



**YORKSHIRE**  
AIR AMBULANCE

# annual report | 12

Year ending March 2013



Saving lives across Yorkshire



# YORKSHIRE AIR AMBULANCE

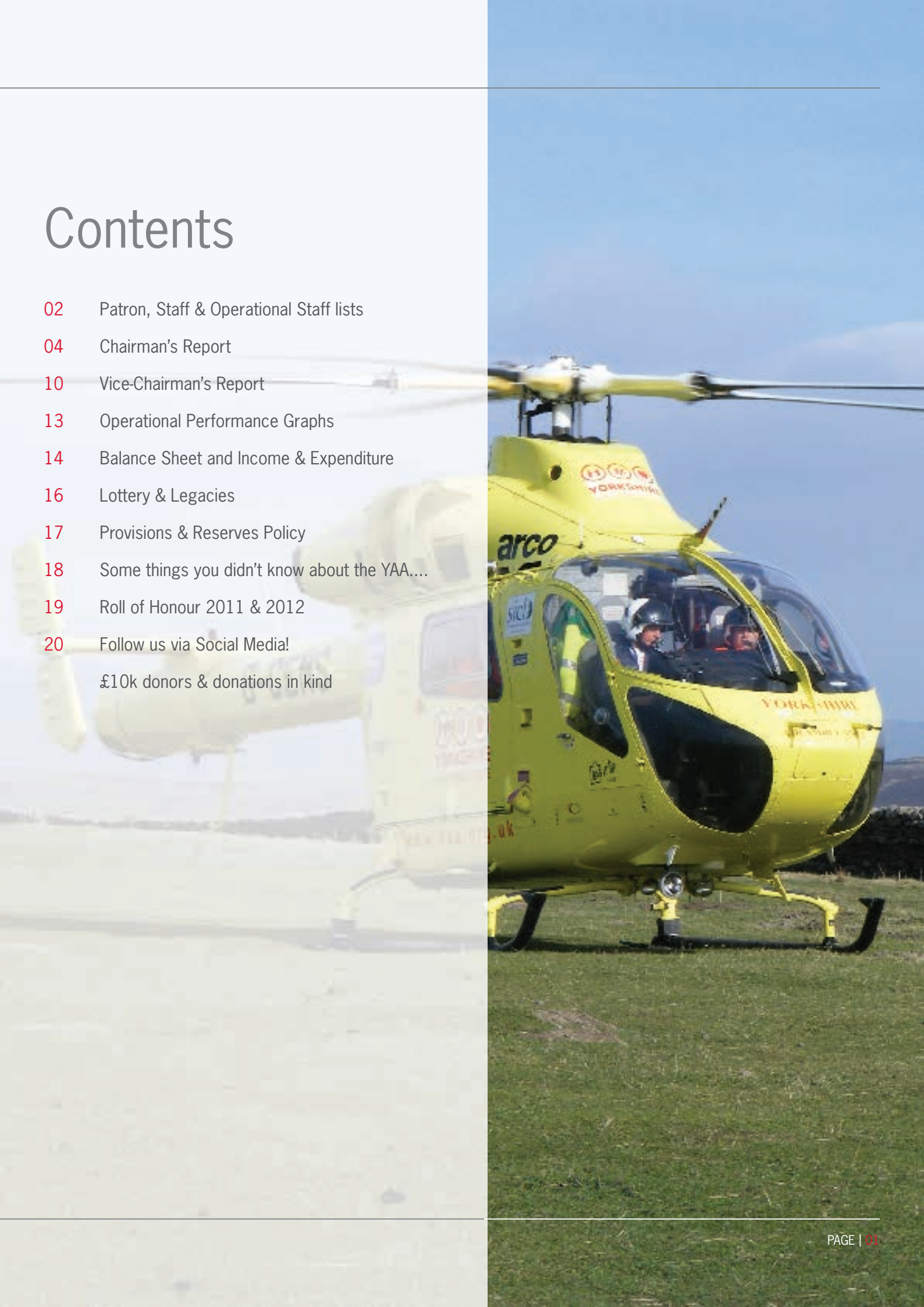
## Mission Statement

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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- £10k donors & donations in kind





# Yorkshire Air Ambulance

Royal Patron: HRH The Duke of York, KG

## Patrons

Gaynor Barnes  
Jon Mitchell  
Charlie Hodgson  
Martyn Moxon

## Trustees

Peter Sunderland DL (Chairman)  
Bruce Burns (Vice Chairman)  
Catherine Selby  
Kevin Hynes  
Brian Chapman  
Dr Peter Smith  
Amarjit Singh  
Sarah Moore  
Sandra Rhodes  
Simon Pearson  
John Samuel

## Staff

### Senior Management Team

Paul Gowland (Director of Fundraising)  
Neale Jacobs (Office & Operations Manager)  
Irene Heap (Finance Manager)  
Abby McClymont (Marketing & Communications Manager)  
Captain Andrew Lister (Chief Pilot)

## Staff

Jill Pukacz – Executive PA  
Bob Smailes (East Yorkshire Fundraising Manager)  
David Hebden (East Yorkshire Community Fundraiser)  
Nicky Massen (West & South Yorkshire Fundraising Manager)  
Kerry Garner (West Yorkshire Regional Fundraiser)  
Lisa Blezard (West Yorkshire Community Fundraiser – appointed June 2013)  
Mark Perry (South Yorkshire Regional Fundraiser)  
Tony Doveston (North Yorkshire Fundraising Manager)

Helen Gowans (North Yorkshire Regional Fundraiser – appointed August 2013)  
Katie Collinson (Partnerships Manager)  
Janet O'Hara (Grants & Trusts Officer)  
Sophie Wilkinson (Marketing & Social Media Assistant – left September 2013)  
Olivia Johnson (Marketing & Digital Media Assistant – joined September 2013)  
Marie McParland (Administrator)  
Tracey Bull (Administrator)  
Allison Turner (Finance Assistant)  
Heather Stansfield (Finance Clerk)

## Operational Staff

Steve Rendi (Locality Manager)  
Pete Vallance (Clinical Operations Manager)  
Darren Axe (Paramedic)  
Lee Davison (Paramedic)  
Sammy Wills (Paramedic)  
Tony Wilkes (Paramedic)  
Al Day (Paramedic)  
Dave Appleby (Paramedic)  
Andrew Armitage (Paramedic)  
John Baxter (Paramedic)  
Darrel Cullen (Paramedic)  
Paul Kilner (Paramedic)  
Graham Pemberton (Paramedic)  
Matt Syrat (Paramedic)  
Leon Baranowski (Paramedic)  
Sam Burgess (Paramedic)

Dr Alison Walker (Medical Director – left March 2013)  
Dr Dave Macklin (Medical Director- appointed March 2013)  
Dr Jez Pinnell (Medical Advisor)

Cpt Steve Cobb (Pilot)  
Cpt Chris Attrill (Pilot)  
Cpt Ian Mousette (Pilot)  
Cpt Andy Hall (Pilot)







# Chairman's Report

Peter Sunderland

**Overview:** In my report for the year ending March 2012, I concluded with the following key comments:

1. 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 always available to continue our current operations and also to strengthen the reserves of YAA Charity to enable future developments.
2. As always, the key to the 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 £8,100 per day, every day of the year, to keep them both operational. We are constantly examining and improving the use of our assets and also we are closely monitoring our expenditure against our agreed budget together, and maintaining our fundraising cost ratio at less than 17p [together with a total cost to operate the Charity of 25p] for every £1.00 donated.
3. The YAA brand is extremely well known in both the Yorkshire region and nationally and I am confident that with the support and generosity of all our donors that this position can be maintained to enable the Yorkshire Air Ambulances to be available for emergency missions 365 days a year.

I am therefore very happy to report, yet again, that the overall income for the year ending March 2013 has increased by 21% against the previous year and in line with our budgeted expectations for the year.

Following seven years as Chairman I must, on behalf of all the Trustees and all our Charity staff executive team, thank most sincerely all our supporters who have provided the vital support and funding necessary to ensure we are able to continue to offer the best



possible life saving service throughout Yorkshire. Any surplus income has enabled us to provide designated funds for the future replacement of our helicopters and to develop, by the end of October 2013, our future Air Support Unit at Nostell Priory [near Wakefield].

In the year ending March 2013 we have flown a similar amount of missions to the previous year, however, the number of patients carried has increased nearly 18% to 444.

Following the announcement that with support from RAF Linton-on-Ouse and the Army, it would be possible for us to move to RAF Topcliffe and establish a long term and secure Air Support Unit for the Northern part of the region, I would like to record our grateful thanks to the Group Captain - RAF Linton-on-Ouse and the Commanding Officer of the 4th Regiment Royal Artillery and all their Officers for their help and support. During the year, our Topcliffe Air Support Unit became fully operational and was officially opened by HRH The Duke of York, KG on Monday 9th July 2012. Following advance discussions, and with the support of the Lord Lieutenant of North Yorkshire, it was possible for me to announce during the visit that His Royal Highness had accepted our invitation to become our Royal Patron.

Yorkshire Air Ambulance helicopters G-SASH & G-CEMS have been fully operational and have provided continuous 365 day cover [with extended 14 hours per day overlapping coverage in the summer]. It was also possible to again provide finance for a loan helicopter for use during the two periods when both helicopters were offline for their annual service. The cost of operating both helicopters and our two Air Support Units was in line with our budget.

Filming has continued on the seventh series of "Helicopter Heroes" by BBC Yorkshire [who have now been resident in offices at our Air Support Unit at Leeds Bradford International Airport for 6½ years]. The seventh series of programmes 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 November 2013. I record my thanks to the producer Ian Cundall and the BBC team for their professionalism and support in working with the pilots and paramedics. I would also wish to record the great benefits that the Yorkshire Air Ambulance has received by this ongoing portrayal of our lifesaving operation.

Our website [www.yaa.org.uk](http://www.yaa.org.uk) is constantly being updated throughout the year and again is an increasing source for regular sustainable income. During the year ending March 2013, online donations increased by a staggering 70%. Following a detailed study of the effects of the use of the internet and social media we now have a "Facebook" page with over 12,000+ supporters [10,000+] and we are maximizing the use of "Twitter" with 13,000+ followers [7,000+] to publicise our operations and to spread information to our growing numbers of supporters. YAA merchandise and Christmas cards are still available for purchase online or via the YAA Office.

Our Airdesk ["Easytask"] system software continues to give detailed information regarding missions flown, flying hours, mission hours and stand downs etc.

The Senior Management Team continue to work closely and directly with the Trustee Board and attend the regular monthly Trustee meetings - this system ensures the smooth running and decision making process for the Charity and it has again been agreed that the same transparent organisational structure will remain in place for the year 2013/2014. The Senior Management Team are Paul Gowland – [Fundraising Director], Irene Heap – [Finance Manager], Neale Jacobs – [Office & Operations Manager], Abby McClymont – [Marketing & Communications Manager] and Captain Andy Lister [Chief Pilot].

YAA and four other Air Ambulance Charities from across the UK are not members of the "Air Ambulance Association" – however our position is regularly discussed and the AAA is closely monitored.

We have during the year revisited, reviewed and updated our crisis management strategy.

## Fundraising

The year ending March 2013 saw overall incomes [including Legacies and In Memory donations] increase by 21% over the previous year 2012, and culminated in total income of over £5M. Legacies & in Memoriam incomes stood at £1.45M - these are two important areas of support for the YAA.

This total income represents £1 per head of population in Yorkshire, which is a significant result in the current economic climate and proves that with the strength and experience of the YAA team, we are still receiving solid support and backing from the people of Yorkshire. We have also managed to maintain our fundraising costs at 15p in the £1.

The Affinity account with the Yorkshire Building Society now stands at £22.5M invested in 2,980 accounts at the year ending March 2013.

The Bag-it-Up Recycling Scheme across the Yorkshire region has raised £319k at the year ending March 2013.

Donations, Corporate and Sponsorship incomes showed an increase of 10% over the previous year.

I would record our grateful thanks to Mr. & Mrs. T Bramall and family for their valuable past, present and continued support which is of enormous benefit to the Charity.



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

The YAA lottery can still be played online via our website and continues to make valuable contributions. Online gift aided donations are still increasing – Grants & Trusts income showed continuing valuable income of £406K [budget £300k]. Direct gift aided donations from UK tax payers are now worth £1.25 for every £1.00 donated.

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 £145,050. [For the Statutory Accounts, benefits in kind are treated as income and the same amount deducted in the appropriate actual cost code].

• Landing fees – Leeds Bradford International Airport	£40,000
• Vehicles - D M Keith Skoda	£ 5,020
• CDP – web design & marketing support	£ 7,000
• Huddersfield Town Football Club	£26,100
• B. Braun Sheffield - events management	£30,000
• Hull FC Rugby League Club	£11,020
• Other	£25,910

## Operations - helicopters

The key statistics for our two Air Ambulances for the year ending March 2013 are as follows:

- 7,300 hours of available cover [when helicopters were scheduled to be operational]
- 933 [998 - 2012] missions flown
- 444 [376 – 2012] patients carried
- Average cost per mission circa £3,100
- The average flying hours per patient carried was 36 minutes
- The average mission time was just under 76 minutes
- Total litres of fuel used in the year was 168,842 litres and represents a cost of nearly £11k per month
- Average litres per flying hour were 306 per helicopter
- G-SASH had its annual service in the year ending March 2013 and G-CEMS will be serviced in the next financial year

Following discussions, the Charity elected to obtain our own Air Operators Certificate (AOC) and following negotiations & discussions with the Civil Aviation Authority (CAA) this was granted and we became fully operational at the end of November 2012. Being responsible for operating our own helicopters gives much greater flexibility to manage and control our own resources.

It also gives us the opportunity to directly employ our own pilots and provide a better all-round service with resultant savings in operational overheads.

Our helicopter maintenance, pilotage and technical support has, as I reported last year, been carried out by Multiflight at Leeds Bradford International Airport. From the end of November, Multiflight became our maintenance only provider.

## Finance

I am pleased to report that 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 30% and now stands at £8.8M. Yet again we have managed to maintain our administration and fundraising expenditure in line with budget and at under 21% - leaving 79p in every £1 for use in providing the overall lifesaving service. Summer extended flying costs have been maintained at close to the level of last year and we have also financed the use of a relief helicopter for the maintenance and downtime periods of both helicopters.

The Trustees have also again been keen to increase our reserves and a policy has been adopted to allow for future developments. The aim is to build undesignated reserves of £5.5M to £7.0M to enable us to sustain operations for 18 to 24 months. The current reserves are under this requirement, however, it is envisaged that income over the next year will be maintained or increased from current levels, and hopefully by March 2014 our reserves will increase as planned. At some future period it will be necessary to replace our oldest helicopter G-SASH, and the Trustee Board have agreed to the commencement of a designated fund [as part of our reserves policy] to provide for any future developments or major purchases. This is shown in this year's accounts as a designated fund of £1.5M. We have also established a designated fund for the alterations and modification for our new Nostell Air Support Unit.

Our financial software from Sage (Sage 200 Accounts) is being upgraded to the latest 2013 version and the CRM [Customer Relationship Module] is providing great benefit in supporting the Charity's fundraising efforts.

Full detailed financial information is included in the finance report by John Samuel [Trustee for 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].

## Highlights of the year

- HRH The Duke of York visit to RAF Topcliffe on the 09/07/2012 and his agreement to become our Royal Patron.
- The conclusion of our negotiations with the Nostell estate and the planning approval for us to establish our main operations HQ there.



- Our AGM in November 2012 was again extremely well attended and I recommended that we adopt a theme for the year based on the word “DELIVERY”, and this has formed the basis of our focus and strategy for the year.
- The recognition dinner at Tankersley Manor Hotel on 29th November 2012 and presentation of awards was again extremely well attended by 200 people. The event was facilitated by Brian Chapman and his team at B. Braun - Sheffield. Brian is one of our Trustees and I would place on record our thanks and appreciation to him and his team for their hard work and dedication.
- 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% to the Huddersfield Town Football Academy for training young players. The income produced in its fourth year was £223k. 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 is continuing and will be 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 [balance at the end of March 2013 is £22.5M].
- We were very pleased to welcome to the Charity Janet O'Hara, Grants & Trusts Officer – The team has been strengthened by the appointment of Janet and she continues to work on increasing income through our grants applications.
- We were also pleased to announce that Wilkinson's stores adopted the YAA as Charity of the Year. 18 stores from across the Yorkshire region raised in excess of a staggering £132,000.
- We were also delighted to welcome Hull based health & safety equipment specialists, Arco, as our newest brand partner. Arco will be working with the Charity for the next three years and their first big project with us was to develop and produce bespoke brand new flight suits for our paramedics.
- The yearly income was maintained over budget.
- One of our helicopters appeared on the TV programme Countryfile on the 15/01/2012 and Emmerdale on the 11/05/2012. The Countryfile episode was in relation to a patient who had an unusual biking accident and we were part of the script in Emmerdale when one of the characters got lost on the Moors.

## Yorkshire Ambulance Service NHS Trust

Regular Partnership meetings take place between the Yorkshire Ambulance Service (YAS) and the Yorkshire Air Ambulance Charity and our thanks go to the executive team and in particular to David Whiting; Chief Executive, Della Cannings; Chair of the YAS Trust Board of Yorkshire Ambulance Service, and Ian Walton; Associate Director of Resilience and Special Services.

I would also extend special thanks to Steve Rendi [Locality Manager] who has been responsible for the management of our Air Support Units on a day to day basis.



I again must also thank Dr Alison Walker our Medical Director for all her support and advice [sadly she has relinquished her position with YAS as of March 2013], together with Dr Jez Pinnell our Medical Advisor and our thanks are also extended to all the Paramedics and Doctors for their work in attending trauma incidents throughout the Yorkshire region.

During the year at the annual YAS “We Care Staff Awards” in York the Charity was awarded the Partnership Award, which we were delighted to receive.

## Future

The BBC series of “Helicopter Heroes” continues again and a new series is due to commence in November 2013 and will be shown on BBC1. This ongoing series proved to be of enormous benefit to the Charity, as it allows our existing supporters to see first-hand where their monies are being spent and also to encourage new donors. I will be able to give a detailed update of planned events for the next year at our Recognition Awards dinner and Annual General Meeting which will be on Thursday the 24th of October 2013. We are holding our AGM in the afternoon and this will be followed by our Recognition Dinner in the evening – both events will take place courtesy of the RAF at their base at RAF Linton-on-Ouse, North Yorkshire.

Our Air Support Unit at RAF Topcliffe is now fully established and operational.

Our new Nostell Air Support Unit will be operational in November 2013 and should provide enormous benefits to the Charity.

We have been pleased to welcome Lisa Blezard [Community Fundraiser – West] who joined us in June along with Helen Gowans [Regional Fundraiser – North] who joined in August. Both Lisa and Helen will help to boost our presence in their respective areas of Yorkshire. We have also been pleased to welcome Captain Ian Mousette and Captain Andy Hall to our highly skilled team of Pilots. Both bring with them a wealth of experience flying helicopters and are great assets to our team. Finally, we were delighted to welcome Olivia Johnson to the Marketing team to take up the role as Marketing and Digital Media Assistant. Olivia joins us as Sophie Wilkinson left the charity to pursue her dream of travelling.

Asda supermarkets chose the YAA as their charity of choice for 8 weeks in the summer. Around 17 stores from across Yorkshire were fundraising for us, raising over £53,000.

A planned strategy day will take place on the 26th February 2014 when the Charity will review the progress since the last meeting and also develop the strategic plan for the next 5 years.

## Thanks

To HRH The Duke of York, KG for agreeing 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, Charlie Hodgson

& Martyn Moxon, for their help and support in their ambassadorial role within the Charity.

Volunteers play a vital role in the fundraising area of the Charity and I would record our thanks for all their tireless and dedicated support.

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.

My final thanks go to all the operational personnel – Locality Manager [Steve Rendi], Yorkshire Ambulance Service Paramedics, our Chief Pilot [Andy Lister], pilots, dispatchers, the dedicated fundraising and management staff, [Doctors, Office, Marketing, Finance and Administration teams] together with our all volunteers and supporters, 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 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, every day of the year, to keep both helicopters operational. We are constantly examining and improving the use of our assets and 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 YAA Charity to enable future developments and the long term replacement of our helicopters.

The Trustee Board has again agreed the strategy and budget for the year 2013/2014 and I am confident that we can ensure a satisfactory conclusion to our year ending March 2014. We are already seeing income in the first six months of this financial year in excess of last year’s and in line with our budgeted expectations.

The YAA brand grows from strength to strength and is extremely well known in both the Yorkshire region and nationally, and I am confident that with the support and generosity of all our supporters that this position will be maintained to enable the two Yorkshire Air Ambulances to be available for life saving emergency missions 365 days a year.



Transparency is always the key word 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.

Finally, I feel humbled and privileged to be Chairman of the Yorkshire Air Ambulance Charity and my personal thanks go to all the generous supporters throughout the Yorkshire region. I would extend my sincere and personal thanks on behalf of the YAA Charity to everyone, who in any way supports the Yorkshire Air Ambulance to enable the provision of state of the art Air Ambulance service with our two helicopters.

Peter Sunderland DL

Chairman

October 2013





# Vice Chairman's Report

Bruce Burns

12 months have flown by since I wrote my previous operations report as Vice Chairman of the Yorkshire Air Ambulance. Writing a report covering the previous 12 months is never easy.

During the period 2012/2013 we have flown to the following number of major hospitals:

Leeds General Infirmary - 124

James Cook- 109

Sheffield Northern – 29

Hull Royal – 35

Harrogate – 21

Scarborough General – 16

These figures relate to the top six hospitals we fly to across the region and do not cover the number of transfers between helicopter and land ambulance and incidents attended, or other hospitals.

Back in November, the Charity achieved the acquisition of our own JAR-OPS Air Operators Certificate (AOC), the first air ambulance charity to do so in the UK. As a result of this, the Yorkshire Air Ambulance (YAA) now employs all of its own Pilots and our helicopters are looked after and maintained by our Service Provider. Our daily flying hours have been extended to cover up to 14 hours during daylight, which is staggered between both our aircraft. This is possible as our Operations Manual allows the Charity to get the very best out of the daylight hours. With our own AOC, costs are also easier to manage and the main benefit comes as the Charity is not reliant on any one service provider. In essence, this gives us complete control over the management of our assets.

I am also happy to report that the RAF Topcliffe Air Support Unit within the Allenbrooke Barracks is working well, and looking at the missions that have been covered in the North Yorkshire area, it clearly was the right decision for us to make. The interactivity that happens between the RAF and Army has brought the Charity untapped rewards and we are grateful to the MOD for their help and support.



The YAA has moved its engine maintenance from Pratt and Whitney in Canada to ITP who are based in Spain. ITP also carry out all the engine maintenance for the RAF at Linton on Ouse. ITP also have a UK base in York, which now allows a fast response to all our engine repair needs. As a result there is no need to ship to Canada and the inherent problems we have with shipping now means our maintenance provider does not carry out repairs on our engines. This was a major move from the norm compared with other organisations, however, this has facilitated easier management of the engine maintenance.





By its very nature, working within the community, a great deal of time and effort is spent associating with other organisations in Yorkshire. We often attend meetings to keep the flow of information moving and to deal with issues as they arise. The YAA works with and attends the following meetings:

#### **Search and Rescue Group (SAR)**

This is chaired by North Yorkshire Police at Newby Whisk near Northallerton. This group work closely with the YAA for hill, mountain and fell rescue missions. Mission reports are discussed as well as event planning and training days. Improved communications and presence conveys the message “we are here to help save life across Yorkshire”

#### **Embrace**

Embrace are the largest children’s paediatric retrieval in England. The YAA attends its ‘Night in Flight’ events. It also keeps open the communication between planners. The YAA works with Embrace to deliver paediatric consultants to a child who is critically ill at speed and with efficiency. The YAA also carries out critical transfer to Sheffield Children’s Hospital if it is needed. We also attend management meetings with Embrace to help with our communications.

The YAA also has occasional meetings with neighbouring Air Ambulances which include; North West Air Ambulance, The Air Ambulance Service, the Children’s Air Ambulance and the Welsh Air Ambulance.

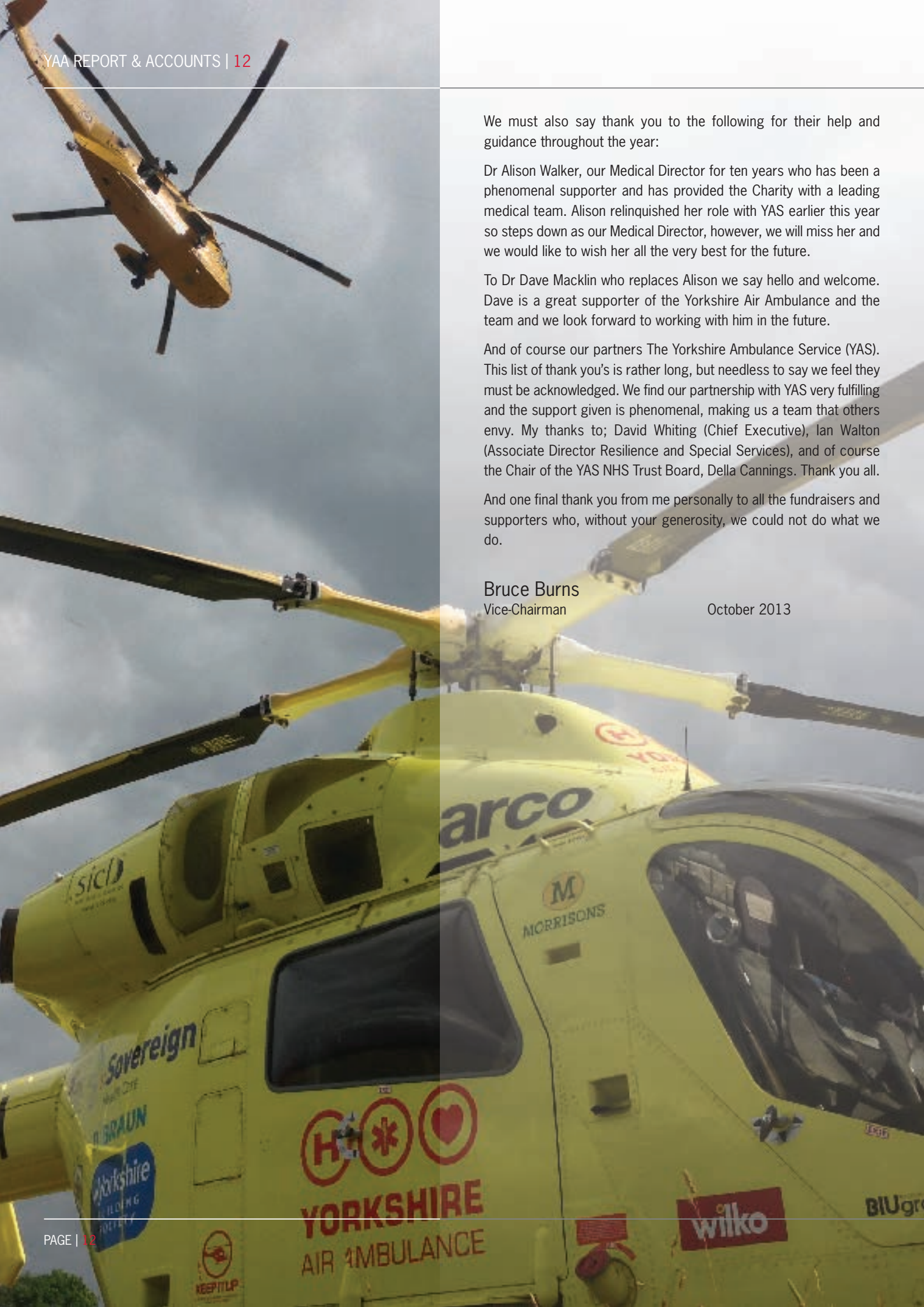
We also liaise with the National Police Aviation Service (NPAS). These exchanges are important for the benefit of all the services, and are

held with the Chairman and myself. This helps prevent duplication of effort, cuts out miss information and enables us to discuss preventative measures.

During the last year, the biggest events in the UK were HM The Queens Diamond Jubilee celebrations and the Olympics. Both of these events were important to the nation and to Yorkshire. The YAA participated in the national Olympic support network with back up for potential situations which could possibly have needed air support. This was an exceptional time and not something that the Charity would normally be involved in, but thanks to you the volunteers and fundraisers, we are now seen as an important emergency front line service.

During the last 12 months the team has been busy with the planning and development of relocating our air base from Leeds Bradford International Airport to a purpose developed site at Nostell Priory near Wakefield. We are planning to be operational from Nostell in November 2013. The development of the new site has taken a phenomenal amount of planning, discussions and inter agency communications. The project has been lead and managed by our Trustee, Kevin Hynes. I would record thanks also to The Yorkshire Ambulance Service (YAS), our pilots, the Civil Aviation Authority (CAA) and the team at the Charity who have all put resources and dedicated preparation into making this happen. My personal thanks during this process goes to Mr Steve Rendi (Yorkshire Ambulance Service), Neale Jacobs (YAA) and Captain Andy Lister (YAA). The hard work and dedication shown from everyone will be worth it as we see yet another improvement to our service.





We must also say thank you to the following for their help and guidance throughout the year:

Dr Alison Walker, our Medical Director for ten years who has been a phenomenal supporter and has provided the Charity with a leading medical team. Alison relinquished her role with YAS earlier this year so steps down as our Medical Director, however, we will miss her and we would like to wish her all the very best for the future.

To Dr Dave Macklin who replaces Alison we say hello and welcome. Dave is a great supporter of the Yorkshire Air Ambulance and the team and we look forward to working with him in the future.

And of course our partners The Yorkshire Ambulance Service (YAS). This list of thank you's is rather long, but needless to say we feel they must be acknowledged. We find our partnership with YAS very fulfilling and the support given is phenomenal, making us a team that others envy. My thanks to; David Whiting (Chief Executive), Ian Walton (Associate Director Resilience and Special Services), and of course the Chair of the YAS NHS Trust Board, Della Cannings. Thank you all.

And one final thank you from me personally to all the fundraisers and supporters who, without your generosity, we could not do what we do.

Bruce Burns  
Vice-Chairman

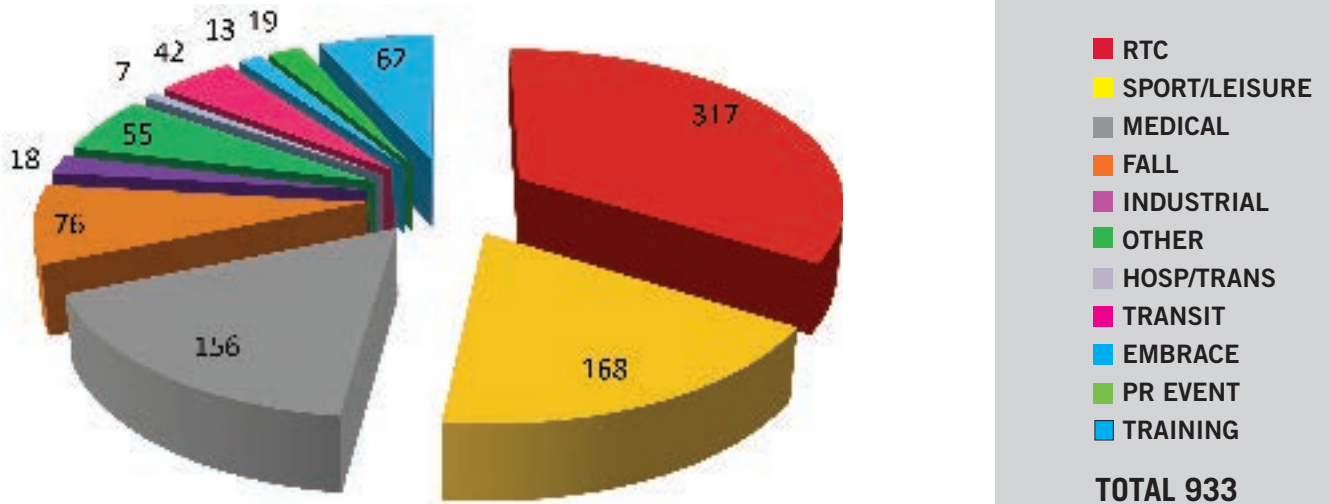
October 2013



# Operational performance

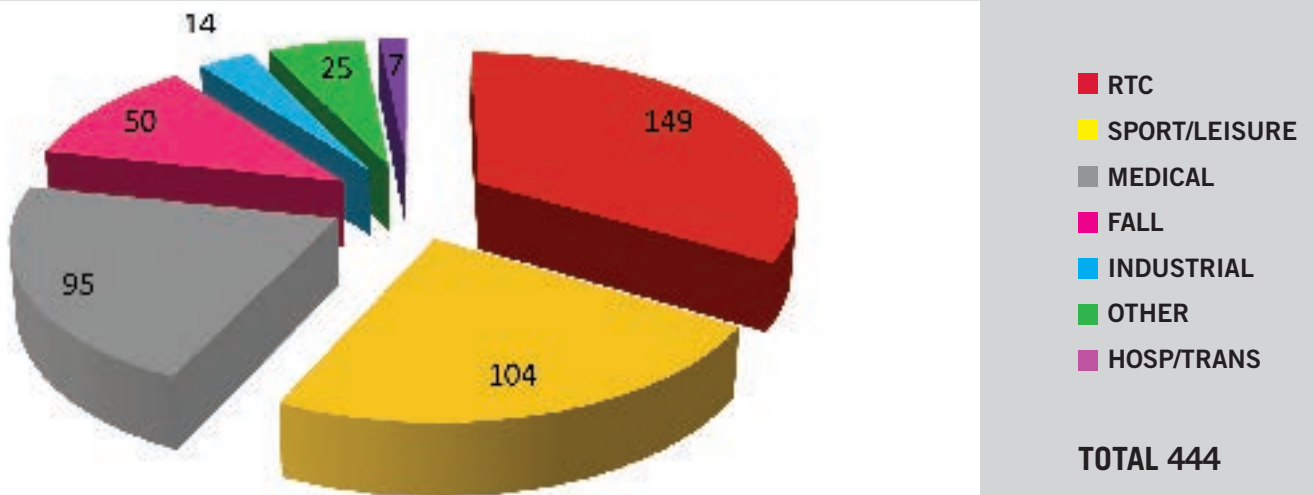
## ALL TASKS | 2012

1st April 2012 to 31st March 2013



## PATIENTS CONVEYED | 2012

1st April 2012 to 31st March 2013



# Financial results

## Consolidated results for the year ended 31st March 2013

### Income & Expenditure:

	March 2012/2013 £000's	March 2011/2012 £000's	March 2010/2011 £000's
<b>Income</b>	<b>5,198</b>	<b>4,306</b>	<b>3,856</b>
<b>Expenditure</b>			
Cost of Generating Funds	756	721	**622
Governance Costs	60	43	38
	<b>816</b>	<b>764</b>	<b>610</b>
Operational Costs	2,346	2,204	**2,155
<b>Total Costs</b>	<b>3,162</b>	<b>2,968</b>	<b>2,815</b>
<b>Increase in reserves</b>	<b>2,036</b>	<b>1,338</b>	<b>1,041</b>
<b>Total Reserves B/FWD</b>	<b>6,806</b>	<b>5,468</b>	<b>4,427</b>
<b>Total Reserves C/FWD</b>	<b>8,842</b>	<b>6,806</b>	<b>5,468</b>

## Consolidated results for the year ended 31st March 2013

### Balance Sheet as at:

	March 2012/2013 £000's	March 2011/2012 £000's	March 2010/2011 £000's
<b>Fixed Assets</b>	<b>3,146</b>	<b>2,984</b>	<b>3,195</b>
<b>Current Assets</b>			
Debtors and stock	549	470	248
Bank Balances	5,352	3,792	2,327
	<b>5,901</b>	<b>4,262</b>	<b>2,575</b>
<b>Current Liabilities</b>			
Creditors	205	440	302
<b>Net Current Assets</b>	<b>5,696</b>	<b>3,822</b>	<b>2,273</b>
<b>Long Term Liabilities</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Net Assets</b>	<b>8,842</b>	<b>6,806</b>	<b>5,468</b>
<b>Represented By</b>			
Restricted Funds	60	30	38
Designated Funds	2,711	1,000	2
Unrestricted Funds	6,071	5,776	5,428
	<b>8,842</b>	<b>6,806</b>	<b>5,468</b>

\*please note that the 'Cost of Generating Funds' in 2009/2010 is notably boosted due to the inclusion of the 'Donations in Kind' figure which was significant for that year

\*\* please note these figures have been adjusted to reflect the change to method of apportioning support costs - they are only amended by way of comparison





March 2009/2010  
£000's  
**3,752**

March 2008/2009  
£000's  
**3,151**

\*833  
43

484  
75

**876**

**559**

1,952

1,698

**2,828**

**2,257**

**924**

**894**

**3,503**

**2,609**

**4,427**

**3,503**

March 2009/2010  
£000's  
**3,338**

March 2008/2009  
£000's  
**3,190**

415  
1,552

391  
1,012

**1,967**

**1,403**

552

552

**1,415**

**881**

**325**

**569**

**4,428**

**3,502**

62  
6  
4,360

40  
9  
3,453

**4,428**

**3,502**

# Financial results

## Lottery Results to March 2013

Income & Expenditure						
	2012/2013		2011/2012		2010/2011	
	£000's	% of income	£000's	% of income	£000's	% of income
<b>Income</b>	<b>202</b>	<b>100%</b>	<b>230</b>	<b>100%</b>	<b>236</b>	<b>100%</b>
<b>Expenditure</b>						
Prizes	45	22.28%	55	23.91%	50	21.20%
Admin	18	8.91%	21	9.13%	24	10.20%
	<b>63</b>	<b>31.19%</b>	<b>76</b>	<b>33.04%</b>	<b>74</b>	<b>31.40%</b>
<b>Operational Surplus</b>	<b>139</b>	<b>68.81%</b>	<b>154</b>	<b>66.96%</b>	<b>162</b>	<b>68.64%</b>
<b>Donations to YAA Charity</b>	<b>139</b>		<b>154</b>		<b>162</b>	
<b>Net Surplus/-Loss</b>	<b>0</b>		<b>0</b>		<b>0</b>	

## Legacies to March 2013

	2012/2013	2011/2012	2010/2011	2009/2010	2008/2009
	£000's	£000's	£000's	£000's	£000's
<b>Legacies Notified</b>	<b>1,205</b>	<b>902</b>	<b>962</b>	<b>592</b>	<b>407</b>
<b>Largest Legacy</b>	<b>178</b>	<b>100</b>	<b>380</b>	<b>121</b>	<b>101</b>
<b>Smallest Legacy</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Number of Legacies</b>	<b>77</b>	<b>57</b>	<b>46</b>	<b>45</b>	<b>40</b>





2009/2010 % of income £000's		2008/2009 % of income £000's	
<b>243</b>	<b>100%</b>	<b>262</b>	<b>100%</b>
56	23.00%	64	24.40%
25	10.30%	41	15.60%
<b>81</b>	<b>33.30%</b>	<b>105</b>	<b>40.10%</b>
<b>162</b>	<b>66.70%</b>	<b>157</b>	<b>59.90%</b>
<b>162</b>		<b>157</b>	
<b>0</b>		<b>0</b>	

## Provisions of Helicopters to March 2013

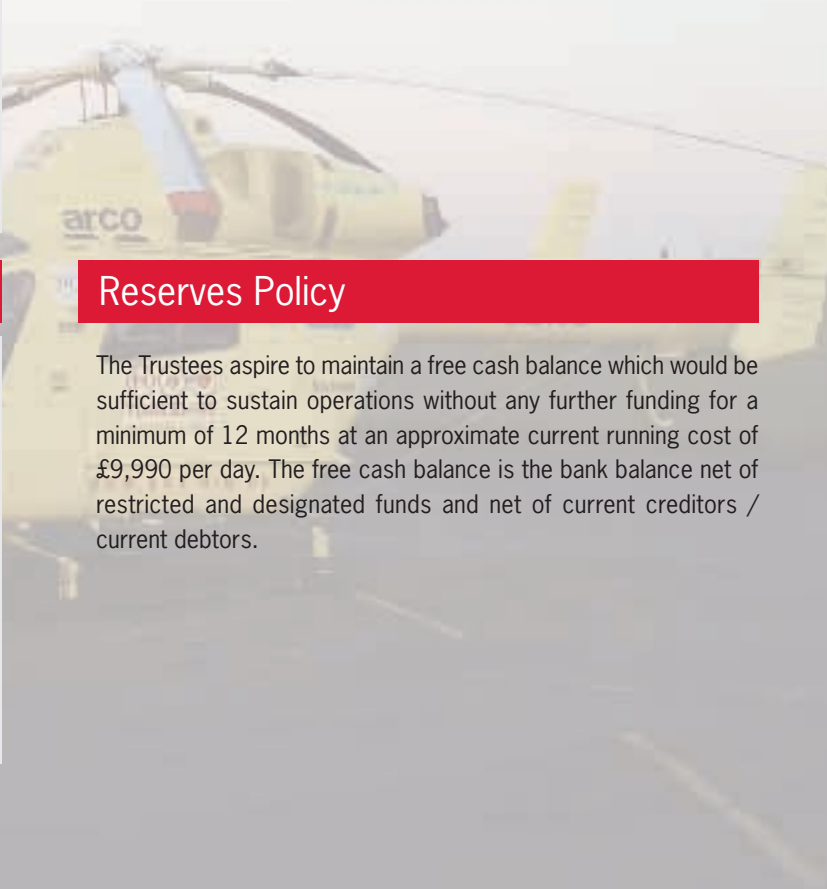
2012/2013

### Helicopters

At some point in the future it will become necessary to replace our oldest helicopter and therefore the Trustee Board has agreed to the creation of a designated fund to provide for future developments/major purchases. This fund currently stands at £1,500,000 in the accounts. A designated fund has also been created for development of our new air base at Nostell Priory, near Wakefield.



2007/2008 £000's	2006/2007 £000's	2005/2006 £000's
<b>283</b>	<b>1,380</b>	<b>141</b>
<b>62</b>	<b>620</b>	<b>95</b>
<b>1</b>	<b>1</b>	<b>1</b>
<b>24</b>	<b>26</b>	<b>5</b>



## 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 current running cost of £9,990 per day. The free cash balance is the bank balance net of restricted and designated funds and net of current creditors / current debtors.



# Some things you didn't know about the YAA....

As part of our marketing and general information, the YAA often use lots of facts and figures to help people understand just how the charity works and to quantify the costs involved running the organisation. Figures such as the daily running cost of £9,990 per day or 'if everyone in Yorkshire gave us 50p means we'd have enough money to run the charity for a year' are often highly publicised or talked about at our speaker presentations.

However, behind the scenes at the YAA, we use lots and lots of other facts and figures to help us monitor and control our organisation, and here are a list of just a few of the more interesting stats you don't get to see everyday:

(Please note: all the figures are relevant to the financial year 1st April 2012 to 31st March 2013)

- G-SASH attended **496** incidents
- **68,952** people visited our website [www.yaa.org.uk](http://www.yaa.org.uk)
- G-CEMS attended **437** incidents
- On average, we fly to **3** missions per day
- G-SASH consumed **78,375** litres of fuel
- Our crews flew to 18 industrial related incidents
- The average visit to the YAA website is worth **£5.17**
- Historically, we fly to more road traffic incidents than any other Air Ambulance in the UK
- G-CEMS consumed **90,467** litres of fuel
- We attended **317** Road Traffic related incidents
- Our youngest paramedic is **28**
- Our oldest paramedic is **50**



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# Roll of honour

## 2011 and 2012

### 2011 Volunteers

Dave Towney  
Pat Lee  
Jim Harris  
Anne Harding MBE  
Scarborough Volunteer Team

### Organisations & Fundraisers

The Young Farmers  
Kellingley Colliery  
Tim Dewhirst  
Ann Kent  
Jenny Sleights  
Menston Evening Townswomen Guild  
Santander  
Val Pawsey  
Otley Golf Club  
Baildon Charity Committee  
Lions Club of Huddersfield  
Harrogate Hospital Ambulance Desk

### Patient Fundraising Ambassador

Christine Parkinson

### Corporate

SICL  
Veolia  
CDP  
Heavenly Group

### Media

Sam Casey

### Outstanding Partnership

Sovereign Healthcare

### Chairman's Award

Bag It Up

### 2012 Volunteers

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

### Organisations & Fundraisers

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

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 - Chairman of Huddersfield Town Football Club

# £10K donors

## Supporters who kindly donated over £10,000 during 2012/2013:

Arco  
B. Braun Medical Ltd  
Bag It Up  
Betty's and Taylors of Harrogate  
Drax Power Station  
The Emmandjay Charitable Trust  
The Freemasons' Grand Charity  
Huddersfield Town Football Club  
The Jack Brunton Charitable Trust  
Marks & Spencer  
Miss C Jowett  
Mike Rimmer & The Big Bike Ride  
The Liz & Terry Bramall Foundation  
Potters Yorkshire Farmhouse Eggs  
SICL  
Sovereign Health Care  
Wilkinsons  
Yorkshire Building Society

## Donations in kind:

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

# Follow us via Social Media!

You can now keep even more up to date with what we are up to at the Yorkshire Air Ambulance by following us through various social media channels!

You can follow us on Facebook by visiting our fan page - just search 'Yorkshire Air Ambulance' in the search bar at the top of the page, then 'Like' the page. We post various bits of news and articles including information about Helicopter Heroes, YAA related stories, the latest fundraising campaigns and much more! We love to hear from our supporters, so if you've got something to tell us, please post it on the page. We also encourage supporters to post about any fundraising events they are organising or taking part in. Likewise, we will always endeavour to answer any questions put to us via Facebook.

We are also very active on Twitter too and can be followed via @YorkshireAirAmb. And if you follow us and have something interesting to say, we'll follow you back too!

The most recent additions to our Social Media channels is our new Google+ page and also our Instagram and Pinterest accounts. Google+ (follow Yorkshire Air Ambulance) is yet another social media channel which allows us to share news and information on a daily basis about what's going on at the YAA. Our Instagram (follow YORKSHIREAIRAMBULANCE and #yorkshireairambulance) and Pinterest (follow Yorkshire Air Ambulance) accounts allow us to share more of our picture content with our supporters. If you are on any of these channels, please follow us and keep up to date with lots of information!

We still have the 'Blog' function on our website where we post interesting and insightful blogs. These include finding out about what the team get up to on a day to day basis as well as other topics that we hope you will find of interest. You can locate the blog by visiting the YAA homepage at [www.yaa.org.uk](http://www.yaa.org.uk) and clicking on the 'Blog' icon at the top of the page.

Download the App to watch HM98 & HM99 fly across the region to the many hospitals we fly into, and see just how far and wide we have travelled in a week. You can also get access to the latest facts, figures and information from the Charity which you can then share with your own Facebook and Twitter followers. Of course, there are also some more fantastic bits on the App, but you'll have to download it to find out what that is!

You can download the official YAA App from the iTunes store.









**YORKSHIRE**  
AIR AMBULANCE

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**[www.yaa.org.uk](http://www.yaa.org.uk)**

Registration No. 1084305

Yorkshire Air Ambulance is a Registered Charity