THE MINUTES THAT MATTER

AN IMMERSIVE KNIFE-CRIME AWARENESS
AND EMERGENCY RESPONSE EXPERIENCE
FOR YOUNG PEOPLE

A PARAMIND MEDICAL PRODUCTION

FILM

LIVE INTERACTION

REAL-WORLD EXPERIENCE

PRACTICAL EMERGENCY SKILLS

PARAMIND MEDICAL LTD

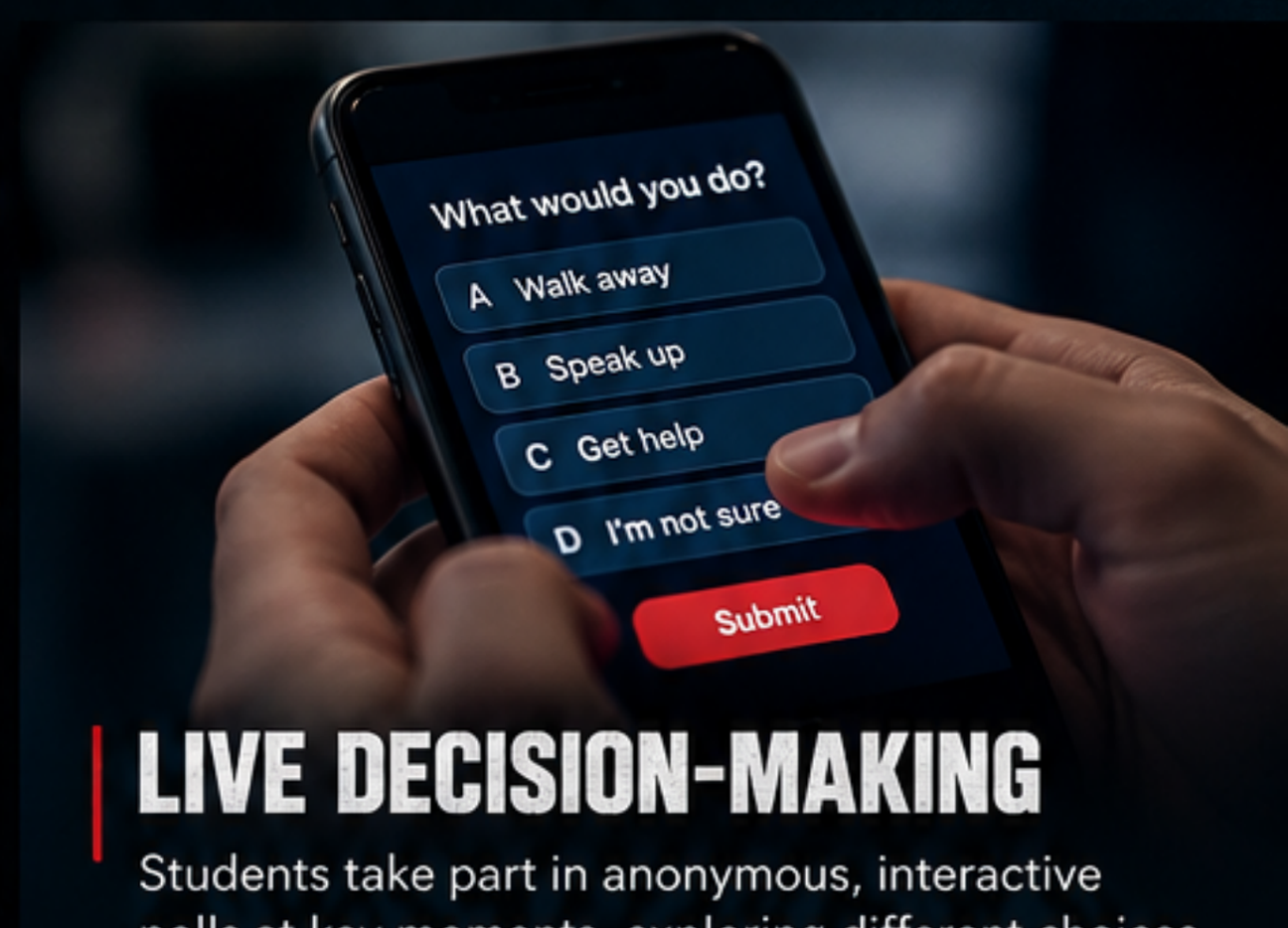
THIS ISN'T ANOTHER ASSEMBLY

The Minutes That Matter combines cinematic storytelling, live audience participation, interactive decision-making, an emergency call scenario and practical emergency first-aid education to give young people the knowledge, confidence and skills to make safer choices and be better prepared if it ever happens.



CINEMATIC STORYTELLING

A powerful, realistic film draws students in, showing how quickly a normal day can change and the far-reaching consequences.



LIVE DECISION-MAKING

Students take part in anonymous, interactive polls at key moments, exploring different choices and seeing how decisions can lead to very different outcomes.

WATCH → DECIDE → CALL → ACT



THE 999 EXPERIENCE

A realistic emergency call scenario helps students understand what to say, what happens next and how to stay calm in a high-pressure situation.



PRACTICAL EMERGENCY SKILLS

Students learn what ordinary people can do in those crucial minutes before professional help arrives.

"The aim isn't to frighten young people. It's to make the consequences real, build understanding, and give them knowledge they may one day need."

A PARAMIND MEDICAL PRODUCTION | paramindmedical.co.uk

REAL IMPACT

The **Minutes That Matter** is more than a presentation. It's an immersive, thought-provoking experience that leaves a lasting impression and gives students practical knowledge that could one day save a life.



ENGAGES STUDENTS

A modern, relevant and emotive approach that resonates with young people.

BUILDS AWARENESS

Explores the realities and consequences of knife crime in a way that encourages reflection and informed decision-making.

DEVELOPS CONFIDENCE

Gives students the knowledge and practical skills to respond safely and effectively in an emergency.

SUPPORTS SAFE COMMUNITIES

Empowers young people to make safer choices and look out for themselves and others.

> *"Real life lived experience education is by far the most powerful."*
>
> MARTIN COSSER
> CHARLIE'S PROMISE

Charlie's Promise®

SUITABLE FOR

- Sixth form colleges
- Secondary schools (Year 10–13)
- Alternative provision settings
- PSHE, safeguarding and enrichment programmes

WE PROVIDE

- Full presentation and video production
- Live audience participation and polling
- Practical first-aid demonstration and kit
- All equipment and technical support
- Experienced **Paramedic** presenter



MEET THE PERSON BEHIND IT

With over **15 years' experience** as a **Paramedic**, business owner and father, Lee brings real-world experience, professional knowledge and a genuine passion for educating young people and helping to make our communities safer.

PARAMEDIC

Over 15 years' experience in the NHS, responding to medical emergencies and treating serious injuries, including knife-related trauma.

EDUCATOR

Delivering real-life, age-appropriate education to help young people understand the risks, make safer choices and know how to respond.

BUSINESS OWNER

Managing Director of Paramind Medical Ltd, supporting safer events, communities and educational settings across the UK.

FATHER

A father who is passionate about helping young people stay safe, make positive choices and build brighter futures.

REAL EXPERIENCE REAL IMPACT

Lee was **one of the first Paramedics on scene to** the fatal stabbing of Charlie Cosser in 2023, providing first-hand care at the scene.

He has since shared his experience in a documentary on **ITVX**, which followed Charlie's story and the wider impact of knife crime on families, friends and communities.

This real-life experience brings a unique and powerful perspective to the session.

itvX

A PARAMIND MEDICAL PRODUCTION | paramindmedical.co.uk

BRING THE MINUTES THAT MATTER TO YOUR SCHOOL

A powerful, immersive and thought-provoking educational experience that gives young people the knowledge, confidence and practical skills to make safer choices.



1 SESSION

£299 + VAT

60-minute session
Up to 100 students

Equivalent to just
£2.99 + VAT per student
at full capacity.

2 SESSIONS

£499 + VAT

2 x 60-minute sessions
Up to 200 students

Equivalent to just
£2.50 + VAT per student
at full capacity.

3 SESSIONS

£649 + VAT

3 x 60-minute sessions
Up to 300 students

Equivalent to just
£2.16 + VAT per student
at full capacity.

WHAT'S INCLUDED?

- Full cinematic presentation and video production
- Live audience interaction and polling
- Immersive 999 call exercise
- Practical emergency-skills elements
- Delivered by an experienced Paramedic

TRAVEL

Our local education rate includes travel within our local area. Bookings further afield may incur reasonable travel and, where required, accommodation costs, which are agreed in advance.

REQUIREMENTS

Schools and colleges will need to provide a suitable room or stage, with a large screen and speakers for the presentation.

A PARAMIND MEDICAL PRODUCTION

THE MINUTES THAT MATTER

BRING THE EXPERIENCE TO YOUR STUDENTS

Powerful storytelling. Real-world experience.
Practical skills that could make a difference
when minutes matter.

BOOKINGS & ENQUIRIES

BOOKINGS AVAILABLE **ALL YEAR ROUND**

info@paramindmedical.co.uk | 01342 653044 | www.paramindmedical.co.uk

PARAMIND MEDICAL