

THE Round

St John
Ambulance 

Issue 4 2010

News & Information for Royal Berkshire



Santa checking his list with Amy Smith

A big thank you to Windlesham Garden Centre for donating funds from grotto visitors to the county



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Keep in touch

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Welcome



This will be the last edition of The Round that will be sent to your door, from 2011 they can be collected from CHQ and we will ensure that copies are at each venue. I can email a PDF version as it is ready but you need to confirm that you want to be put on the email distribution list. This can be done by emailing me, details below.

If you haven't already started or finished your Christmas shopping please visit Easyfundraising, it's free and you can raise funds for the county. How does it work? You shop directly with the retailer as you would normally, but if you sign up at <http://www.easyfundraising.org.uk/causes/sja-berkshire> and use the links on the easyfundraising site to take you to the retailer, a percentage of whatever you spend then comes directly to us at no extra cost to yourself. This site can of course be used throughout the year and is not just for Christmas.

Seasons Greetings and a prosperous New Year to you all and thank you for all your fundraising efforts in 2010. As always I am here to help and contactable on kim.adrian@berks.sja.org.uk or call 07967 964 886

**Kim Adrian, County Fundraiser/
Editor of The Round**

Copy Deadline for next edition 28 January 2011



COMMANDER'S CORNER



It has been another busy time in Berkshire, not just operationally, even though we have covered the Festival Weekend at Ascot, Windsor Half Marathon and Bonfire Night, plus many more.

We seem to be receiving more requests for first aid talks and demonstrations which is excellent. Some of you may have seen the Bracknell News and our baby and child resuscitation demonstrations at South Hill Park. This was sponsored by Boehringer Ingelheim, a very successful day which resulted in over 30 members of the public attending the event. We have also been giving talks to Schools and Nursery groups, whilst also continuing to cover the Slough Young Offender group. On behalf of the organisation I would like to thank everyone who has helped with all these demonstrations. These activities contribute significantly to our charitable mission.

An immense amount of work has been undertaken on our 2011 budget. Whilst we are forecasting a loss in 2011, we aim to be cash neutral by the end of 2011. We will keep you informed as to our progress during the year.

As you may be aware we have had to close our County Resources Centre for a short period of time, due to an incident involving asbestos. We have taken all due measures in accordance with both legislation and best practice to manage and minimise risk. We are hoping to be back in residence as you read this. Thank you all for your patience with regard to uniform orders - normal services will be resumed as soon as possible!

We are in the process of reviewing the County structure; watch out for emails and a leaflet that will tell you all about it. We had planned to have a member's day in October, but due to the very poor response we have had to cancel the event.

The Government has introduced several changes recently which impact us, one of them being the Clinical Governance Committee, in essence all organisations that provide an ambulance service have to be registered and compliant by March 2011. We had a visit from NHQ to check our progress and I am pleased to say we are well on the way to compliance. Our thanks go to Amanda Hopper and Ian Faulkner and their teams for making this process as easy as possible for us.

The festive season is upon us and I would like to thank each and every one of our members for their continued support and hard work and I wish you all seasons greetings and a happy new year.

**Sharon Johnson
Commander**



infocus

Bracknell baby and child lifesaver day

Becky Trotman

On 8 October a team of volunteers took to the stage at the South Hill Park Arts Centre in Bracknell to demonstrate to groups of local parents and grandparents how to give first aid to babies and young children.

The workshops, which were sponsored by Bracknell based pharmaceutical company Boehringer Ingelheim and promoted by the Bracknell News covered CPR, the recovery position, choking and bleeding in a one and a half hour session. A total of three sessions were held over the course of the day and over 30 people attended.

A very big thank you to Dennis Wildman, Martin Hopper and Sharon Johnson for running the sessions and to Bex Brunel-Walker and Peter Allen for supporting on the day. Also well done to Peter Anderson for getting the people and the resources in the right place all at the same time!

The event was a huge success and the representatives from Boehringer and the Bracknell News who went along on the day were really impressed with the SJA team. The feedback from the public who had signed up for the workshops via the Bracknell News was also very positive so a very worthwhile exercise all round. The

press coverage in the paper before and after the event was amazing so because of this event we have really got our name out there and empowered over 30 people to be the difference between a life lost and a life saved in the process.

Thanks again to everyone who made it possible.





Wind Turbine Visit

Carroll Bolden



We at Cippenham cadets would like to thank Peter Anderson for passing on his contact for the Reading wind turbine. I have passed this graceful landmark on numerous occasions and then when the email arrived I thought even if the cadets don't want to come I'm going. So a little jiggling of the programme to accommodate "environment" and the contacts meant everything was in place for 14 cadets and 3 leaders to visit. It then became apparent that I was not alone in my enthusiasm when Joe's dad said that if we were short of adults he would love to come, I opened the visit to parents tooby the following week our numbers had doubled.

I'm not going to give too many details away and if you want to know what the cadets are doing in the photo you will need to book a visit for yourself. You will not be disappointed it was interesting and informative. Ian held the interest of us all from Edward 7 to me a bit older and even after getting soaking wet the cadets' still asked more questions and I now understand global warming.

We all had a great evening and it was really nice doing something together with the parents, next activity is a teddy bears picnic I haven't been trampled in the rush of parents to attend that outing.



inbrief

New Operational Strategy

Chris Thornton

All volunteers aged 16 and above will shortly receive a copy of the County's operational strategy for 2011-2013. It will contain a summary of our objectives for the next two years and the steps that I will be taking shortly to begin that process, which include, for example, changes to both county and unit structures.

Thank you for being so welcoming of my visits to units recently. One of our key strengths in this county is clear: teamwork. And teamwork will prove vital if we are to survive the major challenges ahead of us. I am confident that we will, and I outline what I believe those challenges to be and my solutions for them, in my operational strategy.



So please, if you haven't received your copy by the middle of December contact the county support office to ensure that you get one and are fully informed. As always, I can be contacted directly on email at chris.thornton@berks.sja.org.uk.

Thank you for all you do for St John Ambulance and have a restful winter break.



A big thank you

I would like to say a big thank you to Louise Walsh who was running a training course at Windsor in September. I was taken very ill whilst travelling to a conference in Slough and pulled into the Branch car park where I received first aid from Louise. She organised for the paramedic parked at the ambulance station to treat me and also arranged for an ambulance to take me to Wexham Park. I was suffering from a kidney stone, severe kidney infection and bladder infection. I ended up in hospital 3 times and have only just gone back to work. In recognition of the fantastic help I received from her, I sponsored Crawley Happy Times, who are raising funds for St John, to stay in a haunted bunker in Essex on Halloween night. I will be dedicating this donation with thanks to Louise.

Kind regards **Lorraine Higgins**



Making

Ann Knight, County Public Relations Officer

HEADLINES

St John Ambulance was in the news in various Berkshire papers more than 60 times in the first 10 months of 2010.

This press coverage reached a circulation of nearly 1.2 million with a readership three times that amount. That's free editorial coverage which would have cost us thousands of pounds if we'd had to pay the going advertising rate for the same amount of newspaper space.

So many thanks to all of you who kept me supplied with ideas for news stories and to those who boldly took to the airwaves to promote St John Ambulance in a series of radio interviews.

Good PR really does make a crucial difference when it comes to what members

of the public think about us. And it has a vital part to play in generating those all important donations, recruiting new members and encouraging people to learn first aid.

So PLEASE could I urge all of you to make it one of your New Year resolutions to keep me informed about any activities in your units which could make the news.

I'm interested in hearing from you about anything and everything – whether you've put your first aid skills into practice in an emergency or you need help drumming up some interest in a local fundraising event. I reckon you don't blow your own trumpets enough... so I'm here to blow them for you! Contact me on 01752 223192 or email me: annknight.pr@googlemail.com

Can you offer a home?

In Berkshire we believe that no fairly good condition steps/ladders should ever be destroyed and that every pair should be put to good use. We have 3 sets that are urgently looking for a loving forever home; they mix well in the home environment but not in the commercial world. All we are asking for is a donation, please contact Jean on 0118 933 5532, to find your new 'step ladder friend'.

Available: 2 x 3 rung step ladders 1 x 5 rung double sided step ladder



Badger Sleepover 2010

Libby Maddocks



The Badger Sleepover was held at Woodley County Headquarters on Saturday 23 October to Sunday 24 October 2010.

The clock struck 3 o'clock faster than expected when 26 eager Badgers piled through the doors and were promptly presented with games. These included Cat and Mouse, Keeping-The-Ball-On-The-Parachute and The Mushroom; which involved sitting in a circle, inside a vibrantly coloured mushroom. Each Badger said their name, which Sett they came from, and one thing they like doing. At the end everybody learnt something new about somebody else, even if they already knew them.

Next on the agenda for the Badgers was to make a name sign which would sit at the end of their beds when they went to sleep. Plain pieces of white card into card which had been filled with colour, pictures and text in a matter of minutes.





Time for a break! Squash and biscuits were provided to give the Badgers a rest from games and creativity. But the excitement that raced through them obviously didn't want to stop! So, it was time for a special guest to arrive...

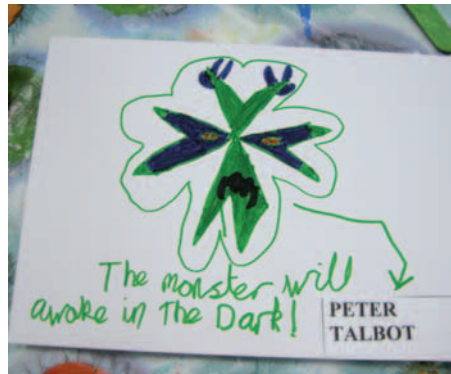
What would a Badger sleepover be without Bertie Badger? All of the Badgers were very excited to see Bertie, but even more excited that he joined in the party games with them!



“ All of the Badgers were very excited to see Bertie ”



Pass the Parcel is always a huge hit at parties, and the Badger sleepover was no exception. Between each layer of newspaper appeared a small packet of Haribo sweets, but a few more layers down on both parcels, hid the main present – a magic set! The two lucky winners of Pass the Parcel both won a magic set.



And of course, Musical Bumps and Musical Statues – but with a twist. When the music stopped, either "Bumps!" or "Statues!" was called. Whichever one was called, you had to do the opposite. This created heaps of fun for all.

As Halloween was fast approaching, it provided an ideal opportunity for the Badgers to make Halloween themed decorations, including a Halloween foam bookmark and Halloween colour-in window decorations. They had tremendous fun putting their own spooky ideas into practice.





By this time, everyone was getting hungry. 40 portions of sausage and chips were laid out on the tables, ready to be eaten by hungry Badgers.

After everybody had finished their evening meal, they had the choice of three DVDs to watch – Madagascar, Chicken Run, or Flushed Away. Chicken Run was the overall favourite and so that was the one which they watched with a small bowl of toffee popcorn by their sides. It was not only the Badgers who thoroughly enjoyed the film! The Badgers were then put to bed at 9:00





Day 2

The Badgers were due to be woken at 7:00, but the majority of them were up and awake before that. All Badgers were required to be washed and dressed before breakfast and all of them were.

Breakfast was served at 7:30 and this consisted of cereals and muffins – just what they needed to fuel them for the fun-filled day ahead – although, it's not as if

they needed any more energy! Once breakfast was finished, the Badgers were ready for their next activity.

More games! Although this time, they were outside as the weather was pleasant. The games that they played included Islands, and some more parachute games!

Back inside in the warm, more arts and crafts activities awaited for them. The first activity they carried out was to make a door hanger by scratching the black coating off the hanger in any style that they wanted to, to reveal the colours underneath. The second activity performed





was to make their own jigsaw puzzles. Each Badger was given a plain white jigsaw puzzle which they coloured in to their hearts galore.

After all of the creativity had finished, it was time for a few more games – the first being musical chairs. This particular game was very close indeed but a winner had to be chosen. The second of these games was a dance competition! The songs that they danced to included The Music Man, The Hokey Cokey, Cha Cha Slide, and Big Fish Little

“ **...some talented dancers in Badgers!** ”

Fish. It was clear that there are some talented dancers in Badgers!

There was only one last thing for the Badgers to do before they went home. They all sat down and were presented with Well Done certificates for the weekend. By the time that they were due to leave, there seemed to be 26 exhausted Badgers, sleep-walking their way out with their parents, after enjoying a fabulous Badger Sleepover.





Our 10 top tips for text:

The St John writing style is still causing problems particularly with dates. So as a reminder you should use the order: day month year. Punctuation is unnecessary. Don't use 'th', 'rd', 'st', 'nd'.

Another reminder, as it has been brought to our attention 'the difference' is being incorrectly written, the agreed formatting when referring to the brand is 'The difference' (lower case 'd'). Please also remember that our key messaging revolves around 'be the difference' not 'make the difference'. Please see guide from Creative Services.

1 Numbers

one to nine are written out in full. Any number over nine is written numerically (10, 11, 12). The exceptions to this rule are numbered lists, page numbers, monetary values, units of weight or measurement and dates - all of which are represented numerically

2 Dates

take the format Day Month Year, eg. Wednesday 12 November 2008

3 Ampersands are outlawed

so please write 'health and safety' rather than 'health & safety'

4 Forward slashes

don't need spaces either side. Write 'either/or', not 'either / or'. Another common spacing error is to insert two character spaces between sentences ('I took a first aid course. _It was great'). Only ever use single spaces ('I took a first aid course. _It was great')

5 Quotation marks

are always single rather than double. 'This' is correct, but "this" is wrong

6 The terms first aid/first aider

and life saving/life saver are always written lower case, and always as two separate words

7 St John Ambulance

is a singular organisation, so 'St John Ambulance is a charity' is correct (not 'St John Ambulance are'). Also, never split the phrase 'St John' over two lines

8 Names of our courses

only take a capital letter on the first word, eg. Early years first aid, not Early Years First Aid. Event names are capitalised, aside from words like 'of', 'and' or 'the', eg. Cadet of the Year Competition. Job titles are capitalised, eg. Creative Services Officer

9 The abbreviations eg., ie. and etc.

are correct. Variations such as e.g and i.e are incorrect

10 Lists

(either numbered lists or bullet points) only need a full stop at the end of the final point in the list. This list of numbered top tips is a good example of the rule.

For full guidelines, visit my.sja.org.uk



Proud to be a **Volunteer**

Paul Robertson, Events Team

Many of you will have attended Madejski Stadium over the years and as you know most games pass peacefully without incident. However we are always there to provide medical cover when needed by deploying teams around the ground in key areas to attend incidents when required.

On Tuesday 28 September Reading hosted Ipswich Town, half way through the first half a call for medical assistance came through to the control room and a team were dispatched to the scene. On arrival they were presented with a male feeling generally unwell after carrying out a quick assessment of the patient they decided to take him to the Red first aid post for further investigation from paramedics and stadium doctors.

Once in the first aid room paramedics carried out an ECG of the gentleman's heart which came back with no abnormal signs. After further assessment they decided to have him transported to hospital for continued investigation.

As most of you know once a patient has been taken to hospital generally we do not hear the outcome of the patients treatment. However a week later St John received a letter from the gentleman's sister its reads as follows

To the doctors and St John Ambulance

team on duty 28th September (Ipswich game) many thanks for the help you gave my brother that night. You were all so caring and professional. Once at hospital it was discovered he had a blood clot in his artery. He underwent an operation that evening and is now thankfully recovering well all thanks you all your efforts. The hospital staff informed me that had this clot not been detected he could have collapsed fatally.

I can't thank you all enough for all you did that evening and you are all a credit to St John I will forever be grateful. Your were marvellous
Thanks again

June D. Sawyer

As you can see it was a very heartfelt and kind letter and I would like to personally thank Kevin Pinner, Stephen Johnson, Dr Alan Budd, Dr Matt Shaw and the paramedics for all their hard work and effort that night you are a credit to the organisation and to yourselves you should feel very proud. **WELL DONE**

“ *forever grateful* ”

Thanks again



Clinical Governance Corner

Amanda Hopper

In recent months there has been a number of communications from NHQ among which are five Clinical policies, listed below:

Occupational health and safety

Medico Legal

Clinical operational

Clinical training

Devices management

These policies will help all members across the country to deliver the best care possible to our service users thereby making us the best at what we do, first aid. On the production of these policies an update on clinical governance has been

developed, if you have not had this training please arrange for this to be delivered by contacting one of the CG team.

Due to the Care Quality Commission (CQC) regulation coming into force in April 2011 NHQ have developed new training on Infection Prevention and Control (IPC) which will be delivered by the county lead on IPC, Amanda Hopper, CGO. Training for infection prevention and control will be taking place over the next 3 months, this training is mandatory and all members will be required to update annually.

Any clinical governance issues please do not hesitate to call one of the team or email us on clinical-governance@berks.sja.org.uk

New operational members

Ian Carter	Ascot & Bracknell
Amy Smith	Ascot & Bracknell
Kelly Blackwell	Links
Kendra Johnson	Lodden Valley
Sue Evans	Maidenhead
Andrew Hitchcock	Maidenhead
Amanda Cooper	Newbury & Thatcham

Thank you

We would like to thank Kennet Engraving Services and in particular Michael Parfett for engraving Hayley Cleaver's regional competition trophy free of charge.

Hayley Cleaver won the trophy for best individual first aid test at the competitions held in Oxfordshire earlier this year.



what's on

Martin Wood, Events Team

You may be wondering where the normal Events What's On guide is. Well, I wanted to look back and see what we've achieved so far this year, first;

At the beginning of November we have done over 8,000 event hours covering 389 events.

Our three busiest events are football, horse racing at Ascot and rugby, spending over 3,000 hours pitch and track side together. The Windsor Half Marathon is our biggest event otherwise, with almost 50 people helping at that alone!

Our units have been very busy, with Reading Town giving almost 1,300 hours, Ascot & Bracknell almost 1,250 and Theale giving 1,150 hours. Huge thanks to everyone who has come out and supported the organisation this year.*

Coming up

Whilst the winter months are historically quieter, there are still many things going on. The busy firework season saw us attend 5 different community events, from

Pangbourne to Cookham Dean. We also attended Remembrance Day parades around the region.

The jump racing at Ascot continues throughout the winter period, along with the football and rugby. We have special Christmas events too, watching the lights being switched on at Newbury, to watching lots of Santa's running through the woods in Bracknell and Virginia Water! We are also seeing if we can attend the New Years Eve celebrations in London too.

The start of next year also looks promising. The first big event of the season is Wokingham Half Marathon; this year on 13 February. We'll be helping the Red Cross for Reading Half Marathon on 20 March, and we are already taking bookings for June and July! Oh, and when you are tucking into your Christmas turkey, it'll only be 171 days away from Royal Ascot!

Remember: go to www.berksevents.com to sign up for these and other upcoming events!

I hope to see you out there soon.





training

Peter Anderson, ACC Training

Volunteer Training

It is now about a year since my arm was twisted to look after County Training, and about 6 months since I took on the role of ACC (Training), and I think the volunteers in Berkshire have come a long way in that time. We had a race towards the end of 2009 to get all Divisions through their ARR's, but we did it; this year we are a lot better position. The Initial Training weekends have been a challenge to resource, but we are getting there and home-grown Berkshire volunteer trainers are making an appearance.

We have also been able to diversify and move into giving demonstrations to the general public, either in a large group like the Bracknell event or in specific groups at their meetings. One of those indeed we have taken on to assist the Commercial Training team who were originally booked to do it.

However, we must not rest on our laurels and go onwards and upwards from this point, but we are making great positive strides in training. At the beginning of 2011, we have the new style Initial Training of members in a development unit; I am aiming to get a first course of Advanced First Aiders qualified before Easter; more members qualified in AED; and also some Volunteer Trainers up to the second level of Training where they can train the General Public.

That covers the internal training, but we are doing work in the community and basic courses for the community and we have just go information on those from NHQ which I need to study. I would also like to build on the excellent work that you the volunteer members have done giving talks to groups and organisations.

I have now got access to the members' website to be able to edit the Berkshire pages so watch all spaces as we move forward, onwards and upwards.



Raising funds by recycling for St John Ambulance Berkshire is easy

Register your details on
www.recycle4charity.co.uk
with our supporter ID: C20175

Request the recycling materials you require - either freepost recycling bags or a collection box, these items when delivered will have the supporter ID on them.

If you are recycling using our collection

box you can arrange a free collection online when you have 50 mobiles and/or inkjets. Laser and toner carts are not to be put in the box but should be sent back by the method specified on the website.

You can login to your account online to see how much you have raised.

If you don't want to register but would like a box or recycling bags contact Kim Adrian on 07967 964 886 or email kim.adrian@berks.sja.org.uk



Classifieds

Advertise here for £30 per edition or £100 for the year, 4 publications, subject to VAT at current rate. Contact Kim Adrian on 07967 964 886 or email kim.adrian@berks.sja.org.uk

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financematters



Ben Tichband, Deputy County Treasurer

We continue to run ahead of budget which is principally as a result of strong cost control. We will continue to monitor expenditure carefully and look for areas to save money.

In September the 2011 Budget was approved by the County Management Board. We are forecasting a deficit of £39,000, due to our "non-cash" expenses such as depreciation, this means we will maintain our current cash levels. However, this relies on strong fundraising and increased income from public duties.

A key policy change to achieve the budget is that the mileage allowance that members can claim will be reduced from HMRC maximum 40p to 20p which is broadly the rate HMRC advise as the cost of incremental mileage - therefore members driving an average car will not be out of pocket based on the fuel and additional depreciation. In addition issues with members who already drive significant mileage for work or other voluntary organisation will not be at risk of a tax liability. This will be effective from 1st January 2011.

In summary the results for the 6 months to June 2010 were:

	Actual	Budget
	£000	£000
Surplus from First Aid Training	155	148
(Deficit) from First Aid Services	(16)	(33)
(Deficit) from Youth Activities	(8)	(7)
Surplus from fund raising and projects	26	29
Operating Surplus	157	137
Administrative costs	(192)	(188)
Contribution to NHQ costs	-	-
Investment and other gains and losses	(1)	(2)
Net (Deficit)/Surplus	(36)	(53)

Commander Sharon Johnson would like to send best wishes to all Members of St John Berkshire and Readers of The Round at this festive time of year.

*Seasons Greetings and a Happy
& Prosperous New Year*