

Have Your Say on Ambulance Redesign Project



*Lord Darzi and Lady Helen Hamlyn
- leading supporters of the project*



Ed Matthews,
Project Lead on
the Helen Hamlyn
Centre for
Design's
'Redesigning the
A&E Ambulance'
project is
arranging a

consultation day at the RCA in Kensington early in 2013. The consultation exercise is intended to progress the project towards prototype construction and ensure that ambulance providers in both the UK and across Europe have an early opportunity to contribute ideas on the vehicle's eventual design.

"We're delighted that Dr Anthony Marsh, Chairman of the Association of Ambulance Chief Executives (AACE) and CEO of West Midlands Ambulance Trust has found some time amongst his many commitments to open the day, alongside prominent, already committed supporters of the ambulance redesign project, and long-term supporters of the Royal College of Art (RCA)", he commented, adding: "It's essential that we receive clear feedback from all parts of the ambulance service and, because AACE is committed to ensuring that ambulance staff at all levels have a voice in determining ambulance delivery across the UK, Anthony Marsh's presence and influence will help us gather the input we need."

Mr Matthews continued: "We're conscious that Ambulance staff might feel that the project has gone a little quiet since we launched the Demonstrator Unit last year. The main reason for this is that many of the ambulance people whose input is crucial have understandably had a large chunk of 2012 dominated by their responsibility for



Olympics delivery. We can relate to this since our own college was used as a main world media base throughout the event. However, the fact is that beneath the quiet exterior we've been extremely busy – there are many complexities attached to achieving our next objective, which is to build working prototype vehicles, put them to the real test of working in frontline service, and develop the design for commercialization."

"Our launch event was very successful and the audience of clinicians, industry experts, NHS leaders and manufacturers responded very positively to the proposed new treatment space. Former LAS Chief, Peter Bradley, lent his personal support to help us to progress as far as possible towards the next development stage prior to his move back to New Zealand, and wisely nominated their fleet lead, Nick Pope, to continue LAS's support after he stepped down as CEO. Nick has given us excellent support and, despite strenuous 2012 delivery commitments, he's been there for us whenever we've needed his advice. We can't thank him enough for this."

Stressing the need for consultation, Ed added: "We've continued to develop our dialogue with ambulance staff, both in the areas of clinical effectiveness and the business case. As before, we've consistently found that people from all sections of the

ambulance community are open-minded and enthusiastic in their support for the development of a vehicle better designed to reflect the major changes in clinical science that, over recent years, have influenced the way in which patient care is delivered. It became clear to us that a major consultation event was needed to bring together the key stakeholders, whose knowledge and experience needs to be fed into the development programme so we can ensure that the end result matches today's clinical, financial and operational requirements."

He finished: "A number of your readers may be aware that we've put a lot of time into building up a database of the people whom we need to invite to the event. These will include individuals from both the public and private sectors, and we're putting together a series of presentations to make it absolutely clear what the proposed design is, and the clinical benefits that it can deliver at a manufacturing cost that is the same, or maybe even a little less, than that of current vehicles. We'll also be discussing the operational impacts, in terms of training, new technologies, changes to existing systems, and the business case".

The event is planned for late February, 2013, and invitations will be sent out shortly.

If you would like to find out more about the project or if you would like your ambulance service or technology provider to be involved in the consultation day, please email Ed Matthews at: ed.matthews@rca.ac.uk