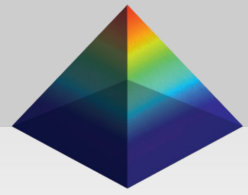


Helping the blood bikes roll



Prizm's proud to help keep the blood bikes safely covered!

Prizm Solutions Ltd has been delighted to assist Midlands Freewheelers charity with its annual insurance renewal, saving the charity money and keeping it running safely.

Midlands Freewheelers started back in 2009. The service offered has grown substantially, as the team now provides its essential services 24 hours a day, 7 days a week and 365 days a year, in any weather.

The team of bikers and drivers transport essential medical supplies (including blood, human tissue, samples, X-rays, patient notes and baby milk) to hospitals, medical facilities and nursing homes across the West Midlands and the Black Country. The team also delivers blood to the Midlands Air Ambulance charity helicopter, based at RAF Cosford, to allow the air-borne team to give life-saving blood transfusions at an incident if required.

Midland Freewheelers is part of the Nationwide Association of Blood Bikes (NABB), so the charity is part of a UK blood bike family to help co-ordinate transportation across the UK where needed.



The charity is staffed entirely by volunteers, who give up their time to ride bikes, drive cars, answer calls, co-ordinate deliveries and fundraise.

When it comes to insuring the charity, it's far from a standard insurance project! The insurance needs to cover Midlands Freewheelers' 75 volunteers (aged from 25 to 77 years old), 10 liveried bikes and 2 liveried cars which, when not in use, are sometimes kept safe in a local fire station, or sometimes parked overnight at various different homes if the volunteers are scheduled on shift for multiple days.

Midland Freewheelers Chairwoman, Lorraine Gough explains: "As the charity provides this service free of charge to help the NHS, it's important that it keeps its outgoing costs as low as possible! It already costs £1300 a week to keep the Midland's blood bike fleet on the road, and some of those costs, such as fuel, tyres and vehicle servicing are increasing as part of today's cost of living crisis. We can only afford to fund the absolute essentials, so it's important that we get those at the best price possible, and that includes our insurance!"

It's treasurer Josie Hubbard-Palmer's job to manage the expenditure and get competitive quotes, so when the charity's existing insurer sent



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through a more expensive renewal for the coming year, she decided it was time to try a new supplier.

Prizm Solutions had been recommended by one of the charity's volunteer drivers, so Josie got in touch with Prizm Solutions for a quote. And she was delighted when Prizm Solutions was able to save the charity £600 on its annual renewal!

Josie says: "Dan from Prizm Solutions was a delight to deal with. He took the time to learn about our charity, to understand exactly what we needed insuring and more about how we work, to ensure everything is covered so there wouldn't be any nasty surprises if we ever needed to make a claim. Our policy is a mix of an ambulance and a fleet policy, so Prizm was able to produce a bespoke quote, based on our exact requirements, to help us keep Midland Freewheelers safely covered!"

Managing Director of Prizm Solutions Ltd, Peter Robinson says: "We help a lot of charities because we take the time to find out more about

how the organisation operates, advise exactly what is required, then produce a quote based on a charity's exact requirements. This attention to detail continues throughout the client relationship, as we're always here for them if they need us for anything.

"We've been very impressed with Midlands Freewheelers, as it's a very professionally run outfit. All the drivers have advanced driving qualifications, they carry ID, wear uniform and drive liveried vehicles. Their proficiency and professionalism is a credit to them. We hope Midlands Freewheelers never need to make a claim on their insurance, but if they do, they only need to make one call to us and we'll get everything sorted for them on their behalf. We're extremely grateful to the volunteer who recommended us, and are delighted that we could help Midland Freewheelers save money on the charity's insurance. "

For more information about Midlands Freewheelers, visit

www.facebook.com/midlandfw

