



RaxayddO

Daryl Brown MBE DL, Magpas Air Ambulance Chief Executive Officer

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I am happy for my email address to be added to the BQF marketing database	No
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Organisation Name	Magpas Air Ambulance
Do you have a BQF Membership?	Yes

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Please give a brief summary of your award submission

Daryl Brown MBE's strong drive to exceed expectations and ambitious vision has meant his leadership has seen Magpas Air Ambulance reach new heights year on year.

Described as positive, ambitious, humble, passionate and dedicated. Daryl is a natural born leader, but perhaps more importantly, a brilliant communicator and empath who has and continues to pave the way for himself, his colleagues and the organisation he leads so successfully.

How did you hear about the UK
Excellence Awards

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Who are you nominating?

Daryl Brown MBE DL

I confirm that the person I am
nominating is fully aware of this
submission and happy with the
content.

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Section 1: Delivering results

- How do they problem solve, innovate and achieve excellent outcomes?
- How do they incorporate the bigger picture into the way they work?

Daryl joined Magpas Air Ambulance in 2009. Within a year became the charity's Chief Executive Officer.

Since then, he's focused on long-term workforce planning. Developing and investing in staff, ensuring the service has the right people and skillsets to achieve the best for the charity and its patients.

Daryl joined other organisations in advisory capacities to expand his knowledge of the sector. His experience and connections in the pre-hospital medical world enabled Daryl to envision and achieve strategic change for the charity. For example, advancing Magpas Air Ambulance's training provisions, procuring the charity's first air ambulance, and providing a 24/7 service. As similar services emerged over the country, Magpas Air Ambulance's pioneering legacy and reputation—spearheaded by Daryl over the last 15 years—speaks for itself and continues to attract clinicians UK and world-wide.

Always rising to challenges, Daryl has found and delivered innovative solutions to industry problems, whilst maintaining the charity's core objectives, including supporting implementations of pioneering clinical innovations (such as the brand-new ongoing SWIFT blood trial) and diversifying clinical services if there's ever an inequality in patient care.

Other recent achievements include guiding the charity through the pandemic, advancing career pathways for paramedics and delivering a £7million base build project in a challenging economic climate.

Inspired by the continuous improvement embedded in Magpas Air Ambulance's clinical service, Daryl has been pivotal in bringing that mindset organisation-wide. Adopting an open and honest culture, admired throughout the industry.

Daryl's leadership, innovation and passion has steered the charity out of financial turmoil. As CEO, one of Daryl's first implementations was a charity lottery to provide sustainable funds. Now this lottery is the charity's biggest source of income, allowing the fundraising team to experiment with new ideas while having reliable funds underpinning activity. By diversifying income streams and hiring fundraising professionals, under Daryl's leadership the charity raised over £6million for the first time in 2023-24.

Daryl has a proven track record of delivering the impossible, and by embodying the values of Magpas Air Ambulance—caring, pioneering, dedicated and proud—he has achieved inspirational results even through times of adversity.

Section 2: Working with others

- How do they manage stakeholders and engage with those around them?
- How do they demonstrate leadership, develop, coach and support others?

For 15 years, Daryl's worked to build relationships and knowledge of organisations related to air ambulances:

- Director, British Helicopter Association (2000-present)

- Intercollegiate Board for Training in Pre-Hospital Emergency Medicine (2010-2014)
- Lead Governor, Cambridge University Hospitals NHS Foundation Trust (2011-2016)
- Alumni Board Member, Anglian Ruskin University (2016-present)
- Trustee and Director, Air Ambulances UK (2020-present)

These local and industry connections are invaluable to Magpas Air Ambulance. Daryl has been instrumental and influential in projects across the region such as ensuring equitable funding from the NHS for paid air ambulance clinicians, pioneering paramedic pathways (Magpas Air Ambulance became the first air ambulance to partner with the East of England Ambulance Service Trust to deliver an advanced paramedic service, helping retain highly skilled medics in the region), and leading major organisation initiatives throughout the already challenging time of the pandemic. Including becoming one of just three air ambulances in the UK to deliver an additional transfer service—on top of day-to-day operations—transporting seriously ill COVID-19 patients between UK hospitals to reduce demand.

Daryl's ability to build personal relationships with stakeholders also helped when HRH The Princess Royal chose to transition from the charity's Patron of the Capital Campaign to Magpas Air Ambulance's Charity Patron.

The awareness of his leadership style at Magpas Air Ambulance also came into play when recruiting a virtually completely new board of trustees last year. With influential people wanting to join the board, Daryl has ensured the service has the right skillsets to guide the charity to success.

Daryl inspires others, proving you can be an authentic leader. He was recently interviewed on a podcast, in which presenter Simon Bywater (author, podcaster and former Royal Marines Commando) said: "Daryl Brown MBE is a true leader in emergency care and public service. As a distinguished figure in charitable, NHS, and local government roles across Cambridgeshire, Daryl's impact on his community is profound.

"His dedication to improving pre-hospital emergency medicine and trauma care has saved countless lives, and his work with Air Ambulances UK and the British Helicopter Association exemplifies his commitment to making a difference."

Section 3: Self development & integrity

- How do they develop themselves and learn from others?
- How do they adapt to and cope with difficult situations?
- How do they lead by example, demonstrating integrity?

Daryl has always strived to do the best he can for himself, and the charity.

In 2021, at the age of 37, Daryl was awarded an MBE for his work with Magpas Air Ambulance, demonstrating the sheer dedication he has put into leading this charity. In the same year Daryl was also appointed Deputy Lieutenant for Cambridgeshire. This recognition is a huge honour for Daryl and opened doors for Magpas Air Ambulance.

Daryl has also used his passion for the Armed Forces to drive further organisational change. As Honorary Commander for the US Air Force, 423rd Medical Squadron of the 501st Combat Support Wing, and with air ambulances attracting Armed Forces personnel, the charity increased its support of this community exponentially. Last year, thanks to Daryl's work, Magpas Air Ambulance was awarded the Gold Award in the Defence Employer Recognition Scheme. This is the highest accolade in the scheme and the charity was the first air ambulance in the UK to receive it.

Daryl makes the most of opportunities and encourages others to do the same. Investing in individuals, listening to opinions, allowing those in leadership positions to take charge of projects, and lower-level staff to undertake training.

With strong personal resilience, Daryl's leadership skills come into their own during times of crisis, making him the perfect person to guide staff through challenges, such as COVID-19. Despite navigating the frontline service, raising funds when community fundraising activity was decimated, and providing additional care to the community through inter-hospital transfers—he still remained approachable and even held zoom quizzes for staff from his garden!

He's also used his exceptional character to merge cultures and ways of working as charity staff and medics moved into a new base last year.

The most recent challenge for the charity, when its helicopter provider suddenly went into administration, Daryl worked around the clock. Tendering for a new provider and procuring a multi-million-pound helicopter contract, while still managing the operational delivery, maintaining motivation and continuing to foster his open communication style. Having the integrity to provide regular and transparent updates to all clinicians and staff.

Section 4: What makes this person great to work with

- Give us a feel for the person and the brilliant things they do - include feedback from outside the team

A natural born leader, a brilliant communicator and empath who paves the way both for himself and others, as well as the organisation he leads...

John Bridge OBE MStJ DL, Magpas Air Ambulance's Chairman: "Daryl's unwavering commitment to excellence sets a standard that inspires each and every one of his team to reach new heights.

His vision, guidance, and strategic decision-making have ensured great success and his ability to foster a culture of collaboration, innovation, transparency and inclusivity has enhanced everyone at all levels of the charity and significantly strengthened true partnerships.

Daryl's tireless efforts do not go unnoticed. His leadership serves as a beacon of inspiration for all. Those in and out of the organisation recognise his relentless pursuit of excellence, with unwavering support and genuine appreciation for his hard work and dedication."

Hannah Disney, Marketing and Communications Officer: "Despite being the CEO, Daryl communicates with absolutely everyone across the charity with the same genuine enthusiasm and humility. I truly believe Daryl's created the 'family' feel and supportive environment Magpas Air Ambulance is known for throughout the sector, and that's down to his personality shining through and rubbing off on everyone else."

Jo Noble, British Helicopter Association: "Daryl has been part of the British Helicopter Association for some years now, he sits on our Council of Management team and always has time to attend meetings and provide input when needed.

He is very approachable, and we wouldn't hesitate in contacting him to ask his opinion or advice.

We couldn't think of anyone else who would be more deserving of the BQF Established Leader Award."

Natalie Church, Magpas Air Ambulance Director of Operations: "Working with Daryl for the last 15 years has been an honour. His leadership style appears effortless, with a sense of humour and charisma draws people in.

He empowers us as ELT members to be our authentic selves—trusting us in our individual skills and allowing us the autonomy to develop ideas and concepts—all while promoting innovation and always seeking knowledge.

"Positive, ambitious, passionate and dedicated. I would follow Daryl anywhere."

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