



**THE BLUE LIGHT
SHOW**

Delivering Bleed Kits To Communities Across Avon and Somerset

Supported By...



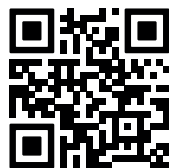
NHS



HeartSafe®
Saving Lives In The Community

and many more partners in our community & the UK...

www.heartsafe.org.uk/bleed-kit-homepage



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Our Guiding Principles

- 💧 **Immediate Availability:** Our kits are kept in unlocked dispensers, making them instantly accessible in an emergency.
- 💧 **Simplicity:** Make kits easy to find, understand, and use during emergencies.
- 💧 **Up-to-date mapping:** Share up to date locations of kits to boost community awareness and engagement.
- 💧 **Affordability:** Multiple options of dispensers and cabinets makes it more affordable for a range of communities and businesses.
- 💧 **Drive Visibility:** Highly visible kits raise awareness within communities
- 💧 **Long-term Solution:** Our legacy funding means we have a comprehensive management system for the kits which includes registration, mapping and ongoing support for repairs and replacements.
- 💧 **National Reach:** Our hope is that this easy provision model can be rolled out across police forces and communities nationally.
- 💧 **Branding Opportunities:** Kits can feature branding from charities, community groups, or businesses to show support (see pg. 14).
- 💧 **Be everywhere:** Reach as many communities as possible.
- 💧 **Grow the partnership:** **More kits = more opportunity to save lives.**



Saving Lives, Building Trust: The Community Bleed Kit Partnership Model



The Avon and Somerset Bleed Kit Partnership stands as a transformative model of community-driven, cross-sector collaboration that is directly saving lives. Born from a vision to tackle rising knife crime and trauma incidents, this initiative brings together Avon and Somerset Police, HeartSafe, NHS England South West, and the South Western Ambulance Service to put vital emergency response tools into the hands of everyday people.

At its heart is a simple but powerful idea: provide the public with accessible, easy-to-use Bleed Kits that can control catastrophic bleeding in the critical minutes before professional help arrives. These cost-effective kits—strategically placed in public locations and fully mapped for emergency services—are already making a difference, with over 700 kits deployed and many more on the way.

Inspired by lessons from the 2018 Kerslake Report on the Manchester Arena bombing, the initiative doesn't just react to emergencies—it prepares for them. By prioritising accessibility, simplicity, open data mapping, and public ownership, the Bleed Kit Partnership has created a scalable, sustainable system for community resilience.

Key innovations—like affordable kit dispensers, lamppost-mounted units, and a volunteer-led installation model—have helped overcome barriers and fuel rapid growth. The campaign's transparency, public trust, and ethical business involvement have driven unprecedented engagement, with demand from councils, schools, businesses, and charities surging across the region.

The impact is clear: more than 700 kits in place, hundreds more in progress, and a blueprint that any UK community can adopt.

The Bleed Kit Partnership isn't just a response to violence or accidents—it's a proactive movement for community empowerment, public health, and shared responsibility. It's proof that when agencies unite around a common purpose and invite the public to be part of the solution, lives are saved—and communities grow stronger.

It's not just a local success story. It's a national model ready to be replicated across the UK.

Will your community be next?

enquiries@heartsafe.org.uk





SWAST Collaboration

South West Ambulance Service Joins The Partnership to Improve Emergency Response

South West Ambulance Service (SWAST) have become a key partner in the bleed control kit initiative, offering vital support and advice. SWAST has endorsed the kits for being straightforward in an emergency and the only appropriate solution of their kind.

Through collaboration with SWAST we have adapted the body mapping card contained within all bleed kits which has now been endorsed by medical professionals as best practice. →

“ NHS ambulance crews and trauma teams do a great job when confronted with a patient who's losing a lot of blood, but we wanted to go further in those crucial minutes when an ambulance was still on its way...

- Dr Michael Marsh
NHS, South West Medical Director

