m of which £6.6m came from our lottery and £5.7m from legacies. EAAA is financially strong with a good level of reserves providing financial security in the event of unforeseen circumstances or a fall in fundraising.

More information about EAAA, its operations and finances, including the 2023/2024 Annual report, can be found on our website at eaaa.org.uk



An inspiring and supportive workplace

We are immensely proud to have been recognised as a positive and supportive workplace with a number of accolades over recent years. These have acknowledged positive employee experience, engagement, commitment to employees, celebrating success and excellence and have included:

- Best Places to Work in the Sunday Times awards (2023)
- Number one charity in the Best Companies list (2021)
- The 6th best company to work for in the East of England (2021)
- 14th in the Top 100 mid-sized companies to work for in the UK (2021)
- Norfolk and Cambridge Business Awards, Employer of the Year (2020)



Our values



'RAISE'

EAAA'S CORE VALUES



REASONED

Our actions and decisions are evidence based and with others' views in mind



ACCOUNTABLE

We accept ownership and deliver on that acceptance



INTEGRITY

We are honest and ethical



SYNERGY

We work with others to create a better outcome



EVOLUTION

We are constantly working to improve

Governance at EAAA

"I have many great memories of working alongside the staff and volunteers of EAAA and the amazing work that the charity does in supporting our patients and communities."

- Dr Tom Davies



Sarah Evans
Chair

Sarah was appointed Chair in 2022, is a chartered accountant and was a partner with Ernst & Young in London until 2008. She is an experienced non-executive director and is a former Chairman of The Wine Society and of Ipswich Building Society.



Roger Holden
Trustee

Roger joined EAAA as a Trustee in December 2016 and is a member of our finance committee. He is Managing Partner at Hansells Solicitors and Financial Advisors. Roger is an expert on aviation matters and his work involves the buying and selling of aircraft, aircraft maintenance agreements, and disputes arising from aviation-related matters. He is due to step down from the board at the December AGM.



Tom Wells
Trustee

Tom has been a Trustee of EAAA since 2017 and will step down from the board at the AGM in December 2026. He is a retired director of brewing, pub operations and malting companies. He is a school governor, a director of property SMEs, and a former High Sheriff of Bedfordshire. Tom has held a Private Pilot's License for 15 years and is a classic car enthusiast.



Duncan Astill
Trustee

Duncan is a partner in the healthcare and regulatory team of Mills and Reeve Solicitors. He advises and supports healthcare organisations with a wide range of statutory and compliance requirements, such as those enforced by the Care Quality Commission; the Police; the Health and Safety Executive; and the Information Commissioner. He joined EAAA in 2014 and will continue his involvement for the foreseeable future.



David Richardson
Trustee

David became a Trustee in June 2022. He was previously CEO of the LGC Science Group, ran British Mediterranean Airways, was Commercial Director at NATS and worked as General Manager of British Airways engineering supply chain. He was a non executive Director of Crown Agents, and his work has helped to improve healthcare in challenging locations around the world. David trained as a Chartered Accountant with Price Waterhouse and has held a private pilot license for 25 years.



Marie Sigsworth
Trustee

Marie became a trustee in December 2023. She is a senior director with over 35 years' experience in Financial Services and more recently the technology start-up, social enterprise and non-profit sectors. Marie's breadth of experience includes HR, sustainability, major change and culture development. Marie is passionate about playing her part in the ongoing success of EAAA and building a sustainable future for such a vital local charity.



Charlotte Hignett
Trustee

Charlotte joined the board in 2023 with 15 years of experience leading and advising Boards on HR strategy and business transformation including culture change, M&A , rapid growth and turnaround in several sectors and ownership models.

She is a Board advisor to other charities and does a variety of volunteering in her local community, including as a Community First Responder with the East of England Ambulance Service.



Dr Tom Davies
Trustee

Tom joined the board in December 2024, after six years working alongside the charity in his roles within the East of England Ambulance Service. He qualified as a GP in 2011 and developed a varied portfolio within Health and Social Care, spanning Training and Education, Clinical Governance, Service Redesign and Strategic Commissioning. In 2016, Tom joined the Ambulance Service as Deputy Medical Director and left in 2022 after taking on the role of Interim CEO in 2021. Since then, he has taken up a role as a Medical Director in Wales and maintains his links with the East of England and the wider NHS in England.

Governance

The Board of Trustees meets quarterly with an additional strategy day in the Spring. The Board is supported by two committees: the Finance and Risk committee and the Nominations & Remuneration Committee. These committees are largely advisory and make recommendations to the Trustee board on key matters.

The subsidiary trading company has its own Board comprised of the CEO, 2-3 Trustees and an independent chair.

The ExecutiveTeam

"I am inspired every day by the outstanding people I work with, working for EAAA is an honour and a privilege."

- Richard Hindson



Matthew Jones,
Chief Executive

Matthew became CEO at East Anglian Air Ambulance in July 2021 having been Director of Operations since April 2015. He oversaw EAAA's transition to a 24/7 service by air, and was also responsible for directing the projects to build both the Cambridge base and Helimed House, EAAA's headquarters and operational base in Norwich.

Matthew leads the Executive team which includes:



Gina Hardingham
Director of Finance



Nikki Blake
Director of Brand
Marketing Communications



Richard Hindson
Director of Infrastructure
and Operations



Stuart Wyle
Director of Fundraising
and Supporters



Victor Inyang
Medical Director



Director of People and Culture
(Currently interviewing
candidates)

The Trustee Role

East Anglian Air Ambulance (EAAA) is seeking to appoint new Trustees to join its Board during 2025 and 2026.

Under the leadership of Chair Sarah Evans, the Board provides independent oversight, strategic guidance, and constructive challenge to help EAAA deliver its vision, purpose, values, and long-term goals. We are a collaborative and engaged Board, and we're looking for individuals who are genuinely passionate about our mission and willing to dedicate time beyond Board meetings to support the organisation — including getting to know our people, attending events, and championing our fundraising efforts.

Culture is central to our success. EAAA is proud to attract and retain a talented, motivated team, led by Chief Executive Officer Matthew Jones and supported by a skilled Executive Team covering Medical, Operations, Finance, HR, and Fundraising.

As a regulated organisation, EAAA operates under the oversight of the Charity Commission, the Care Quality Commission (CQC), the Civil Aviation Authority (CAA), the Fundraising Regulator, and the Gambling Commission.



The Board of Trustees holds ultimate responsibility for ensuring the charity is run effectively, legally, and in line with its charitable objectives. As a Trustee, you will:

- Ensure EAAA delivers its mission for the public benefit
- Ensure compliance with relevant laws, regulations, and governing documents
- Act in the charity's best interests at all times
- Use and manage EAAA's resources responsibly
- Apply sound judgment, care, and skill in decision-making
- Help ensure the charity remains accountable to its beneficiaries, supporters, and regulators

Key Contributions

As a member of the Board, you will:

- Make an active and positive contribution by engaging in open, honest, and constructive debate
- Offer insights, ask challenging questions, and support the Executive with independent advice
- Bring your experience to bear on strategic decisions, risk management, and organisational development
- Be visible and involved in EAAA to stay informed about the charity's operations, people, and risk environment
- Build strong relationships with fellow Trustees, the Executive team, and key stakeholders





Board Composition

We are committed to building an inclusive, outward-looking Board that reflects the diversity of the communities we serve. We value a broad range of backgrounds, skills, experiences, and perspectives.

To complement the current mix of expertise on the Board, we are particularly interested in individuals with the following experience:

Fundraising and Strategic Marketing

- Senior fundraising experience within a national charity or as a fundraising consultant
- Deep understanding of income generation strategy and innovation in the not-for-profit sector
- Senior B2C marketing expertise, particularly in brand strategy and its impact on fundraising and income generation

Healthcare Leadership

- Senior leadership experience within the NHS or a private healthcare provider
- Strong understanding of the UK healthcare system and future NHS policy direction

Commercial Leadership and Healthcare Innovation

- Leadership experience in a tech-enabled healthcare business
- Expertise in innovation and the future of healthcare delivery
- Visionary thinking, ideally from a background in healthcare technology or systems innovation
- Alternatively, a senior in-house legal professional (e.g. General Counsel or Commercial Lawyer) from a large, complex organisation, not necessarily within healthcare

Who we're looking for

Beyond professional experience, successful candidates will demonstrate:

- A genuine interest in and commitment to EAAA's purpose and mission
- Strong alignment with our organisational values
- A strategic mindset and sound judgment
- A connection to the East of England – with at least one new Trustee ideally based in Norfolk
- The ability to commit 10–12 days per year, including:
 - Four Board meetings annually (held in Cambridge and Norwich)
 - Relevant committee meetings
 - Attendance at events and site visits



Trustee roles are voluntary and unpaid. Reasonable travel expenses will be reimbursed on request.



Recruitment process

Pure Executive will be supporting EAAA by managing all candidate interest.

For further information and to apply, please send your CV and covering letter to Una Jones at info@pureexecutive.com or call **01223 666455**.

Pure
Executive

Your contacts



Lynn Walters



Una Jones

The reason we are here

Jonathan's story

In September 2022, Jonathan Moran, 36, suffered a life-threatening medical emergency while alone at his Peterborough home. It was the early hours of the morning of Sunday 11 September when he woke and realised he was seriously unwell.

Jonathan was able to make a 999 call before losing consciousness. Thanks to the collaboration of the emergency services and life-saving interventions on-scene by a critical care team from East Anglian Air Ambulance, Jonathan can share his incredible story.



Scan the QR code or [click here](#) to watch Jonathan's story.





Together we save lives

www.eaaa.org.uk

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Norwich, NR6 6EG



Registered Charity in England and Wales.
Registered Charity Number 1083876.

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