



**YORKSHIRE**  
AIR AMBULANCE

# annual report | 13

Year ending March 2014



Saving lives across Yorkshire

# Mission Statement

To provide and deliver with integrity, transparency and pride, state-of-the-art emergency response air ambulances for the protection of human life across Yorkshire.



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# Chairman's Report



Peter Sunderland

**Overview:** *In my report for the year ending March 2013, I concluded with the following key comments:*

*The key to our lifesaving Charity operation is the continuation of funds being donated to enable the operation of our two helicopters, and we are still totally reliant on financial donations that have now increased to £9,990 per day, to keep both helicopters operational.*

*We are closely monitoring our expenditure against our budget whilst maintaining our fundraising cost ratio at 15p [together with a total admin cost to operate the Charity of 21p] for every £1.00 donated.*

*Again with longer summer time flying hours our helicopters will be available for 7,312 hours this year [an average of 10 hours for every day of the year for each helicopter].*

*We are confident that the support we receive will ensure that sufficient funding is available to continue our current operations, and also to strengthen the reserves of the YAA Charity to enable future developments and the long-term replacement of our helicopters.*

I am therefore very pleased to report, yet again, that the Charity's overall incoming resources for the year ending March 2014 has increased by nearly 25%, against the previous year and in excess of our budgeted expectations for the year.

In the year ending March 2014 we have flown 1,050 missions and patients carried increased from 444 to 524. Our Airdesk ["Easytask"] system software has been updated and continues to give detailed information regarding missions flown, flying hours, mission hours and stand downs etc.

Our Northern Air Support Unit at RAF Topcliffe [Nr Thirsk] has been fully operational throughout the year and has provided invaluable support, flying 533 missions in the Northern Region of Yorkshire.

Yorkshire Air Ambulance helicopters G-SASH and G-CEMS have been fully operational and provided continuous 365 day cover [with extended 15 hours per day overlapping coverage in the summer months].

It has also been possible again to provide finance for an air ambulance loan helicopter for use during the two separate periods when both helicopters were offline for their annual service. The cost of operating both helicopters and our two Air Support Units was over budget, mainly due to nearly £400k of unscheduled helicopter maintenance.

Our website [www.yaa.org.uk](http://www.yaa.org.uk) is constantly being updated and again is proving to be an increasing source for regular sustainable incomes. During the year ending March 2014, online donations have increased by 25%.

The use of the internet and social media has again proved most valuable and our "Facebook" page now has over 22,500+ supporters [12,000+] and we are maximizing the use of "Twitter" with 16,000+ followers [7,000+]. We have also, in this last year, continued to work on our social media presence and are now also on Instagram, Google+ and Pinterest, to promote and to spread information to our growing numbers of supporters.

YAA merchandise has been expanded and Christmas cards are available for purchase online, via the YAA Office or from any of our fundraisers.

The seventh series of "Helicopter Heroes" by BBC Yorkshire [who have now been resident in offices at our Air Support Units for 7 years] has appeared for four weeks on morning BBC1 TV at 9:15 am throughout May 2013. The latest series eight is scheduled to be screened in April 2014.

I would also wish to record the great benefits that the Yorkshire Air Ambulance has received by this ongoing portrayal of our lifesaving operation and I extend my thanks to the Editor Ian Cundall and all the BBC team for their professionalism.

Our Senior Management Team continues to work directly with the Trustee Board and attend the regular monthly Trustee Board meetings - this system ensures the smooth



YAA PATRONS | Gaynor Barnes and Jon Mitchell

running and decision-making process for the Charity.

It has again been agreed that the same transparent organisational structure will remain in place for the year ending March 2015.

The Senior Management Team is Paul Gowland – [Director of Fundraising], Irene Heap – [Finance Manager], Neale Jacobs – [Office & Operations Manager], Abby McClymont - [Marketing & Communications Manager] and Captain Andrew Lister [Chief Pilot].

The YAA and four other Air Ambulance Charities from across the UK are not members of the “Air Ambulance Association”. The AAA activities are closely monitored and are an agenda item at our monthly Trustee Board meetings. We have during the year revisited, reviewed and updated our Crisis Management Strategy, which is now fully encompassed into our Emergency Response Plan.

On behalf of all the Trustees and Charity staff, I would thank most sincerely all our supporters who have provided the vital funding necessary to ensure we are able to continue to offer the best possible life saving service throughout Yorkshire.

Surplus income has enabled us to provide designated funds for the future replacement

of our helicopters and to develop a state-of-the-art Air Support Unit at Nostell [Nr Wakefield], which became fully operational on 18th November 2013.

## FINANCIALS

The Charity has had another excellent year with a comfortable surplus of income over expenditure, and also a strong performance against budget expectations.

The net consolidated assets of the YAA Charity have increased by over 22% and now stand at £10.8M. Again with prudent management, we have managed to maintain our administration and fundraising expenditure in line with budget and at under 20% of income - leaving 80p in every £1 for use in providing the overall lifesaving service.

The Trustees have been keen to increase our reserves, and a policy has been adopted to allow for future developments and a replacement or additional helicopter. We have built our unrestricted funds to circa £7.4M and this will enable us to sustain operations for a period of 18/24 months.

The current designated reserves stand at £3.3M and as it is envisaged that income over the next year will be maintained or increased from current levels, then hopefully by March 2015 we can further increase our reserve

towards the target of £6/7M for an additional or replacement helicopter.

Our Sage financial software (Sage 200 Accounts) has now been upgraded to the latest 2013 version and CRM [Customer Relationship Module] is providing great benefit in supporting the Charity’s fundraising and administrative functions.

We have also this year received benefit in kind donations totalling nearly £283k [Note 2 of our accounts] and these are offset with increased Advertising & Promotional items costs [in Note 5 of our accounts].

*Full detailed financial information is included in the Finance Report by John Samuel [Trustee overseeing financial matters]. Copies of our Audited accounts are available from our HQ at Cayley House, Elland [01422 237900] – they are available both electronically and in hard copy formats [www.yaa.org.uk].*



## FUNDRAISING

For the year ending March 2014 overall incoming resources [including Legacies and In Memory donations] increased by nearly 25% over the previous year, and culminated in a total income of £6.47M. Legacies & In Memory donations were £1.75M - these are two important areas of support for the YAA, which continue to provide valuable income. We are still receiving solid support from the people of Yorkshire and this year's income represents circa £1.30 per head of population.

The regions have continued to go from strength to strength over the last year. All four regions received record income levels including general donations increasing by 11%, corporate donations increasing by 57%, volunteer income increasing by 25% and Online income increasing by 18%.

Our partnership with Huddersfield Town Football Club continues to flourish and brings in valuable income which is shared equally with their Football Academy and the YAA.

Bag-it-Up Recycling Scheme across the Yorkshire region has raised £347k in the year ending March 2014.

Our Affinity account with the Yorkshire Building Society now stands at £92M invested in 5,236 accounts at the year ending March 2014.

We are also pleased to receive on-going yearly support from the Freemasons in Yorkshire and the Freemasons Grand Charity.

The YAA lottery continued to make valuable contributions. On-line gift aided donations are still increasing – Grants & Trusts income showed continuing valuable income of £414k [budget £330k].

We are also grateful to the following for their support and I would acknowledge the benefits in kind support that we have received, which totalled £282,715. [For the Statutory Accounts, benefits in kind are treated as income and the same amount deducted in the appropriate actual cost code].

## BENEFIT IN KIND DONATIONS

· <b>Landing fees</b>	Leeds Bradford International Airport £27,000
· <b>Vehicles</b> - D M Keith Skoda	£3,500
· <b>CDP</b> - Web Design	£8,500
· <b>Huddersfield Town Football Club</b>	£25,600
· <b>B. Braun Sheffield</b>	£35,000
· <b>Hull FC Rugby League Club</b>	£36,720
· <b>Exterior Media</b>	£120,358
· <b>Other</b>	£26,037

I would record our grateful thanks to The Liz and Terry Bramall Foundation for their valuable past, present and continued support, which is of enormous benefit to the Charity.

## OPERATIONS - Helicopters

The key statistics for our two Air Ambulances for the year ending March 2014 are as follows:

- 8,104 hours of available cover [when helicopters were scheduled to be operational]
- 1,050 [993 - 2013] missions flown
- 524 [444 – 2013] patients carried, an increase of 18%
- Average cost per mission circa £4,295
- The average flying hours per patient carried was 69 minutes
- The average mission time was just under 75 minutes
- Total litres of fuel used in the year was 177,364 litres and represents a cost of nearly £11k per month
- Average litres per flying hour were 294 per helicopter
- G-SASH had its annual service in the year ending March 2014





Having obtained our own Air Operators Certificate (AOC), which is now fully operational, it gives us direct control and responsibility for operating our helicopters. This flexibility in directly managing our own resources provides a much-enhanced, all-round service, with resultant savings in operational overheads.

Our helicopter maintenance, pilotage and technical support have, as I reported last year, been carried out by Multiflight at Leeds Bradford International Airport. From the end of November 2012 we moved to directly employ our own pilots and Multiflight became our maintenance only provider. Our technical support has also been moved to A2B Aero.

## HIGHLIGHTS OF THE YEAR

The "Keep It Up Campaign" with Huddersfield Town Football Club is a joint fundraising venture. 50% of the monies raised will benefit the YAA and 50% The Huddersfield Town Football Academy for training young players. The income produced in its fourth year was £218k. It is with grateful thanks to HTFC that I can announce that our partnership will continue until a target of over £1M is reached.

The Yorkshire Building Society affinity account continued to grow throughout the year and was available at all their branches. There is an annual affinity payment of 1% to the Charity, based on the average balance on the account throughout the year, which amounted to £578k.

Our recognition awards dinner was held at RAF Linton-on-Ouse on the 24th October 2013 and the presentation of awards was again extremely well attended by 200 people. Brian Chapman and his team at B. Braun Medical Ltd, Sheffield facilitated the event and I would like to place on record our thanks and appreciation to Brian and his team for their hard work and support. I would also thank the Station Commander, Group Captain David Cooper and his team for providing their facilities and all the help and support we received from their staff.

Our AGM in November 2013 was again extremely well attended and I recommended that we adopt a theme for the year based on the word "ENHANCE". This has formed the basis of our focus and strategy for the year.

We were very pleased to welcome to the Charity Captain Garry Brasher who joined us in November 2013 as a Pilot based at Nostell. Capt Brasher brings with him a wealth of experience from his time in both the Army and also as a Pilot with another Air Ambulance Charity. Our Fundraising Team welcomed Jenny Eastham who has joined the West region team as Events and Volunteer coordinator.

The YAA had a fantastic 2nd year of fundraising with Wilkinson stores in Yorkshire throughout 2013/2014. Continuing our 'Charity of the Year' partnership with them, we raised a further £90,000 taking the total raised over the two year partnership to over £207,000. This is a fantastic amount raised and we thank the Wilkinsons staff and customers for all their support.

We were delighted to continue our partnership with Hull based workwear, personal protective equipment and workplace safety products specialists Arco. As part of our ongoing partnership with them, the crew were thrilled to receive their bespoke new flight suits which had been designed specifically for their use by Arco's specialists. As well as being flame and tear resistant, the new suits have micro-bacterial layers and the knees have extra padding. The suits also feature lots of pockets purpose-designed to fit the paramedics accessories.

Our partnership with North Yorkshire based 'James Potter Yorkshire Eggs' has continued throughout the last year. For every dozen eggs the farm sells, 1p is donated to the YAA. This equates to over £800 per month donated to the YAA. We look forward to continuing our partnership into next year.

We were also delighted when we received news from ASDA that 17 of their stores in the Yorkshire region would be fundraising for the YAA for a 3 month period between June and August 2013. During this short period of time, the stores have raised a phenomenal £50,000 for the YAA.

Having built a great relationship with the Asda team during this time, they have now gone on to choose to support us for a further full year throughout 2014 and we are very much looking forward to continuing to work with Asda colleagues and their customers.



Agreement was reached with Medical Aviation Services to lease one of their MD902 Air Ambulance helicopters to cover our operations when our helicopters were off line for scheduled or unscheduled maintenance.

Our Nostell Air Support Unit's refurbishment work was completed on schedule and became fully operational in November 2013. I would extend grateful thanks on behalf of the Charity to The Lord St Oswald for all his help, support and assistance in facilitating our move from Leeds Bradford International Airport to Nostell.

DWF Solicitors (Leeds) were appointed as our Solicitors at the AGM and I would acknowledge the help and support of Irwin Mitchell's over the past three years. New Articles of Association for the Charity were drafted, discussed and approved by the Trustee Board.

During the year we have developed our own Intranet for the use of Trustees, Staff and Volunteers. Although the site is still being populated and updated, it is currently live and proving a single useful place for all YAA general data and information.

One of our helicopters again appeared on the TV programme Countryfile on Sunday 20th April 2013, being part of a feature looking at farming accidents.

During the year [at their annual budget presentation] HM Treasury announced that

they were to refund the VAT on fuel which Air Ambulances used throughout the UK. Although it was in the Chancellors budget this year, we have yet to receive a clear indication of how, when and what monies will be received.

We were again fortunate to have a further media campaign on the buses in Yorkshire, and we are most grateful to Exterion Media for their help and support, which is acknowledged in our accounts as a benefit in kind.

A further Trustee Only Strategy Day was held on the 26th February 2014 and six key items were identified, discussed and prioritised for action.

Real Radio (now Heart FM Yorkshire) ran a one-day campaign, 'Dixie & Gayle's All Day Christmas Party' on the 13th December 2013 which raised nearly £19k and our thanks go to all who took part or donated during their day long programme.

During the year, a cost benefit analysis was done between the mileage allowance payments to fundraising staff, versus the leasing of small white vans [branded with the YAA logo].

The lease of vans was found to be cost neutral and a decision was made to lease four vans to support the fundraising function. These have been of enormous benefit and are also acting

as excellent publicity for the Charity throughout Yorkshire.

At the Yorkshire Ambulance Service NHS Trust 'We Care' staff awards dinner in York on the 31st May 2013, the YAA were presented with their Partnership Award. It was received by our Vice Chairman and represents the close ties which have been developed with YAS through our regular Partnership Board meetings.

Our relationship with the Embrace [Sheffield Children's Hospital NHS neonatal transport organisation] has been expanded, and during the year we transported 19 consultants to hospitals in the Yorkshire region where it was essential that neonatal patients required time critical care.

## YORKSHIRE AMBULANCE SERVICE NHS TRUST

We have continued to build on the excellent relationship we have with the Yorkshire Ambulance Service NHS Trust (YAS), and regular partnership meetings take place.

My thanks on behalf of the YAA go to their Executive team, and in particular to David Whiting; Chief Executive, Della Cannings; Chair of the Board of Yorkshire Ambulance Service NHS Trust, and Ian Walton; Associate Director of Resilience and Special Services.



I would also extend special thanks to Steve Rendi [Locality Manager] who sadly was moved from being responsible for the management of our Air Support Units on a day-to-day basis. Steve was instrumental in many developments that were made to improve the operations. We all wish him well in his new position within YAS. We are also pleased to welcome Mike Shanahan [Head of Special Operations] in his new role.

I also extend our thanks to Dr David Macklin, our Medical Director for all his support together with Dr Jez Pinnell our Medical Advisor. Pete Vallance was also appointed as our Clinical Operations Manager on the 2nd September 2013. Pete takes up this new role after working on board our Air Ambulances for many years. Our thanks are also extended to all the Paramedics and Doctors for their work in attending trauma incidents throughout the Yorkshire region and providing time critical care.

## FUTURE

After eight great series of the BBC hit series 'Helicopter Heroes', we have sadly learned from the BBC that there are no plans to produce any more episodes.

During the period of their time with us, 130 fantastic episodes have aired over the last 7 years, giving our supporters an amazing insight to the work we do each and every day, as well as opening up the world of the Air Ambulance activity to their viewers.

The BBC team who have flown with us over the years have been fantastic, becoming very much part of our team and we will miss them dearly. We wish them the best of luck in their future endeavours.

We congratulate the BBC Helicopter Heroes team on being awarded the accolade for "Aviation Journalism by The Honourable Company of Airline Pilots. This presentation will take place at their annual event in London in late October 2014.

Our Recognition Awards Dinner and Annual General Meeting 2014 will take place at "Aspire" in Leeds, which will be on Thursday 30th October 2014. As usual we are holding our AGM in the afternoon and this will be followed by our Recognition Dinner in the evening.

Over the first weekend in July 2014, the Tour de France took place in Yorkshire and we made arrangements to operate a third aircraft for the week leading up to the Grand Départ, as well as over the weekend the event took place on the 5th and 6th of July. The third aircraft complemented and assisted the already established two helicopters that the Charity currently operates.

Our Air Support Unit at RAF Topcliffe continues to be fully established and operational, and I extend our thanks to the Station Commander, Group Captain David Cooper and his team at RAF Linton-on-Ouse for their continued help and

support, along with Lieutenant Colonel John Catto and his team of the 4th Regiment Royal Artillery Allenbrooke Barracks.

All works at our Nostell Air Support Unit have been finalised and will provide enormous benefits to the Charity. His Royal Highness the Duke of York, KG [our Royal Patron] has been invited to visit our Nostell ASU when he is next in the area.

## THANKS

I would again record all our thanks to HRH The Duke of York, KG for continuing to be our Royal Patron.

On behalf of all the Trustees and staff, I would also record our special thanks to our Patrons Gaynor Barnes, Jon Mitchell, Martyn Moxon and Charlie Hodgson for their help and support in their ambassadorial role with the YAA.

I would express personal special thanks to all the Trustees and staff for all their help, guidance and support throughout the year and also for their individual overseeing roles and involvement in specific areas of the Charity's operation. I would record thanks on behalf of the Charity to the Vice Chairman, Bruce Burns for overseeing the operational side of the Charity, particularly as our Accountable Manager, as part of our Air Operators Certificate.



Catherine Selby, our Past Chairman, who had been a Trustee since the inception of the YAA Charity in 2000, retired at our Trustee Board meeting in January 2014. I was able to thank her on behalf of the Charity and to present her with a suitable reminder of the past fourteen years.

I would record our thanks for all their tireless and dedicated support of our Volunteers who play a vital role with their support and fundraising activities.

My thanks also go to Lynn Walton our HR Consultant for her help and support during the year.

My final thanks go to all the operational personnel – Head of Special Operations [Mike Shanahan], Clinical Operations Manager [Pete Vallance] Yorkshire Ambulance Service NHS Trust, Paramedics, our Chief Pilot [Captain Andrew Lister], Pilots, Doctors, dispatchers, the dedicated fundraising and management staff, [Office, Marketing, Finance and Administration teams] for their hard work in raising the necessary funds to enable the two Yorkshire Air Ambulances to continue to operate 365 days a year on their vital emergency lifesaving missions.

## CONCLUSION

The Trustee Board has again agreed the strategy and budget for the year 2014/2015

and I am confident that we can ensure a satisfactory conclusion to our year ending March 2015. We are already seeing incomes in the first six months of this financial year well in excess of last year's and in excess of our budgeted expectations.

The key to our lifesaving Charity operation is the continuation of funds being donated to enable the operation of our two Helicopters, and we are still totally reliant on financial donations of over £10,000 per day to keep both Air Ambulance helicopters operational. Our expenditure against budget will be closely monitored and our budgeted fundraising cost ratio is 18p [together with a total admin cost to operate the Charity of 26p] for every £1.00 donated.

Longer summertime flying hours with our helicopters will be available again this year. During the summer months it has been possible with overlapping hours to ensure that we have had at least one helicopter available for 15 hours per day. I am confident that the support we receive will ensure that sufficient funding is available to continue our current operations and also to strengthen the reserves of the YAA Charity to enable future developments and the long-term replacement of our helicopters.

Transparency and openness are the key words in all our relationships, and in all our efforts to ensure good corporate governance. Please do make contact should there be any specific questions, queries, thoughts, suggestions,

ideas or specific items that you would like to discuss.

I am confident that with the generosity of all our supporters we can maintain and enable the two Yorkshire Air Ambulances to be available for their time critical life saving emergency missions 365 days a year.

Finally, I am privileged to be Chairman of the Yorkshire Air Ambulance Charity and to be part of such a dedicated and professional team who work tirelessly in support of sustaining and developing our incomes, brand and financial stability of the YAA Charity.

My personal thanks go to everybody who has supported the YAA during the year to enabled us to fully maintain and extend our operation for the benefit of all the people of Yorkshire.

**Peter Sunderland DL**

Chairman

October 2014



# Vice Chairman's Report

Bruce Burns



2013/14 has been a very busy year with regards to the operational activity of the Charity, and for me as Vice-Chairman. We have strived very hard to consolidate and improve the communications between the Yorkshire Air Ambulance and all the organisations that we work alongside.

These groups and organisations are vital to the smooth performance of the Charity and also prevents accidents and mis-information from causing us long term problems. Although this activity is demanding on our time, the benefits are enormous. Of course, during the writing of the report I may repeat previous years' statements about all the organisations that we work with, but they are important to us and it is important that we publically recognise them.

There are a number of organisations we should mention and thank for their cooperation throughout this past year; the Search and Rescue (SAR) teams in Yorkshire, Embrace (Sheffield Children's Hospital neonatal retrieval team), all the fire services, Her Majesty's Coastguard, Mountain Rescue team and NPAS (National Police Aviation Service).

The principle reason that we have good working relationships with these organisations is that we take part in training activities and effectively communicate with each other. This includes resolving performance issues where we have all been called to a scene of an incident – it is

important to review each incident to highlight improvements which could be made in the future, or to reflect on something which has gone particularly well. The ultimate aim is to improve the performance of everyone.

Over the course of the last 12 months we have continued to communicate and meet other Air Ambulance Charities to offer advice and guidance on a wide range of issues.

The Yorkshire Air Ambulance is often looked upon as an organisation which is a leader in our industry, offering a gold standard of service to the people who require our service.

However, we are not an organisation that works alone, and the YAA also takes advice and listens to our other friends in the industry – we are keen to also take any advice offered to us, which is of benefit to our Charity.

The Chairman and I still meet, on a regular basis, with the Yorkshire Ambulance Service NHS Trust, keeping each other up to date with events, training, operational issues and requirements, personnel and any national issues which could affect our close working relationship. This relationship is very important to the Charity and we will continue to maintain this going forward.

On the 9th June, the Chairman and I attended the House of Commons 'All Party Parliamentary

Group for Air Ambulances' to join in with discussions regarding the VAT on the fuel issue and to highlight the need for support for the development of primary helicopter landing pads at our leading hospitals.

One of our main issues is that the helipad at Leeds General Infirmary does not currently have the ability to take aircraft at night. With 188 landings on the LGI helipad in this last year alone, it is vital that we look to help improve this as it is the hospital we service the most.

Since acquiring our own Air Operators Certificate (AOC) last year, the Charity's ability to manage its own affairs in relation to the aircraft and bases has been well documented and recorded.

However there has also been some changes. We received the approval from the Civil Aviation Authority (CAA) for our Safety Management System which records any identified safety issues.

This however will change in 2014/2015 as we become European Aviation Safety Agency (EASA) compliant. The YAA will also receive its EASA certificate in 2014 (anticipated for October) as one of the first aviation organisations to achieve this standard.

We are delighted by this, as much hard work has gone into achieving this status.



During this last year we moved from Leeds Bradford International Airport to our own, better located permanent air base on the Nostell Estate near Wakefield. The existing buildings were altered to meet our requirements, and the Charity now has a top of the range facility, our own helipad and hangar, and our own fuel tank. The cost saving of having our own fuel is substantial.

We are also better located to cover parts of the South region as well as the West, with Topcliffe being available for the North and East of the region.

As we move forward, we are looking to arrange an official opening of Nostell by our Royal Patron, HRH The Duke of York.

Both of our Air Bases have accommodation available for crew, and are totally self sufficient. RAF Topcliffe continues to be very busy and our thanks to Air Commodore Terry Jones and his successor Group Captain David Cooper for all their continued support, along with his team at RAF Linton on Ouse for all their fundraising efforts.

I would also like to thank Lieutenant Colonel John Catto from the 4th Regiment Royal Artillery at Allanbrook Barracks for his continued support also.

In the last year, we have parted company with our original Continued Airworthiness Manager (CAM) and his company. We are now working with A2B Aero. Mr Malcolm Cox from Mackenzie Morgan was of great assistance to the Charity in helping us obtain our AOC, and as such I would like to say thank you for all his help and assistance. We see Malcolm regularly and will continue to do so.

We have also transferred the servicing of our helicopter engines from Pratt and Whitney to ITP (Madrid). Since this has happened, we, along with our maintenance provider Multiflight, have seen an improvement in the service, communications and performance of our engines.

The last 12 months has also seen some major expenditure on our aircraft. During this time, we have had to spend around a total of £1million on maintenance and spare parts. Unfortunately we have experienced a number of issues with both helicopters.

One of the worst incidents occurred when we experienced a heavy landing on scene, resulting in a cost of circa £300,000 because the under carriage of G-CEMS had been damaged and needed repairing. Unfortunately, this does happen on occasion due to a number of technical issues.

We have had drive shaft and drive plates fail on both aircraft and we had a number of dampers fail. This is just general wear and tear on the helicopters and is to be expected (a bit like having to replace parts on your car), however all of them seem to come at once.

Along with the Charity having its own AOC, which is working well, and employing our own Pilots, our work load has increased and our responsibilities have also increased as Trustees.

Although they are very similar to previous, we now manage these responsibilities much more effectively, and in a way that is in keeping with our open and transparent policy. We have certainly seen an increase in the number of meetings we have to attend, organise and record for the CAA and EASA.

Although not technically for this year's 2013/2014 report, we were also actively involved in July's Le Grand Départ which took place in Yorkshire.

We had no idea what to expect, nor did the rest of the region. However we knew it would be busy, so the Charity took the decision to draft in a third aircraft to assist our two YAA helicopters. We were delighted that the Yorkshire Ambulance Service NHS Trust were able to support us with this and arranged for extra staff to work on the loan aircraft. We were also actively involved in the local planning meetings leading up to the Tour de France.



Earlier this year I was delighted to attend the 'We Care' Awards of the Yorkshire Ambulance Service NHS Trust where I accepted from their Chairman Ms Della Cannings, their Partnership Award. It's not often the Charity is honoured with an award so we were pleasantly surprised to receive it, and it was an honour to collect it. It now has pride of place in our Board Room.

There are too many people for me to thank individually. They all know who they are and that I am grateful to them all for their help. However I would personally like to mention my team: Captain Andrew Lister, our Chief Pilot and Neale Jacobs, our Office and Operations Manager for their continued hard work, always looking to improve our Air and Ground Operations.

Looking forward, I expect our 2014/15 report will have much to report on our operational activity, so something to look forward to next year.

One final note to all of our supporters and Charity staff - without your support and that of my fellow Trustees and Chairman, I could not function as the Charity's Vice-Chairman. Thank you all.

**Bruce Burns**

Vice-Chairman

October 2014







# YAA timeline





YAA welcome second helicopter G-CEMS to their fleet, based at Sheffield Business Park. The second series of Helicopter Heroes airs in August, this time with new presenter, Rav Wilding. The Charity also hosted their first Recognition Awards ceremony – an event which would go on to be an annual celebration. Income this year hit the £3million mark.



Charity HQ takes up residency at its new home in Elland, near Halifax at Cayley House. The fourth series of Helicopter Heroes hits our screens throughout September and the Charity also marks its 10th anniversary with a celebration event at York Racecourse on 25th October.



Move to and official opening of new Northern Airbase at RAF Topcliffe near Thirsk by HRH The Duke of York, KG – Royal Patron of the YAA. Also acquired our own AOC this year – one of the first Air Ambulances to achieve this in the UK.



The team settle in to operations at Nostell and continue to respond to emergencies across the region when required.

2008

2009

2010

2011

2012

2013

2014



The third series of Helicopter Heroes airs during October. Work also starts to convert a disused mill building in Elland into new office accommodation for our Charity staff. Our Annual AGM & Recognition Awards takes on a new format as an evening dinner event and is held at Rudding Park Hotel, near Harrogate.



The Charity's successful recycling campaign hit the £1m income mark – donated through our recycling partner Bag It Up. By the end of this financial year, the Charity were also able to fully repay the asset finance loans on the helicopters meaning the YAA and the people of Yorkshire owned the helicopters outright.



November saw the YAA move to a new flagship Airbase on the Nostell Estate in Wakefield, purpose developed especially for our operations. The Charity also saw its most successful fundraising year so far, with income totalling £5million for the year.

# Our New flagship airbase: Nostell near Wakefield.



**2013 ended up being the one of the busiest years for the Yorkshire Air Ambulance (YAA). Not only did we see an increased number of missions flown and patients carried, it was also one of our busiest times 'behind the scenes.'**

For a number of years, the Trustee Board had been looking to identify a new location for our West/South airbase. They were looking for something that would complement our Northern airbase at Topcliffe, not only location wise, but also duplicate the excellent facilities that are established there.

Our previous base at Leeds Bradford International Airport had served us well over the 13 years we were residents, however it had its limitations and the Board were aware that if we were to continue to advance the operational and medical service that the YAA provides, then a new airbase was going to be our best option.

A few sites in the area were looked at and dismissed for various reasons. Then came forward The Lord St Oswald of the Nostell Priory Estate near Wakefield. The Lord St Oswald has been a long time friend of the YAA and had heard that we were looking for a location for a new airbase. He had vacant a sizable warehouse with office space which had plenty of grounds to the rear of the property

on the edge of his estate. It quickly became obvious that this would be the ideal location for our new airbase.

Things moved quickly, and soon plans were drawn up and planning permission was granted from Wakefield Council.

We were given permission to re-develop the warehouse space into offices, overnight accommodation, supporting facilities and a large hanger space to allow us to safely house one of our helicopters. Outside we had permission to develop a large helipad, and install a fuel tank enabling us to re-fuel when required.

Kevin Hynes, one of our Trustees with many years of property expertise led the team in charge of the re-development and Neale Jacobs, our Office and Operations Manager managed the day to day project management alongside the appointed building contractors, Marshall's of Elland.

The build programme was tight, but in just 13 weeks, the empty warehouse space was transformed into a state-of-the-art airbase.

Our first flight took place on 28th November 2013 from Nostell and we have enjoyed many extremely busy months since then, responding to emergencies across the region.

Our crews have all settled in well to the new facility, taking pride and ownership in their new premises. New daily tasks now include fuel testing, using the heli-lift to get the helicopter in and out of the hangar, general house-keeping and occasional hangar floor cleaning!

We are looking forward to a long and happy future at Nostell and will continue to look to advance our service both clinically and operationally along with our other airbase at RAF Topcliffe near Thirsk.



# Financial results

<b>INCOME AND EXPENDITURE</b>			
	2013/2014	2012/2013	2011/2012
	£000's	£000's	£000's
<b>INCOME</b>	6,470	5,198	4,306
<b>EXPENDITURE</b>			
Cost of Generating Funds	1,154	756	721
Governance Costs	66	60	43
	1,220	816	764
Operational Costs	3,285	2,346	2,204
<b>Total Costs</b>	4,505	3,162	2,968
<b>Increase in reserves</b>	1,965	2,036	1,338
<b>Total Reserves B/FWD</b>	8,842	6,806	5,468
<b>Total Reserves C/FWD</b>	10,807	8,842	6,806

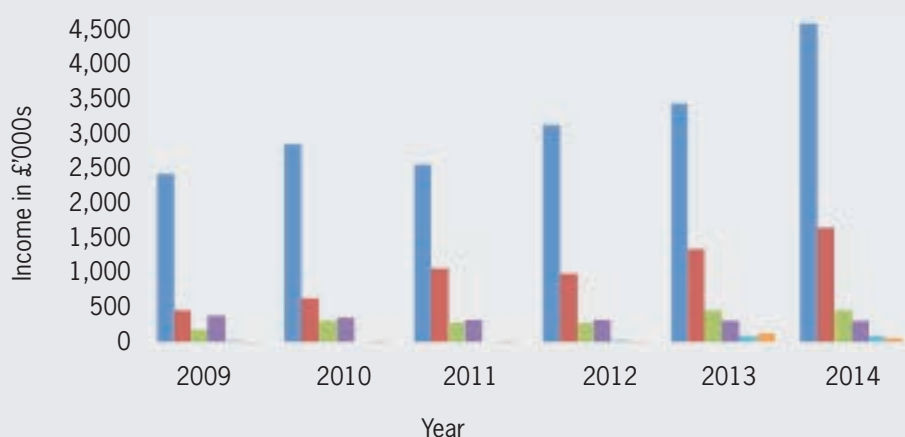
## RESERVES POLICY

The Trustees aspire to maintain a free cash balance which would be sufficient to sustain operations without any further funding for a minimum of 12 months at an approximate running cost of **£9,990** per day.

## Income in £'000s

	Donations	Legacies	Grants	Non-Charitable trading	Investment Income	Other Income	Total
2009	2,168	407	176	352	47	2	3,152
2010	2,566	592	271	331	0	9	3,769
2011	2,314	961	260	298	0	22	3,855
2012	2,807	902	253	295	44	5	4,306
2013	3,094	1,205	406	289	80	124	5,198
2014	4,132	1,489	414	285	91	60	6,471

### Yorkshire Air Ambulance Income Analysis for 2009 to 2014



#### KEY

- Donations
- Legacies
- Grants
- Non-Charitable trading
- Investment Income
- Other Income

#### Income 2013-2014

To ensure sustainable income for the Charity, the YAA have a number of various income sources budgeted for each year.

The six main income areas are outlined in the graph to the left. General donations continue to be our largest income stream with a steady increase in donations over the last five years.

These are made up from monies that are raised and donated via events, charities of the year, donations that come through the post, collection tins to name a but a few. We have also seen a steady growth in legacy income over the last few years as a result of more and more people leaving us a gift in their wills.

Our grants income has also seen some growth recently and this is also something we will be looking to increase in the future. The employment of a part-time dedicated Grants & Trusts Officer has dramatically helped this increase.

Other incomes includes monies received from sources which do not fall into the above categories.

#### BALANCE SHEET

	2013/2014	2012/2013	2011/2012
	£000's	£000's	£000's
<b>Fixed Assets</b>	3,911	3,146	2,984
<b>Current Assets</b>			
Debtors and stock	645	549	470
Bank Balances	6,715	5,352	3,792
	7,360	5,901	4,262
<b>Current Liabilities</b>			
Creditors	464	205	440
<b>Net Current Assets</b>	6,896	5,696	3,822
<b>Net Assets</b>	10,807	8,842	6,806
<b>Represented By</b>			
Restricted Funds	90	60	30
Designated Funds	3,354	2,711	1,000
Unrestricted Funds	7,363	6,071	5,776
	10,807	8,842	6,806



## LEGACY INCOME

	2013/2014 £000's	2012/2013 £000's	2011/2012 £000's	2010/2011 £000's	2009/2010 £000's	2008/2009 £000's	2007/2008 £000's
Legacies Notified	1,489	1,205	902	962	592	407	283
Largest Legacy	210	178	100	380	121	101	62
Smallest Legacy	1	1	1	1	1	1	1
Number of Legacies	90	77	57	46	45	40	24

## TRUSTEES' STATEMENT

The summarised financial statements in this document are not the full annual report and financial statements, but a summary of information from the Consolidated Statement of Financial Activities and the Consolidated Balance Sheet.

The summarised financial statements contain additional information derived from the Trustees' Report, but that information is not the full text of that report.

The full annual report and financial statements from which the summarised financial statements are derived, were approved by the Trustees on 19th August 2014 and copies have been filed with the Charity Commission.

The Auditor has issued unqualified reports on the full annual financial statements and on the consistency of the Trustees' report with those financial statements.

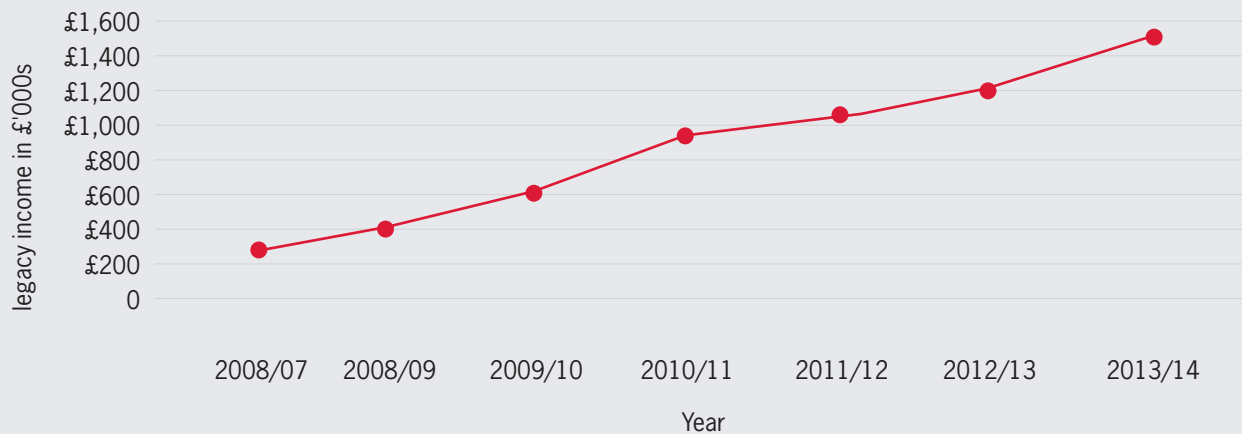
Their report on the full annual financial statements contained no statement under sections 498(2)(a), 498(2)(b) or 498(3) of the Companies Act 2006.

Copies of our full audited annual report and financial statements are available from Irene Heap (Finance Manager) upon request at Cayley House, 10 South Lane, Elland, HX5 0HQ. Copies are available in both electronic and hard copy formats.





#### Yorkshire Air Ambulance - Legacy Income 2007-2014



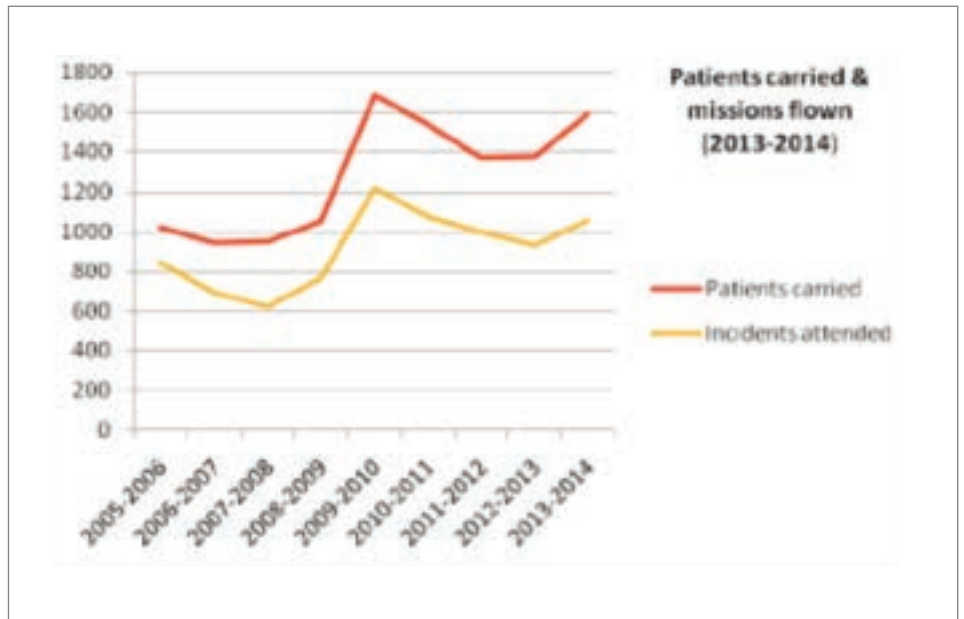
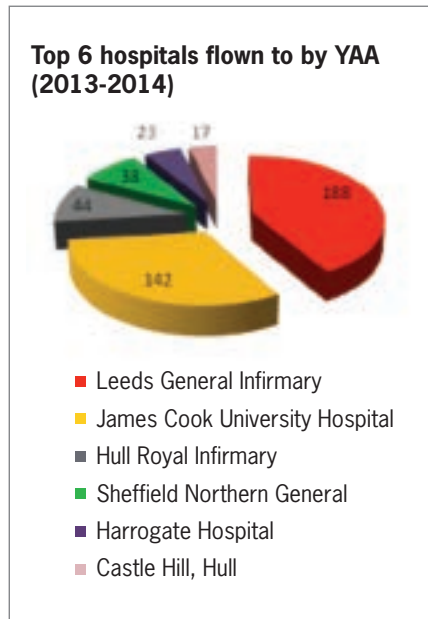
#### Legacy Income in £'000s

2007/08	£283
2008/09	£407
2009/10	£592
2010/11	£962
2011/12	£902
2012/13	£1,205
2013/14	£1,489

#### PROVISIONS

The Trustees are setting aside funds annually for the eventual replacement of the Charity's air ambulances. This fund may also be deployed to add a third air ambulance so that the Charity might be able to deploy an additional helicopter should demand require it or, to reduce the costs of hiring a relief helicopter at times when one of the Charity's existing helicopters is not operational whilst undergoing maintenance or repair. The Trustees believe that this fund needs to be built up over the next three to five years to be able to meet any of the objectives outlined here.

The YAA's helicopters must be maintained to the highest level to ensure that they are available to respond rapidly and safely in providing our first class response service. The Trustees set aside specific funds to ensure that this objective can be met. This fund is in respect of both the helicopters and their engines.



**Patient flights to hospitals across the region:**

The YAA serves the majority of hospitals across the Yorkshire region and also into our neighbouring counties. However last year, over three-quarters (78%) of all our patients flown to hospital were taken to one of the region’s four major trauma centres at Leeds (Leeds General Infirmary), Hull (Hull Royal Infirmary), Sheffield (Sheffield Northern General) and Middlesbrough (James Cook University Hospital). Hospitals classified as major trauma centre have facilities to ensure that patients with serious and life-threatening injuries are treated quickly in a specialist hospital with appropriate staff available around the clock. A network of such hospitals exists throughout the country. The pie chart above shows the top 6 hospitals the YAA flew to throughout 2013-2014.

**Patients treated vs patients carried:**

Information is now being recorded on the number of patients that are treated by our paramedics, regardless of whether they are subsequently flown to hospital or transported by land ambulance. This information highlights the vital role YAA plays in rapidly transporting clinical expertise to patients. For April – June 2014, 82% of all YAA missions resulted in patients receiving treatment at the scene and for 51% of all missions a patient was flown to hospital.

The above line chart shows the steady increase in both patients treated and incidents attended over the years. It would seem appropriate that the more incidents we attend, the more patients we are likely to carry. We would expect no specific pattern to the number of incidents we attend as each day brings new and different challenges for the YAA crews. You cannot plan for jobs in the Air Ambulance world, just be on stand-by ready to deploy when an emergency call comes in. However, we would expect to see a steady increase in mission over these most recent years given advancement in pre-hospital care and treatment, and also the advancement of the major trauma networks across the region which is tasking us to more and more incidents. You will note that to date, the year 2009-2010 was our busiest yet. This could be for any number of reasons however the most likely are the weather conditions we experienced in the summer and the winter months:

**Budgeted items and future developments:**

The YAA are conscious of planning for the future and ensuring that certain expenditure is covered within the annual budget.

**The lease of a helicopter to cover scheduled annual maintenance of GSASH/GCEMS:**

Both helicopters undergo their annual services in spring each year and

a replacement MD902 is leased in order that 2 helicopters continue to be available at all times. Each helicopter is offline for around 3 to 4 weeks and additional maintenance work may be carried out at the same time.

**The provision for a loan helicopter during unscheduled maintenance of GSASH/GCEMS:**

A budget provision has been allocated so that when available, a replacement helicopter can be leased when unscheduled maintenance is needed. Again, this helps to ensure 2 helicopters are always online.

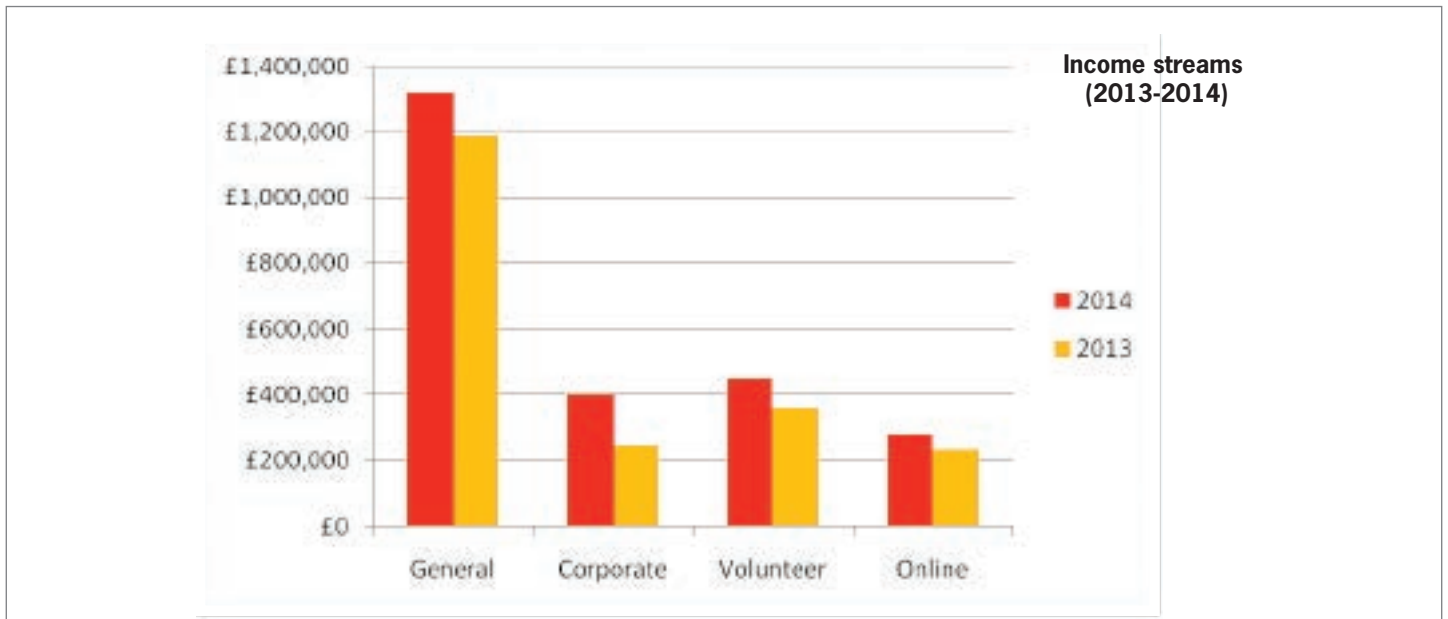
**Helicopter Development:**

Every year, the Charity designates a monthly amount to cover the maintenance and development of each of our helicopters. Maintaining the helicopters is a costly exercise and this fund includes covering costs such as the annual services, new parts and unscheduled maintenance.

To put this into perspective, the cost of a new actuator and drive shafts for G-SASH in May 2014 totalled £81,837.39. This is just one of many, many parts on each helicopter.

**A designated fund for a replacement helicopter:**

At some point in the future the replacement of the oldest helicopter, GSASH, will be necessary and a specific fund has been set up for such major purchases/future developments.



**Donations:**

A vital part of our income relies heavily on our Fundraising Team who work out and about within the regions of Yorkshire. As a Charity, our Fundraisers are split into four clear areas of operation; North, South, East and West. Each are defined by allocated postcodes for the area.

Within these teams, our fundraisers have a network of trustworthy and reliable volunteers who are vital to us fulfilling our fundraising targets. Without our fantastic volunteers we could not do what we do and for that we are extremely grateful. Our volunteers are on hand to collect monies, attend events, give presentations about the Charity and generally support our Fundraisers where required.

The above chart shows four key areas of the area's income; general donations, corporate donations, income the volunteers have collected and income that comes in via our website.

**General Donations:**

General donations covers all the donations that arrive to us through the post, or are brought in directly to our Charity HQ in Elland. These can include donations from events that have been organised and held in aid of us, then the organiser will just post us a cheque with the monies raised. We also get some people who prefer to bring the money to us in

person, by visiting Charity HQ. This also covers all the donations collected by our Fundraisers and brought into HQ. Over the last year we have seen an 11% increase in General donations.

**Corporate Donations:**

These donations cover anything that comes in through a business or corporate donor. For example monies raised from a Charity day in the office, or a corporate fundraising event would fall within this category. Sponsorship deals or any Corporate Partner Agreement (CPA) also fall within this. In the last year we have seen a considerable rise in Corporate donations equating to around 25% more than 2013. This increase reflects the increasing number of new CPA's we have agreed over the last few years.

**Volunteer Donations:**

If a volunteer collects monies from an event and banks them directly at their local branch, those monies fall within this category. It shows us just how vital the volunteers are to our operations, as last year alone they collected around £450,000 worth of donations, an increase of 25% on the previous year.

**Online Donations:**

Over the last few years, we have seen a significant increase in people donating monies online via our website [www.yaa.org.uk](http://www.yaa.org.uk). It can

often be a quicker way for people to get the money to us, rather than going to a bank, or writing and posting a cheque. Any monies donated via the website will fall into this category. Also within Online donations is any monies received through online fundraising pages such as JustGiving and VirginMoneyGiving.

This is often a hassle free way for people to gain sponsorship for an event, without having to handle and collect money. Sponsorship is donated online, and automatically transferred directly to us. We have seen an 18% increase in online donations between 2013 and 2014 reflecting an increasing preference to use pages such as JustGiving and VirginMoneyGiving..

# Roll of honour

## 2012 and 2013



### 2012

#### Volunteers

- David Wilkins
- Olga Ashton
- Simon Lennon
- Vicki Carins
- Andy Helliwell
- Bob & Irene Hill

#### Organisations & Supporters

- Rawdon Family Fun Day Committee
- Rothwell Working Mens Club
- Branch Friendship (The Foresters)
- The Plough Inn, Burton Salmon
- George V Working Mens Club, Glasshoughton
- Yorkshire Area Point to Point
- Stan Thompson
- South Yorkshire & Calderdale Caravan Club
- Darfield Road Working Mens Club
- DC Motorcycles
- Drax Golf Day

#### Patient Fundraising Ambassador

- Carrie Cheeseman

#### Corporate Supporters

- Fleetwood Offshore Survival Centre
- Doncaster Racecourse
- Brian Robinson Machinery
- William Hill
- John Moore Security

#### Media

- BBC Radio York

#### Outstanding Partnership

- Yorkshire Building Society

#### Chairman's Award

- Dean Hoyle

### 2013

#### Volunteers

- Chris Batty
- Tracy Gregory
- Carl Dickinson
- Jan & Peter Swallow
- Liz Storey
- Gwen & Derek Taylor

#### Organisations & Supporters

- Maisie Allan
- Elaine Blezard
- Mike Rimmer
- Parkgate & Rawmarsh District Ladies Dart League
- Phil Toone
- Barnsley District Lions Club
- The Jeepy Club
- Valley Striders Athletic Club
- Wentbridge House Hotel
- Adrian Hoggarth

#### Patient Fundraising Ambassador

- Charlotte Leighton

#### Corporate Supporters

- Wilkinsons
- Brian Leighton Garages
- Potters Eggs
- Arco

#### Media

- Capital FM - Hirsty's Daily Dose Breakfast Show

#### Special Recognition Award

- Steve Rendi – Yorkshire Ambulance Service

#### Outstanding Partnership

- B. Braun Medical Ltd

#### Chairman's Award

- RAF Linton on Ouse & 4th Regiment Royal Artillery, Allenbrooke Barracks

# £10K donors



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## **Supporters who kindly donated over £10,000 during 2013/2014:**

Arco  
Area Point to Point  
Asda Stores (Yorkshire region)  
B. Braun Medical Ltd  
Bag It Up  
Big Lottery Fund  
Cllr Elaine Blezard, Mayor of Wakefield,  
Charity 2012/13  
Drax Power Station  
GDF SUEZ Energy UK  
Huddersfield Town Football Club  
John & Sarah Bird  
Marks & Spencer  
Mr I Smith  
Mrs J Turner  
Mrs M Mulligan  
Neville Payne & friends  
Next PLC  
Potters Yorkshire Farmhouse Eggs  
Sainsbury's  
SICL  
Sovereign Health Care Charitable Trust  
Squire Sanders (UK) LLP  
The Elm House Trust  
The Freemasons' Grand Charity

The Liz & Terry Bramall Foundation  
UK Asset Resolution Ltd  
Vicky Weston & friends (Askern to South  
Elmsall Walk)  
Wilkinsons  
Yorkshire Building Society

## **Significant donations in kind:**

B. Braun Medical Ltd  
CDP Creative  
D M Keith Skoda  
Exterior Media  
Huddersfield Town Football Club  
Hull FC Rugby Club  
Leeds Bradford International Airport







### Operational Coverage Map



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**www.yaa.org.uk**

Registration No. 1084305