

# East of England Ambulance Service

NHS Trust

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Received  
- 8 SEP 2010  
Chief Executive

Chief Executive  
Hertsmere Borough Council  
Customer Services  
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Hertfordshire  
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Dear Sir / Madam

The East of England Ambulance Service recently dealt with a very sad case which resulted in the death of a child who became ill at a local sports ground. Although multiple 999 calls were made, none of the callers were able to give a specific address for the ground.

Following discussions we have realised that local people will often talk about 'the football ground', 'the community centre', 'the gym', 'the tennis club' and are often unaware of the specific address, street or postcode. Emergency services require either a street name, postcode or a grid reference to enable a prompt and accurate response. Callers often use mobile phones rather than landlines which prevents callback and tracking, and assume that the call handler will have local knowledge, whereas the area covered by our 999 service is very large and so it is not possible to have detailed knowledge of all facility locations.

Would it be possible to cascade a request to all community and sports facilities to prominently display the facility address, postcode and if possible, grid reference, as well as landline telephone number if available? Although in an emergency it may not be immediately obvious, it may be helpful and its continuing presence should at least allow regular users to be aware of the club address. We believe that this will help to prevent a similar episode in future.

Should facilities in the East of England (Norfolk, Suffolk, Cambridgeshire, Hertfordshire, Essex and Bedfordshire) wish their addresses to be recorded on our system, we are able to do this (as we have done for GP practices). We are happy to receive any information regarding this and an email to [marian.burgess@eastamb.nhs.uk](mailto:marian.burgess@eastamb.nhs.uk) should allow us to add details to our database.

Yours faithfully

  
Dr Pamela Chrispin  
Medical Director, East of England Ambulance Service

*Ed*  
*A sensible idea*