

CHEDWORTH PARISH COUNCIL*Proposal Paper***Community Cardiac Response for Chedworth: Adopting the GoodSAM System**

Paper for:	Full Parish Council meeting (circulated in advance with the Agenda)
Proposed by:	Ian Morgan, Deputy Chairman (jointly with Iain Robertson)
Date:	2 June 2026
Status:	For discussion and resolution

1. Executive Summary

This paper proposes that Chedworth Parish Council formally endorses, promotes and incorporates the GoodSAM cardiac responder system into the Parish Emergency Plan.

GoodSAM is the UK's national cardiac arrest alerting system. Since 2 June 2025 it has been live with South Western Ambulance Service (SWAST), the service that covers Chedworth. When a 999 call is identified as a suspected cardiac arrest, the system alerts registered responders within 500 metres of the patient. The responder can begin CPR and, where possible, collect a defibrillator in the critical minutes before Community First Responder(CFR) or an ambulance arrives. Each minute without CPR or defibrillation reduces survival chances by approximately 10%. Resuscitation Council UK reports that a GoodSAM response is associated with a tripling of the chance of survival.

The proposal is a natural progression from the Council's existing investment: three Council-maintained defibrillators and four well-attended first-aid courses funded over the past year. The next gap is human: how a partner or neighbour performing chest compressions actually gets a defibrillator to the patient. GoodSAM closes that gap by mobilising trained neighbours.

There is no charge to the Council to participate. Responders register directly with GoodSAM (free), and Resuscitation Council UK's online *Lifesaver* training is also free and sufficient to qualify. The Council's role is to endorse, recruit, coordinate locally, and embed the scheme into the Emergency Plan.

What the Council is being asked to approve

- Endorse the GoodSAM system as the Parish Council's recommended cardiac response mechanism.
- Establish a small implementation team (Ian Morgan and Iain Robertson) to recruit responders, publicise the scheme, and report back.
- Approve an indicative annual budget of £350, principally for an optional first-aid refresher and recruitment materials.
- Agree that, in due course, the scheme is formally incorporated into the Parish Emergency Plan alongside existing provisions (e.g. severe weather).
- Note that defibrillator costs are already provided for separately and are excluded from this proposal.

2. Background

Around 80% of out-of-hospital cardiac arrests occur in the home (Resuscitation Council UK). Survival depends on CPR and defibrillation starting within the first few minutes — typically well before any ambulance or CFR can reach a rural village. Chedworth's geography (a strung-out valley village with a 2021 census population of 753 across 321 households) and its distance from Cirencester and Cheltenham make rapid bystander response especially valuable.

The Council has already invested in two of the three elements of the Chain of Survival:

- **Equipment:** three Council-maintained defibrillators — at the Village Hall, in the old telephone box, and at Ballengers Hill House (the latter having been moved from 7 Tuns).
- **Training:** four professionally run First Aid training evenings, delivered by Cotswold First Aid and funded by the Parish Council, saw 52 villagers trained over the past winter.

The missing element is rapid mobilisation. When a partner is performing chest compressions, who fetches the defibrillator, and who supports them until the ambulance arrives? GoodSAM provides a structured answer to that question, and is already operational in our area.

3. The Proposal

3.1 Endorse and promote GoodSAM in Chedworth

Responders register directly with GoodSAM as members of the public, selecting "GoodSAM" as their verifying organisation. The Parish Council is not required to act as a verifying organisation (that status is reserved for ambulance trusts, fire services and similar). The Council's role is to lend its endorsement, drive local recruitment, and integrate the scheme into the village emergency plan.

3.2 Establish an implementation team

Ian Morgan and Iain Robertson would jointly coordinate setup. Their initial remit:

- Verify the three Council defibrillators are correctly registered on The Circuit (the national database that feeds both DefibFinder and the GoodSAM AED registry), including up-to-date access details.
- Recruit an initial cohort of responders from the trained 52 first-aiders and via the Parish Magazine, village website, noticeboards, the Chedworth Hub WhatsApp Group, and informal approaches.
- Commission one combined awareness/refresher session, open to existing first-aiders and new recruits.
- Report back to Council on numbers registered and any practical issues.

3.3 Incorporate into the Parish Emergency Plan

The Parish Emergency Plan already covers events such as severe weather and being snowed in. Once the responder network is established, the cardiac response arrangement should be added as a standing section of that Plan, with the Council taking long-term responsibility for its continuity.

3.4 Target responder numbers

The author would be disappointed to recruit fewer than 20 responders. Recruitment will begin with the 52 villagers who attended the Cotswold First Aid training courses. Given the linear shape of the village (roughly 2 miles end-to-end along the valley) plus outlying clusters at Pancakehill, Chedworth Laines (south-west uplands), the eastern fringe toward Fossebridge, and Fosse Cross on the A429, responders should be encouraged from across the parish rather than concentrated in any one street. A coverage analysis is at Appendix C, with a map at Figure 1 (Appendix C).

4. Indicative Costs

Detailed assumptions are at Appendix D. Headline figures:

Item	Annual £	Notes
GoodSAM platform registration & use	Nil	Free to responders and to the Council
Responder training (RCUK Lifesaver online)	Nil	Free; sufficient for registration
Optional in-person first-aid refresher (1 session)	150	One-off, if demand exists
Recruitment & publicity (leaflets, posters, briefing event)	100	Print and refreshments

Item	Annual £	Notes
Contingency	50	Unforeseen
Total indicative budget	350	<i>Excl. defibrillator costs</i>

Defibrillator purchase, maintenance and replacement are funded under existing Council provisions and are explicitly excluded from this proposal.

5. Risks and Mitigations

Risk	Mitigation
Too few responders register, leaving gaps in coverage.	Active local recruitment by the implementation team; staged approach starting with those who attended recent first-aid courses.
Responder safety or wellbeing concerns following an incident.	Lifesaver training covers expectations; SWAST and GoodSAM both offer follow-up support. Council acknowledges this as part of duty of care.
Liability or indemnity concerns put off potential responders.	The Medical Protection Society treats GoodSAM responses as Good Samaritan acts (provided responders follow the Code of Conduct). This is included in recruitment material.
Responder qualifications lapse without notice.	GoodSAM automatically flags expired certifications and prompts re-certification — no Council action required.
Scheme loses momentum after launch.	Incorporation into the Parish Emergency Plan establishes long-term Council ownership; annual review at Council.

6. Recommendation

It is recommended that the Council resolves to:

1. Endorse adoption of the GoodSAM cardiac responder system for Chedworth Parish.
2. Authorise Ian Morgan and Iain Robertson to act as the implementation team and report back to Council.
3. Direct the Parish Clerk to verify that all three Council defibrillators are correctly registered on The Circuit (thecircuit.co.uk), the national database used by 999 operators to locate the nearest AED.
4. Consider what further action, if any, should be taken to recruit responders in the four identified “priority zones” (Pancakehill, Chedworth Laines, and Fosse Cross) where current defibrillator coverage is limited.
5. Approve an annual budget of up to £350 for promotion and an optional refresher session.
6. Agree that the scheme will be incorporated into the Parish Emergency Plan.

Appendix A — How GoodSAM Works

GoodSAM (Good Smartphone Activated Medics) is co-founded by Mr Mark Wilson, a London Air Ambulance neurosurgeon, and is endorsed by Resuscitation Council UK. It is the UK's national cardiac arrest alerting system and is integrated with most UK ambulance services.

In Chedworth

- **South Western Ambulance Service (SWAST)** went live with GoodSAM for the public on 2 June 2025.
- A 999 call identified as a suspected cardiac arrest automatically triggers a GoodSAM alert to registered responders within 500 metres. At the same moment, the CAD system may also dispatch any Community First Responders registered in the area, and, as Gloucestershire Constabulary is a GoodSAM partner, off-duty police officers nearby may be alerted too. All three channels fire simultaneously and independently; no responder is told who else is on their way.
- Responders can accept or decline. If they accept, the app gives them the location and directs them to the nearest registered defibrillator.
- The standard ambulance dispatch happens in parallel, GoodSAM does not replace 999.
- The responder provides CPR and, if available, AED use until the CFR or the ambulance arrives.

Indemnity

The Medical Protection Society confirms that responding to a GoodSAM alert falls within the Good Samaritan definition, provided the responder follows GoodSAM's Code of Conduct. There is no duty to attend any specific alert, responders may decline at any time.

Evidence base

- Resuscitation Council UK estimates that a GoodSAM response is associated with a tripling of survival chance.
- A peer-reviewed study funded by Resuscitation Council UK found responder presence increased the odds of survival by a factor of three.
- The platform also hosts the world's largest defibrillator registry.

Appendix B — Responder Role Description

This appendix is designed to be lifted straight into recruitment material — for the Parish Magazine, website, and noticeboard posters.

What you would be signing up to do

- When you are home and available, your phone may alert you to a suspected cardiac arrest within 500 m of your location.
- If you accept the alert, you make your way to the address, perform chest compressions, and use the nearest defibrillator if you can reach one.
- If you cannot attend, you simply decline, the alert is passed to the next nearest responder, and the Community First Responder and ambulance are on their way regardless.
- You may go months without an alert. Cardiac arrests are mercifully rare in any one location.

What you need

- To be aged 18 or over.
- A smartphone with the free GoodSAM Responder app installed.
- Completion of the free *Lifesaver* online training from Resuscitation Council UK (around 30 minutes). No first-aid certificate is required since the RCUK/GoodSAM partnership was extended.
- Willingness to keep your skills fresh — the Parish Council intends to offer optional refreshers.

What you do not need to provide

- Any equipment — defibrillators are public; GoodSAM directs you to the nearest one.
- Any time commitment — you choose when you are "on duty" simply by being available with your phone.
- Any clinical background — the role is open to any first-aid-trained member of the public and this is provided.

About location and privacy

GoodSAM uses your phone's location to work out, at the moment a 999 call comes in, whether you are within 500 m of the incident. Without location permission the app cannot alert you. A few practical points worth knowing:

- Location is checked at the moment of the alert. The app is not building a continuous log or history of where you have been.
- For the app to alert you when it is not actively open, it needs background location permission ("Always" on iOS, "Allow all the time" on Android). You can withdraw permission at any time, which simply means you stop receiving alerts.
- Battery impact is modest — your phone's operating system handles the geofencing efficiently.
- You appear on the in-app map to other registered responders as an icon; whether your name is visible when another responder taps it is a setting you control at registration.

What you can expect from the Parish Council

- Endorsement and promotion of the scheme.
- Coordination of optional refresher sessions.
- Inclusion in the Parish Emergency Plan.
- Recognition of the role you are taking on for your neighbours.

What you cannot expect

- Payment, time off in lieu, or any contractual relationship — this is a Good Samaritan voluntary act.
- Anonymity at the scene — you are likely to be helping someone you know.
- Always being able to help — you can always decline if you are unavailable, unwell, have had alcohol, or for any other reason.

What you might experience

Attending a cardiac arrest can be distressing, even when the outcome is good. GoodSAM and SWAST both offer post-incident support and signposting. The Parish Council would also act as a local first port of call.

How to register

- Complete the RCUK Lifesaver training online (free).
- Download the GoodSAM Responder app on iOS or Android.
- Register, selecting "GoodSAM" as your verifying organisation and "South Western Ambulance Service" as your operating area.
- Let Ian Morgan or Iain Robertson know you have registered, so we can keep a local count and invite you to briefings.

Why this matters for Chedworth

Around 80% of cardiac arrests happen at home. Survival falls by roughly 10% for every minute without CPR. In a village of our shape and size, an ambulance is several minutes away even on its best day. A neighbour who is two streets away, with a defibrillator pinpointed on their phone, can be the difference between life and death.

Appendix C — Coverage Analysis and Responder Numbers

Approach

Chedworth is a roughly linear village strung along approximately 2 miles (3.2 km) of valley, with outlying dwelling clusters at Pancakehill (upper south-west), Chedworth Laines (south-west uplands), the eastern fringe toward Fossebridge, and Fosse Cross at the eastern parish boundary on the A429. A GoodSAM alert reaches responders within a 500 m radius of the patient — approximately 78.5 hectares per responder, in idealised flat terrain. In a linear village, however, responders' effective coverage zones overlap heavily along the valley, while outlying areas need their own dedicated cover.

Existing defibrillator coverage

Figure 1 shows the three Council-maintained defibrillators with their 500 m rings. There are also defibrillators at Pike Farm in Fossebridge and the school (only available 8:30 am-3:30 pm, from the office). The rings overlap along the valley and provide good baseline AED coverage for the main settlement. Notable gaps:

- Pancakehill and upper outlying dwellings to the north-west.
- Chedworth Laines on the south-west uplands.
- Fosse Cross on the A429, at the eastern parish boundary.

These three areas are the priority zones for early responder recruitment.

Indicative responder targets

Responders provide CPR — not defibrillators — so dense, well-distributed responder cover is the key variable. The author would be disappointed to recruit fewer than 20 responders. Recruitment will begin with the 52 villagers who attended the Cotswold First Aid training courses. A practical breakdown:

Area	Min target	Rationale
Upper village (Fields Road / Queen Street / Cheap Street)	4	Highest dwelling density. Covers Village Hall defib radius.
Lower Chedworth (around the brook and telephone box)	4	Mid-village density; covers the telephone box defib.
Ballengers Hill / 7 Tuns area	2	Covers the third Council defib and the lower end of the village.
Pancakehill and upper outliers	1	Priority zone — currently outside any 500 m defib ring.
Chedworth Laines (south-west uplands)	1	Priority zone — outlying dwellings on higher ground.
Eastern fringe / Fossebridge	1	Eastern end of the main village.
Fosse Cross (A429)	1	Priority zone — eastern parish boundary, isolated from main village.
Minimum target	14	<i>More is better — responders are not always available.</i>

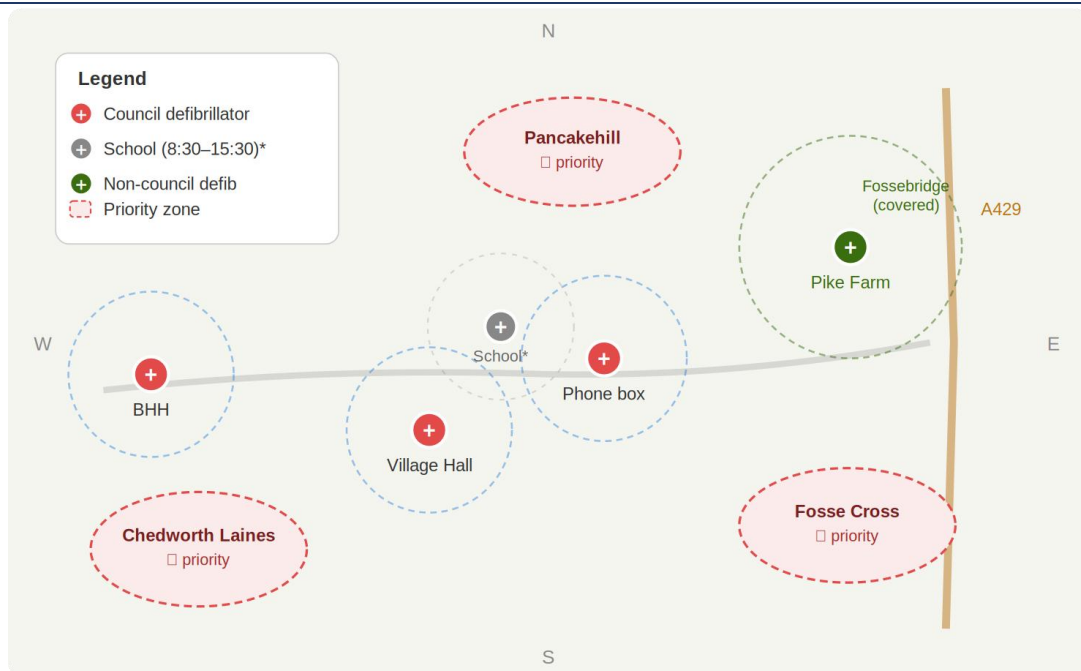


Figure 1 — Schematic map of Chedworth Parish: Council defibrillators with 500 m GoodSAM alert rings, and suggested responder priority areas.

Why "more is better"

- A responder may be at work outside the village, on holiday, asleep, unwell, or otherwise unable to respond at any given moment.
- Two or three responders within 500 m of any house gives a high probability that at least one is available.
- Recruitment effort is one-off; ongoing cost per responder is zero.

Appendix D — Cost Assumptions

- **Platform & registration:** Confirmed nil cost. Responders register directly with GoodSAM as members of the public. The Parish Council is not required to be a "Verifying Organisation" — that status is reserved for ambulance trusts and similar.
- **Training:** RCUK *Lifesaver* online training is free and is sufficient for GoodSAM registration. No physical first-aid certification is required since the RCUK/GoodSAM partnership extended eligibility.
- **In-person refresher (£150):** Optional one-off, in line with previous courses. Likely combined with a recruitment briefing.
- **Publicity (£100):** Posters for noticeboards, an article in the Parish Magazine (free of charge, in-kind), printed leaflets, and refreshments for a launch briefing.
- **Contingency (£50):** Unforeseen costs such as additional printing or signage.
- **Defibrillators:** Excluded. Purchase, maintenance and replacement are covered under existing Council provisions. A separate action is to confirm all three are correctly registered on The Circuit.

Appendix E — Implementation Timeline

Action	Lead
Council resolution. Confirm defibrillators are registered on The Circuit / GoodSAM AED registry. Draft recruitment materials.	Implementation team
Launch recruitment via Parish Magazine, website and noticeboards. Direct approach to past first-aid course attendees.	Implementation team
Briefing / refresher session. First report to Council on numbers registered.	Implementation team
Incorporate scheme into the Parish Emergency Plan. Council assumes long-term ownership; annual review at AGM.	Parish Council