



NEWSLETTER

Registered Charity No. 284455

Spring 2011

This is the first of a series of newsletters to all SERV Norfolk volunteers; to reassure you we haven't forgotten you and keep you updated on progress.

SERV at the Vancouver Centre



We had our first fundraising event at the Vancouver Centre Kings Lynn on Saturday 30 April. Resplendent in our new shirts and jackets (modelled here by Linda Edwards), and using our marketing banners for the first time, we were blessed with good weather and a fair amount of interest from the public.

On the day we raised just over £224, but also raised public awareness of the service - although we were certain that a good proportion of contributors thought they were

giving to the blood service. More than one passer by asked where to go to give blood!

Thanks to Linda, Duncan, Gavin, Santha, Tim, Jo, Mike & Frances for giving their time.

Thanks also to the organisations that made the stand possible by providing materials - SERCO, Marham Clothing Stores and Bartlett Signs. ■

In the beginning

At our initial meeting in February at Sprowston Sport and Leisure Centre (I recall a very windy night) an initial working committee was formed. This has met regularly, to put in place all the procedures, policies, accounts, training plans and countless other details so that we can achieve "go-live" in September.

At the onset we agreed that we would use dedicated liveried bikes to present a professional and consistent image - and also we feel they get through traffic easier. This does mean that our initial costs will be higher, but also limits the costs to the individual.

We are currently seeking sponsorship with a range of organisations and individuals, and are having positive, ongoing talks with the three acute hospitals in Norfolk. ■

Darryl Lawton

You may recall that Darryl was the driving force behind starting Bloodbikes in Norfolk, and it was he who set up the original meeting. Unfortunately Darryl has had to take a break from SERV activities for personal reasons, and we wish him well for the future, and when he can rejoin us. ■

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Future Events

We intend to attend a number of events this year, including:

- 19 June - Hunstanton sea front
- 10 July - Walpole St Andrew steam rally
- 17 July - Thetford motorcycle club rally
- 23 July - Vancouver Centre, Kings Lynn
- 29/30 July - Boxer Beet (This is a BMW GS National Event - but all are welcome) - At the Angel, Larling - more details @ www.ukgser.com/home/
- 11 August - RAF Marham Families Day
- 13/14 August - RAF Marham, Richard Burns Memorial Rally

We are currently developing our web ..Page2

presence, and will regularly update our events there - so keep looking.

This list is growing, and if you know of any other venue or event that may be useful, or if you want to come along and help, please let us know. ■

Advanced riding skills help you ride to stay alive ...

Motorcycling can be a risky way to travel - a motorcyclist can be more likely to become a casualty than a car driver.

You can reduce your risk, and can make your riding smoother and more enjoyable through training. There are several options available in Norfolk for riders

that wish to improve their riding.

- The Hugger Challenge
- Safe Rider scheme
- i2i Training

More details can be found on the Think Road Safety website - www.think.norfolk.gov.uk



Mike - Hon County Secretary



Tim - Hospital Liaison Officer

Who's who at SERV Norfolk making the difference



Jo - Membership Secretary



Duncan - Events Officer



Linda - Support Officer



Dennis - Hon County Treasurer



Stuart - Publicity Officer



Julian - Support Officer



Gavin - Events Officer



Steve - Rota Manager



Lee - Publicity Officer

East to West and back.....

After many hours of wondering how to attract funds for the purchase of our first bike Duncan and I have put together this challenge of going from Lowestoft in the east to Lands End in the west and back in 24 hours.

We have had a good start with the business side of support but personal sponsorship will be the key for this challenge being a success so it is vital that the riders do their bit and actively seek sponsorship. We all know that this is a just cause but we have to win the hearts of others for the service to operate to the benefit of the Norfolk region. Various stops will be planned into the

route to allow for adequate rest.

Leaving on September 17th 2011 and returning on the 18th will be a hard ride but a united effort. If you wish to participate it will be on a first come first served basis (20 riders) as we need a safe working size group.

So if you're up for the effort and the ride contact Duncan or Gavin to sign up.



Training

We are developing training packages which will equip anyone who rides for us. These are essential for anyone who handles blood for the NHS, but also to satisfy the requirements of our public liability and vehicle insurance.

Details will be published later. They won't be onerous, and we will try to link any training with something more social and fun. ■

Spread the word

You may have seen leaflets at bike outlets - but we can't get to all of them, so if you can get them out there let us know and we'll let you have some. ■

Your personal details

You should have all had a SERV Norfolk personal details form, which should have been returned to Jo by now (membership.norfolk@serv.org.uk). Please get them to Jo as soon as you can, or contact her for a form if you need one.

SERV Norfolk will always need people, and so far the response has been very good. At this time we have 25 volunteers forms received, and 49 other enquiries where we are waiting on completed forms. ■



CHARITY MOTORCYCLE RIDE



Furthest point east to the furthest point west challenge

Lowestoft to Lands End in 24 Hours



17-18 September 2011

EAST-WEST

Raising funds for a motorcycle

Contact events team for details:
Gavin: 01508 531637 - Duncan: 01553 636485

Making the difference

Registered Charity No. 284455

Setting up costs will be significant, and a number of organisations have been approached for help or support

If we are to be successful, the list will need to grow significantly - so if you know of an organisation which may help (or if you've got a few

grand spare), please let us know. We have adopted a set of template letters which we use for all approaches to present a consistent and professional approach, and so that we don't duplicate our efforts, keep a single list of all contacts. For this reason we ask that you contact us before

writing so that we can give you the template, and confirm that an approach hasn't already been made. Exceptions to this rule are when you wish to approach an individual, or if you want to have an informal chat with an organisation you are familiar with - but please let us know. ■

Those who are currently helping include -



1st Horsford & St Faith's Scout Group



RAF Marham



John Jarrold Trust



‘If we are to be successful, the list will need to grow significantly’