

CASE STUDY

High visibility for South Central Ambulance Service's Community First Responders



South Central Ambulance Service (SCAS) operate Community First Responder (CFR) schemes across Berkshire, Buckinghamshire, Hampshire and Oxfordshire. A CFR is a member of the public who volunteers to provide potentially life-saving first aid to a patient in the crucial minutes before the ambulance service arrives.

Volunteers are made up of members of the public, fire service, police community support officers, coastguards and military responders, all specially trained by SCAS to provide a rapid response to 999 calls. Due to the volunteers' locality, they're often the first to arrive on the scene and can therefore provide basic life support care until the arrival of the ambulance service.

SCAS Charity raises funds to support South Central Ambulance Service NHS Foundation Trust. All the money raised by the Charity is used to fund services, projects and equipment that is not supplied by Government NHS funding. Without the money SCAS Charity raise people in their communities would have to wait longer for help which could affect their recovery.

THE CHALLENGE

Traditionally, Community First Responders use their own vehicles to respond to calls however it was fast becoming apparent that a number of the vehicles used by their volunteers were no longer reliable or cost effective to run and there was no replacement scheme in place, so the ideal solution was for SCAS Charity to invest in a new fleet.



THE SOLUTION

With added support by Dacia UK, SCAS Charity were able to secure 40 new Dacia Dusters providing a fleet which is both affordable and reliable.

The fleet consists of 27 Comfort versions and 13 Prestige variants with all powered by a turbocharged 1.5-litre TCe petrol engine and a six-speed gearbox. The bespoke vehicles include additional lighting and storage solutions for such essentials as a defibrillator, oxygen, masks, bandages, Entonox and other medical supplies.

In order for CFRs to be easily recognisable to patients and members of the public, SCAS Charity worked with Lakeside Group to supply striking reflective material that they could rely on in critical times and for many years to come.

Specifically designed for emergency service vehicles we recommended Avery Dennison® VisiFlex™ V-8000 prismatic reflective vinyl which provides striking reflectivity day and night. Unlike many traditional air gap reflective products VisiFlex™ V-8000 has a single layer construction which makes it impervious to bruising, dirt or water ingress.



THE BENEFITS

Avery Dennison's VisiFlex™ V-8000 reflective prismatic vinyl is a durable and effective solution when high visibility is desired. Designed specifically for the considerable demands of life on the roads it offers continuous high visibility over its lifespan, and durable quality that won't delaminate or falter.

Key features

- Solid layer construction eliminates the need for edge sealing.
- Fast economic conversion, easy to apply and conforms to simple curves.
- Digitally printable.
- When the time comes to remove the material from the vehicle, de-commissioning is hassle-free.

“*Thanks to Lakeside we were able to identify the best product for the application. The hard-wearing and low maintenance properties of the V-8000 is what appealed to the Charity and we liked the striking checked reflective pattern for protecting our amazing volunteers day and night for years to come.*”

- Gregory Edwards, Vehicle Commissioning Unit Manager, South Central Fleet Services

About Lakeside Group

We have over 30 years in the traffic, cycle and pedestrian safety industries and a history of product design, sourcing, and accreditation.

By listening to feedback from our customers we innovate and develop product designs to reduce safety and environmental concerns.