



First Aid Villages Project Proposal

Wroughton Parish Council

20 April 2026

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1.0 Background

We have been approached by St John Ambulance (SJA) to act as trailblazers in our county for a new project called First Aid Villages which would be trialled here and then be rolled out around Wiltshire. This initiative forms part of the charity's 150th Anniversary activity in 2027.

As there is no Full Parish Council meeting in April and the next would be May, this initiative has been fast-tracked by the Clerk to this meeting for a timely decision.

St John Ambulance are well known to the parish with Bob Sanderson, their County Commissioner for Wiltshire, living in Wroughton since 1992 and he first came to know our Community whilst he served as a Senior Nurse in the RAF base. Bob is also a valued member of our W&WPC Allotment Committee. Additionally St John Ambulance volunteers (St John Swindon and North Wiltshire Community Network) have regularly provided first aid cover to local events including Remembrance Parade, Christmas Lights Switch-on and the Carnival.

Below are a few more details about the proposals for a 'First Aid Village' in Wroughton and how W&WPC could become involved.

2.0 First Aid Villages

First Aid Villages is a project that is designed to help village residents, club members, local charities, small community organisations and businesses with the essential knowledge and confidence to offer emergency first aid to a casualty until the arrival of an ambulance or First Responder. This course follows the St John Ambulance 'Five Ways To Save A Life' programme, covering heart attacks, CPR, choking, bleeding and unresponsiveness, plus stroke recognition with use of the FAST test.

The duration of these sessions are between 2 and 2½ hours and allows attendees to listen, clarify and practice including learning CPR and the Recovery Position. Once trained, the aim is that at least one person per street is trained to be first aid confident and the main point of contact within that 'street' if a First Aid incident arises and up until Emergency Services arrive. The nominated household will have a window sticker identifying them as First Aid Confident so there is a visible sign of them being the First Aid Champion. St John Ambulance manages all GDPR centrally so the project falls under our charitable governance processes.

The primary aim is to ensure that everyone receives the help they need in a health crisis by providing first aid education, training and support to communities. These community sessions are designed to help people in both their communities and workplaces easily learn and understand emergency first aid and the procedures required to help others. These sessions are free at point of delivery, however as a charity, SJA rely on donations in order to maintain this service. The outcome of these sessions is that, once trained, at least one person per street is trained to be first aid confident as a 'First Aid Street Champion' and thereby the main point of contact within that 'street' until Emergency Services arrive. The nominated household will have a window sticker identifying them as First Aid Confident so other members of that community are aware of whom they are. St John Ambulance has very robust GDPR processes and data is managed centrally with this project approved under their charitable governance processes.

3.0 Locations for initial delivery

Wroughton and Wichelstowe Parish Council currently have 4 x Defibrillator AEDs and co-located Bleed Kits already in place (with a 5th about to be installed at Alexandra Park). St John Ambulance would like to initially focus around the key locations where AED's are available 24 hours per day: at Ellendune Community Centre; Coventry Farms Stores (Coventry News), St John's Road; at the Pavilion in Maunsell Way and at Unit 1, Wroughton Business Park (and Alexandra Park).

At a later stage other Defib locations which are accessible 24/7 managed by businesses and organisations in Wroughton could become involved such as those at the Parish Church and Fox and Hounds.

4.0 Delivery Times, delegate numbers and dates:

SJA would manage all administration and course bookings with an average session being delivered for upto 30 people. SJA are very flexible with dates and times and are aiming for delivery of the courses this year. Weekend sessions at the Ellendune Community Centre would probably be the best way forward based on its size and central location. We would work on joint communications to be shared via the W&WPC website and social media feeds.

5.0 Cost outline

SJA have advised that the Cost per session (assuming delivery to 30 people) is £371. If they were to deliver one session around the 4 existing locations this would be £1,484. They would not expect the Parish Council to fund the full 4 sessions as would be looking to obtain funding from a variety of sources so they can roll this out to as many people within the community as possible and would be very grateful for advice around other local organisations or businesses who may be willing to support our initiative.

SJA breakdown of costs for First Aid Village Training sessions are below:

Community Lifesaver (based on average group size of 30 - use per person figure if groups larger or smaller)

Item	Qty	Unit £	Total
Use of Mannikin	10	£5.35	£53.50
Replacement lungs/airways - 1 per 2 students per course	10	£6.40	£64.00
Replacement face/washing cost	10	£0.40	£4.00
Sterile wipes/gloves etc - allowance per student (1 tub £3.46 of wipes per session and 2 packs of gloves £10)	1	£13.46	£13.46
Zcards - per student	30	£0.18	£5.40
Certificate	30	£4.24	£127.20
Trainer cost (volunteer - costed on equivalent for trainer to give FCR)	2	£21.83	£43.66
Travel and subsistence (based on mileage cost of 45p and average round trip of 30 miles)	30	£0.45	£13.50
Overheads			£45.46
Total costs (rounded)			£371.00
Per person (rounded)	30		£13.00
	Overall Cost for 4 sessions		£1484.00

6.0 Recommendations

- 1) W&WPC support the SJA First Aid Village Project around 4 (or 5) current defib installations with the Community Projects and Events Manager supporting the rollout and communications.
- 2) W&WPC consider grant funding the initiative from the newly available £20k of S137 Grants budget 4820/550 including waiving costs of the room hire at the Ellendune Community Centre,
- 3) To note that further information relating to this project including training details, rollout and progress updates will be added as a future agenda item.