

# Airborne

Issue 4

## Driving into 2021

Find out about our new Promotional Vehicles

## Building bridges with local communities

Learn all about our new campaign

## YAA welcome two RRVs to vehicle fleet







# Financial year stats

**1365**  
Incidents responded to

Patients carried by air  
**123**

Patients treated  
**922**

August was the busiest month in 2020

West Yorkshire was our most flown to region

# Welcome to the YAA



## Welcome to the fourth issue of our newsletter.

We're nearly half way through 2021 already and whilst the year didn't begin exactly how we would have liked it to, it's looking like we're on track to be back out on the road this summer and we're excited about all the latest developments that we will bring you in this issue.

We drove into 2021 with our brand new promotional and rapid response vehicles. Our promotional vehicles were developed as an educational tool to help spread awareness of the Charity in our upcoming schools' project and at fundraising events across the region. Whilst we haven't had the chance to fully utilise these yet, our teams have been hard at work training how to use them and we're currently planning in events later in the year. We cannot wait to share these with you all.

In 2020 the YAA responded to 179 missions using Rapid Response Vehicles (RRVS) on loan from the Yorkshire Ambulance Service (YAS) and we're now delighted to say we have two of our very own. These vehicles will enable us to bring our Critical Care Team and their specialist skills to the scene of an incident when our aircraft is offline due to adverse weather or routine servicing.

Our crews are still hard at work helping to save the lives of people across Yorkshire during the third lockdown and to ensure their skills are continuously refreshed, we have invested in a brand new thoracotomy training manikin. These have been possible thanks to grant funding awarded by the Jack Brunton Charitable Trust and the Tesco Bags of Help grant scheme, generated from the sale of reusable bags in store.

2020 was a very challenging year for the Yorkshire Air Ambulance and many of us across not only the charity sector but businesses and communities as a whole. As we continue the fight against COVID-19 we are remaining vigilant and optimistic that towards the end of the year hopefully, the future will be brighter.

Stay safe and protect your loved ones.



**Peter Sunderland**  
Yorkshire Air Ambulance  
Chairman

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# YAA Staff *Updates*

We're delighted to welcome Dr Jonny Scrimshaw and Ruth Crossley to our YAA Family. Jonny joins us as our new YAA HEMS Doctor and Ruth is our new Finance Clerk.



## Dr Jonny Scrimshaw - YAA HEMS Doctor

Dr Jonny Scrimshaw, who currently lives in York, is originally from Yorkshire but moved down to London to pursue a medical career working for air ambulances in the South and East of England. He recently moved back home to Yorkshire where he began working as an A&E consultant at Leeds General Infirmary.

"It was always a plan to come back here, it was just a matter of when", said Jonny. "I had really good training down in London and lots of opportunities, working with air ambulances and gaining A&E experience but my family is in Yorkshire and it's somewhere I always thought I'd come back to raise my own kids.

When asked about his new role, he said: "It was a whirlwind introduction starting a new job in lockdown. Everyone is really nice, it's a nice place to be. I'm looking forward to working and doing some good for the people of Yorkshire. It's always rather nice to work in your back yard, you feel responsible for improving it and looking after people."

## Ruth Crossley - Finance Officer

Ruth lives in Huddersfield with her partner, three children and her dog Baxter. She joined the Charity at the end of September last year.

When asked what she enjoys about her role, Ruth said: "It has been great to work with a team that has been so welcoming and working for a charity is a new challenge for me and I am learning so much."

In her spare time Ruth enjoys going to concerts, going on walks and spending time with her family.

**Interesting fact:** Ruth used to work in Eureka's café, the National Children's Museum in Halifax. It was her first job at 16 and one of her first customers was Sally from Coronation Street!



For more staff updates please visit:

<https://www.yorkshireairambulance.org.uk/about/meet-our-team/>

# Fundraising *News*

## National Hot Chocolate Day event raises a sweet £584!

Thank you to everyone who took part in our Hot Chocolate Day raffle, which raised an impressive £584!

A big thank you also to our ambassador Amanda Owen, Patron Jon Mitchell and our very own Matt Syrat, Cpt Steve Waudby and the fundraising team who ran our Hot Chocolate Day Virtual Event. I'm sure you'll agree that it was a very enjoyable morning with lots of interesting talks.



## Christmas tree campaign raises a jolly £1,390

Thank you to everyone who purchased a star, present or bauble on our Christmas tree. The campaign raised an incredible £1,390 for YAA and we enjoyed reading all of your kind messages. We have been truly overwhelmed by your generosity and support and the money raised will help greatly towards our vital funding.



## Hike4Helis

In April we launched our Hike4Helis campaign, encouraging supporters to walk either 33 or 66 miles, the distance between our airbases or the return journey to raise vital funds for YAA. More than 60 people took part and we've enjoyed seeing everyone's photographs.





# New Promotional Vehicles

## The Launch

Just before Christmas 2020, we launched our new Promotional Vehicles, designed to showcase our work at events and schools across the region. Whilst our plans have been temporarily put on hold due to COVID restrictions, we're excited to be able to tell you a little bit more about these amazing vehicles.

The two Fiat Ducato vehicles have been specially designed and built to allow our fundraising teams to take a state-of-the-art educational supporter experience out on the road and into communities. The eye catching branding means that we won't be missed on the roads across Yorkshire.



Having taken over a year to design and build by Derby-based Neat Vehicles, the purchase of the two Fiats has only been made possible through generous funding and sponsorship by long-standing YAA supporters B. Braun Medical Ltd and the Yorkshire Freemasons. Each has pledged to support one of the vehicles.

Both organisations are dedicated long-standing supporters of the Charity, with Sheffield based B. Braun working with the Charity for over 17 years with both financial and professional support, and Yorkshire Freemason's from across the region offering ongoing fundraising and financial support.



## Features

Equipped with interactive technology, the vehicles feature a replica cockpit from our H145 helicopters, with screens showing aerial footage of the views the crews experience whilst flying across the region. Also featuring in the vehicles is a screen for presentations and interviews with the crew, interactive iPads for an immersive user experience and a seating area where supporters can chat with our fundraising staff and volunteers.

The promotional vehicles will also play an active role in our brand new schools educational project, which aims to teach children about the service and inspire the next generation of supporters. They will also take centre stage at many summer fayres, festivals, fun days and community events across the region.



## Peter Sunderland, Chairman of the YAA commented:

"These two new promotional vehicles mark a significant advancement in our educational and fundraising experiences, but have only been made possible due to the generous support from both B. Braun Medical Ltd and the Yorkshire Freemasons. We genuinely cannot express our thanks enough to them to make all this possible.

The new vehicles will be key to our future community fundraising and educational activities. They will help us pave the way for a new immersive style of interacting with the public and our supporters, which we hope will engage both new and established supporters alike and will showcase our life-saving work across the Yorkshire region".



Watch our Promotional Vehicle launch video here:

<https://www.yorkshireairambulance.org.uk/yaa-promo-vehicles/>

# Thoracotomy

## Manikin



### Last year we secured grant funding for a new Pro Simbodies Thoracotomy Trainer.

The grant to purchase the manikin was generously awarded by the Jack Brunton Charitable Trust and the Tesco Bags of Help grant scheme, generated from the sale of reusable bags in store. Both organisations are valued supporters of the YAA.

The Thoracotomy Trainer is a repairable and operable manikin that can be cut open and sutured back together to practice thoracotomies. A thoracotomy is an emergency surgical procedure and is often performed by our Critical Care Team at the roadside. It provides adequate exposure of the heart and lower chest area to drain blood from around the heart, predominantly required as a result of penetrating chest trauma or blunt trauma where a blockage is suspected.

The Thoracotomy Trainer is the latest addition to our family of training manikins. The Simbodies are anatomically correct, life casts of real bodies to give them the look and feel of a real person. They enable members of our crew to practice

complex procedures without the risk to patients, in a safe and controlled training environment.

The simulation suite located at our Nostell airbase, where we use the manikins, is a fully immersive training room that can be adapted to replicate various real-life trauma situations. It features 360-degree projectable walls, a scent dispersal machine and is temperature-controlled. The simulation suite not only tests the paramedics' clinical skills, but it also tests their sensory system, to replicate what might happen on a call out.

### Fact:

**In 2020 YAA carried out 22 roadside surgical procedures, including three thoracotomies.**



Matthew Syrat, Clinical Operations Manager for the Yorkshire Air Ambulance, said: "Our new thoracotomy trainer will enable the team to practice not only the physical method of the procedure but will also allow us to manage the sensitive human factors that often surround it. This is a relatively rare procedure, and this makes it incredibly important that we all know what our roles will be during the real-life event. We cannot thank Jack Brunton Charitable Trust, along with Tesco Bags of Help, enough for their generous help to allow us the opportunity to purchase this manikin for the Yorkshire Air Ambulance."

Derek Noble, the Jack Brunton Charitable Trust Chairman commented: "We are delighted to support this latest life-saving project by the Yorkshire Air Ambulance. The Jack Brunton Charitable Trust has supported the Charity for many years, in recognition of the vital service it provides to rural communities across North Yorkshire. We hope that this new training equipment will help the Critical Care Team save even more lives across the region."



**For more YAA news please visit:**

**<https://www.yorkshireairambulance.org.uk/news-patient-stories/news/>**

# Our New *Rapid Response* Vehicles



**When dealing with the most serious major traumas in Yorkshire, time is of the essence and it is paramount that our Critical Care Team can reach their patients in the quickest way possible.**

Earlier this year we were delighted to announce that we have introduced two custom-built Skoda Kodiaq Rapid Response Vehicles to our fleet which will enable the Charity to extend our operations during adverse weather conditions, when the aircraft are offline for routine servicing and maintenance and when, in some circumstances, it is quicker to get to the patient by road rather than by air.

The two new vehicles were custom-built to meet the needs of the crew and they are fully capable of carrying the same life-saving equipment found in both our helicopters, enabling the Yorkshire Air Ambulance crew to bring the same expert care to the scene of an incident as they do with their aircraft.

One of the vehicles will be based at the Nostell airbase and the other at the Northern Topcliffe airbase, allowing the Charity to service the entirety of Yorkshire when patients require the specialist skills of their Critical Care Team.

Peter Sunderland, YAA Chairman, said: "We are delighted to welcome two new rapid-response cars to our fleet of life-saving vehicles. These cars will make a huge difference to our operations in adverse weather conditions and places unreachable by aircraft, enabling us to provide swift medical interventions that could have a major impact on a patient's chance of survival and subsequent quality of life.

None of this would have been possible without the generosity of the Mark Benevolent Fund, Henry Surtees Foundation, Morrisons Foundation and the Tesco Bags of Help scheme in York, who have all kindly sponsored the vehicles."

Matt Syrat, Clinical Operations Manager, said: "The capabilities of our new rapid response vehicles will allow us to be able to get to patients during periods of aircraft downtime or extreme weather which render flying impossible, ensuring we can deliver pre-hospital care in the right place and at the right time."

Darren Coleman-Heald, Charities Manager at the Mark Benevolent Fund, said: "The Mark Benevolent Fund is delighted to have joined forces once again with our partners at the Yorkshire Air Ambulance. This all-important project and the vehicle provided reach deep into the heart of your community and will be a certain lifeline to many. The Mark Benevolent Fund is the official charity of the Grand Lodge of Mark Master Masons, the third largest branch of Freemasonry. Our 35,000 members will be pleased to know that their donations are being used wisely, helping those in need and saving lives right across Yorkshire."

Nick Smith, Executive Director of Operations at Yorkshire Ambulance Service NHS Trust, said: "The long-standing partnership we have with YAA is a great asset for the Yorkshire region and the addition of these two rapid response vehicles at YAA will extend the reach of the Critical Care Team to treat more patients who are in a serious or life-threatening condition."

Read on to find out the most common reasons why we dispatch our rapid response vehicles.



## Adverse weather conditions

Our priority is to treat all of our patients in the most efficient manner and also keep our crew and the public safe. Unfortunately, adverse weather conditions can be a health and safety hazard for the helicopters as they can drastically reduce visibility and come with a risk of not being able to take off or land safely. In these situations, our Rapid Response Vehicles ensure that we're able to get our crew to the scene of an incident, and the specialist medical equipment and medicine we carry can make the patient more comfortable and give them a better chance of survival and recovery. Our Paramedics and Doctors all carry special analgesia and can perform complex roadside procedures that the crew of a land ambulance are unable to.



## Aircraft Servicing and unscheduled maintenance

As our helicopters fly many miles across the region on a daily and weekly basis, it is vitally important that they are regularly maintained and undergo vigorous safety checks. The safety of our crew and the people of Yorkshire is of the utmost importance and the impact of something going wrong could be catastrophic.

Both helicopters undergo a mandatory annual service each year. It's a bit like sending your car into the garage for a service and MOT. The aircraft is stripped down and each part is thoroughly tested, checked and repairs undertaken if necessary. There are also instances of 'unscheduled maintenance' that need to be undertaken too – this is when an engineer visits the airbase to undertake checks or repairs.

This happens if a Pilot identifies a small issue with the aircraft or perhaps a warning light might come on. In these circumstances the helicopter can be offline for a few hours or the day whilst the engineer addresses and fixes the issue. This is when the crew can utilise the RRV and respond to incidents in the Skoda, keeping disruption to our operations to a minimum.

## Nearby incidents

If an incident happens close to one of our two air bases, sometimes it is quicker and more efficient to send out the Rapid Response Vehicle to the incident than it is to dispatch our aircraft. Due to pre-flight safety checks, it can take a few minutes for the aircraft to be ready for lift-off. When our Paramedics arrive on the scene and have assessed the patient, a decision can then be made whether they need to be flown to a hospital and we will send the helicopter to the scene.

## At the beginning of a shift

Every morning the aircraft have to be fuelled and undergo safety checks before going online and becoming operational. If a call comes through before these safety checks are complete, we would send our RRV to enable us to reach the patient as quickly as possible.

## Solo Responding

On occasions, we have Critical Care Paramedics, over and above the requirement of the roster, meaning that we may staff the RRV in addition to the aircraft. We often advocate the cars to head into areas of remote/difficult access, as well as inner cities or large areas of motorways to be able to provide an initial response to a critically injured patient.



**Find out the types of incidents the YAA attend by reading our incident log:**

<https://www.yorkshireairambulance.org.uk/news-patient-stories/incident-round-up/>

# Building Bridges in our Local Communities

## Working at the heart of our communities: Angela Vyas, West Yorkshire Community Fundraiser speaks about her work building bridges with our local communities.

Local communities are the life-blood of the YAA, they enable us to spread the word about our Charity far and wide and offer us invaluable support with fundraising and events.

Yorkshire is an incredibly diverse and multicultural region and over the last twenty years we have had the pleasure of working alongside an array of community and faith groups across the region. However, we realise more needs to be done to network with other community groups we haven't had the chance to speak to yet.

To help us build greater relationships within local communities West Yorkshire fundraiser Angela Vyas has been working on a new and exciting 'Building Bridges' project which we're launching this year.

The Yorkshire Air Ambulance is a service for all, for anyone who needs critical care regardless of age or background. West Yorkshire is an incredibly diverse and multicultural region and I have had the privilege of working alongside a number of community and faith groups across the region, however, I know there are still many more diverse communities that we would like to start conversations with and have recently been working hard to help bridge these gaps with several diverse community groups.

2020 was a turbulent and unsettling year for all, and although all face to face interaction ceased, I was still determined to develop an exciting and meaningful project to build bridges within our communities. I feel so lucky to have been able to work on such an inspiring project to help build bridges between various community groups, cultures, faiths and the YAA, to work more closely together and gain a better understanding of each other."

The creative workshops will be delivered by the YAA team at community centres and groups across West Yorkshire to start with, once restrictions allow.



In time, the programme will be rolled out across the whole of Yorkshire. This is a great opportunity for members of the community to work together, enjoy and develop new skills.

Each activity session will last for two hours and be delivered over a 3 to 4 week period, on three different occasions over one year. Activities are based around, but not limited to, arts and crafts, recycling and using various types of paper. There will also be the opportunity to raise vital funds for both the group and YAA. Benefits of the workshops include the opportunity to learn new things, build confidence, reduce stress and anxiety, and have fun whilst making new friends and increase skillset."





Sarbjit Kaur Hayre, from the Chapeltown Gurdwara in Leeds, a valued member of our steering group who are launching our campaign, explained the programme perfectly; "It's vital for charities and community groups to build these bridges, for both the charity and the group themselves. It is a two-way process, and any relationship is built on two-way communication. If a charitable organisation puts a handout and recognises you as a community and thanks you for what you might have contributed, it could lead to more involvement from neighbouring communities."

Everyone at the YAA and across the region has their own unique experiences and skillsets to share and I am looking forward to adapting, learning, and developing life-long relationships that can help bring communities closer together.



**Amarjit Singh, YAA Trustee said:** "This is a fantastic initiative and something as a charity we are incredibly proud to be launching. Yorkshire Air Ambulance is a charity that provides life-saving emergency treatment for everyone, regardless of their age, gender or background. We are hoping that this project will lead to improved cross-community collaboration and engagement and that it will help us break down barriers and start all important communications with diverse groups across the region. We look forward to building long-lasting, mutually beneficial relationships within local communities that will play a key part in Yorkshire Air Ambulance for years to come."

**To find out more about our building bridges campaign, keep an eye on our blog:**  
<https://www.yorkshireairambulance.org.uk/news-patient-stories/blog/>

# Patient's Story

## Professor Ben Van Hout

**Professor Ben Van Hout is a health economist who researches the cost-effectiveness of the treatment given to patients. In May 2019 Ben was working from home, sitting at his desk, when he began experiencing chest pains.**

Speaking of the warning signs, Ben said: "I had a strange pressure on my chest. At the beginning I thought it was nothing, but after it persisted for a couple of minutes I realised that it could be a heart attack."

Ben called the emergency services who quickly arrived on scene and performed an ECG, which showed signs of a major heart attack that could only be treated at a CATH Lab. With time being of the essence, the Yorkshire Air Ambulance was deployed to fly Ben to Leeds General Infirmary.



Within 10 minutes of arrival at the hospital, Ben was having the life-saving procedure that he has been researching, a coronary angioplasty, where consultants use a balloon to stretch open blocked arteries to remove a blood clot from a patient's heart before a stent is inserted.

Ben spent one night in Leeds General Infirmary and was then transferred to York, where he spent a further four days. He has since had a good recovery and has been given the all-clear by doctors.

Speaking of his incident, Ben said: "The faster you are at the hospital, the better the results are and of course going in the helicopter decreases the time between symptoms and having a stent placed.

I'm a Professor of Health Economics and I researched the cost-effectiveness of helicopters and the cost-effectiveness of the stent procedure I was given. I have researched most of the things that have happened to me and the medication I was on.

Given all the research I have done in this area, I feel like I may have taken my research a little bit too far. That was not a good idea. I can only be thankful to everyone doing such a good job. I can't believe how lucky I am."

Read our patient stories here:

<https://www.yorkshireairambulance.org.uk/news-patient-stories/patient-stories/>



# YAA 2021 EVENTS

**May  
2021**

Sunday 16th May

## Skydive!

Join us in Bridlington for our first Skydive day of the year and take on our skydive challenge to help save lives across Yorkshire. Experience the thrill of jumping from 10,000 feet and free-falling at over 120mph.

**Register here:** <https://bit.ly/3cGqbHq>



**July  
2021**

Friday 2nd July

## Yellow Yorkshire Day

Join us on **Friday 2nd July** for lots of yellow themed fun. From dressing in yellow to baking yellow themed goodies, and everything in-between, there are lots of different ways to get involved.

**Email** [info@yaa.org.uk](mailto:info@yaa.org.uk) to register your interest.



**July  
2021**

Friday 2nd July

## Yellow Yorkshire Day Virtual Duck Race

Keep an eye out on our social media channels to find out more very soon.



**July  
2021**

Saturday 10th &  
Sunday 11th July

## Total Warrior

Taking place at Bramham Park near Wetherby there are courses to suit the whole family from the 12K Full Warrior experience, to the Half Warrior and Junior Warrior courses. Great, muddy fun for everyone!

**Find out more here:** <https://bit.ly/3cRTdUK>



To join one of these fantastic events, follow the weblink for each event to register directly.  
Alternatively email [info@yaa.org.uk](mailto:info@yaa.org.uk)

# YAA 2021 Events

**Aug  
2021**

Sunday 1st August

## Run for All - York 10K!

York 10K offers runners the unique opportunity to race through the heart of this wonderful city. Starting and finishing in Knaresmire Road, close to York Racecourse, the race takes in some of the city's most historic landmarks including the ancient walls, Clifford's Tower and York Minster.

**Click here for more info:** <https://bit.ly/3eZYLzb>



**SEPT  
2021**

Sunday 5th SEPT

## Run for All - Leeds 10K!

A hugely popular, inclusive and superbly supported race for participants of all abilities. The route takes in many of the city's historic landmarks. A fantastic atmosphere and friendly volunteers make the event unforgettable for all.

**More info here:** <https://bit.ly/38TXupw>



**SEPT  
2021**

Friday 10th SEPT

## St Leger

Join us in September for one of the most anticipated dates in the YAA calendar, the St Leger race day at Doncaster Races. Located in an executive marquee in the centre of the racecourse, guests will enjoy a fabulous day of racing, good food and great company.

**Please email [k.collinson@yaa.org.uk](mailto:k.collinson@yaa.org.uk) to book your places or for more info!**



**SEPT  
2021**

Sunday 12th SEPT

## The Great North Run!

The UK's biggest and most famous half-marathon! Join thousands of runners pounding the streets of the North East whilst supporting the YAA!

This year's run takes place on Sunday 12th September. Places are sold out for 2021 but register your interest now to secure a place for 2022 by emailing: [k.collinson@yaa.org.uk](mailto:k.collinson@yaa.org.uk)





# YAA 2021 Events

SEPT  
2021

Saturday 18th Sept

## Skydive 2

Join us in Bridlington for the penultimate of our Skydive days this year! Experience the thrill of jumping from 10,000 feet and free-falling at over 120mph.

Apply now for your place: <https://bit.ly/3956cRJ>



SEPT  
2021

Sunday 19th Sept

## Skydive 3

**SOLD OUT**



OCT  
2021

## 21st Birthday Virtual Balloon Race

Help us celebrate our 21st birthday by taking part in our virtual balloon race.

Balloons will be available to buy on our website for £3, with prizes for the 3 balloons that travel the furthest!



OCT  
2021

## Business 21st Birthday accumulator challenge

Starting with a £21 investment, you have a month to make as much money as possible.

How much could you make? Could you challenge different teams in your office?



# YAA 2021 Events

Oct  
2021

Sunday 17th Oct

## The Yorkshire Marathon

Starting and finishing at The University of York, the Yorkshire Marathon route takes in 26 miles around York's picturesque sites and landmarks. The ultimate challenge for any keen runner, this is one marathon worth entering!

**Find out more:** <https://bit.ly/30W1Jwe>



Oct  
2021

## YAA 21ST Birthday

Could you and your workplace or local community group help us celebrate our 21st birthday by hosting a mini birthday party or celebration?



Oct/  
Nov  
2021

## Launch of YAA Christmas activity

We're planning on making Christmas 2021 a great one, so watch this space for announcements on what the YAA have planned this Christmas & join the celebrations!



Dec  
2021

## Donations in lieu of Christmas cards

Why not wish your friends and family all the best at Christmas by making a donation in lieu of buying cards? You will get a digital card in return that you can share with everyone online!





# Patient's Story

*Keren Wheeler*

**On 9th September 2018, Keren Wheeler was on her regular Sunday cycle ride in Ripon with the Yorkshire Lass Cycle Club when she suddenly lost control of bike after it failed to brake and she slammed headfirst into the river bridge.**

Speaking of the incident, Keren said: "I remember coming up a hill and going around a right-hand bend, and as I got to the top of the corner I tried to put my brakes on and couldn't stop. I then started barrelling down the hill."

She continued: "The descent seemed very short, but it was actually a very long drop. I think because I relaxed on the way down and thought to myself 'this is it, there's nothing I can do about it now', it saved me from doing more damage. When I hit the wall I just dropped to the floor in the recovery position and couldn't move thinking I was paralysed."

The Yorkshire Air Ambulance was dispatched and assessed Keren on scene. Due to the severity of her injuries, the Yorkshire Air Ambulance also sent a second aircraft with a doctor on board to administer further complex analgesia. Keren was then taken to Harrogate hospital.



Tests at the hospital revealed that Keren had a head trauma, had cracked two vertebrae in her neck and spine and broken her rib. She was also left with excruciating nerve damage in her arms and hands.

Keren has had a long recovery, but she is now back doing what she enjoys, swimming and cycling and her fitness levels are back on par with before her incident. Keren had a lucky escape and if it wasn't for her helmet bearing the brunt of the impact, she might not have been here today to tell her story.

Speaking about the importance of wearing a helmet, Keren said: "It's a case of taking responsibility for yourself and your actions. You have to have respect for yourself and if you value your life, you do as much as you can to keep yourself safe and wearing a helmet is part of that. You wouldn't go on a ski slope without protective gear. A helmet is vital. The fact that I was going as fast as I was and to come out of it as well as I did, I am very lucky as it could have been a very different story."

Matt Syrat, Clinical Operations Manager for the Yorkshire Air Ambulance, said: "People often think that at lower speeds they don't require a helmet, but any fall at any speed, hitting a wall or hitting tarmac could cause damage. A helmet can save your life, just like this one has done for Keren."



**Keren's story featured on our TV show Helicopter ER. Catch up on any missed episodes by visiting:**

**<https://www.discoveryplus.co.uk/show/helicopter-er>**

# Recycling Solutions'

## Fundraising Milestone

**Recycling Solutions are celebrating raising more than £120,000 for the Yorkshire Air Ambulance, thanks to donations from generous supporters across the region.**

Recycling Solutions are a family run textile recycling company based in Heywood, Lancashire. Since 2009, they have been working with charities and local authorities to reduce the amount of textile waste going to landfill.

Businesses, community groups and individuals in Yorkshire have been recycling their unwanted clothing at over 231 YAA Recycling Solution clothing banks situated across the county, with 13 more banks to be announced later this year.

For every piece of clothing or pair of shoes donated, the YAA receives a percentage of the sale of the recycled material. Good quality items which can be reused are sold to second-hand clothing traders in the UK and worldwide.

James Cook, Recycling Solutions Director said: "My organisation, Recycling Solutions North West has been given the privilege of working on behalf of the Yorkshire Air Ambulance to raise funds via clothing recycling schemes. We are extremely proud to be tasked with this, our aim is to provide an exemplary service to the Charity and the local community whilst raising significant funds every month. Raising in excess of £120,000 in just 12 months has been a fantastic achievement, thank you to everyone who has placed their clothing and shoes in one of our 200 clothing banks across Yorkshire."



**Katie Collinson**, Corporate and Partnerships Manager for YAA, said: "Since we started our recycling scheme, we are very close to having raised an incredible £3 million pounds. It costs £4.4 million every single year to keep the YAA saving lives across the region and our recycling scheme gives us sustainable income that we can rely on. We are very grateful to everyone for their continued support and generosity, which not only helps the YAA, but also the environment at the same time."

**To locate your nearest recycling bank please visit:**

**<https://www.yorkshireairambulance.org.uk/get-involved/recycling/>**



# Book a *YAA Online Talk!*

**Learn all about our life-saving work by requesting a virtual speaker for your community group or business.**

Like many charities across the UK right now, we have had to adapt many of our fundraising activities. By taking our speaker presentations online we're hoping to keep Yorkshire Air Ambulance at the forefront of our supporter's minds and spread much needed awareness of our vital work across the region. By going digital, we can also network further afield and do even more events than usual as we have no travel limit.

Virtual events are a great way to socialise and stay in touch with your community group or colleagues and booking a YAA speaker to take part is a great way to inspire your members or employees to take part in charity fundraising. It's also a fantastic opportunity to ask our dedicated fundraisers those burning questions that you may have about our Charity, such as 'Why are the Yorkshire Air Ambulance helicopters yellow?'



The presentations cover everything you need to know about the YAA, from when the Charity was founded to our latest clinical developments. You will see behind the scenes with 360 videos of our airbase and operations and find out how many missions we have responded to in your local area.

Virtual talks can be between 30-60 minutes long so that they can fit into busy schedules and can take place at a time and date to suit your group or to take place during a virtual event that you may already have arranged. When you make your booking, your details will be passed to one of our friendly fundraisers who will be in touch to further discuss plans for the event. As well as joining your event as a guest speaker, it may also be possible for the YAA speaker to host the event. They can set up the online call via the preferred online platform and issue the link for you to share with your group. You can discuss this options with the YAA fundraiser when they contact you.

To request a YAA online talk please call **01422 237900** or email **[info@yaa.org.uk](mailto:info@yaa.org.uk)**

# Corporate in the Spotlight: *Koris365*

**In each issue we will be shining the spotlight on one of our corporate partners. Organisations large and small play a critical role in raising vital funds and awareness for our lifesaving Charity, through charitable funding, providing support and by encouraging and inspiring people across Yorkshire to get involved. We are very proud of our strong partnerships with the local business community and we very much value the support each and every business has given to the Charity.**

Koris365 formally known as SICL is an award-winning technology company specialising in IT services and solutions; on-premises, in the cloud and hybrid. Based in Leeds, they have been providing IT services for their clients since 1988. Koris365 are one of our longest-standing corporate supporters and have saved the Charity in excess of over £550,000 by offering us IT support and services free of charge since 2006.

Their IT support is vital to keeping our Charity running and saving lives across Yorkshire. From fixing our laptops to ensuring all our files and our letters are safely stored and that all of our IT services are well maintained so we can focus on building important relationships and raising funds.

Koris365 has not only supported us with our IT, but they have also organised many fundraisers over the years, from bake sales to fancy dress and music nights and they have taken part in a lot of our corporate events such as Total Warrior. Their logo features on both of our aircraft and in 2016 they were awarded 'Outstanding Partnership' award at our annual Recognition Awards



**Neale Jacobs,**  
Yorkshire Air  
Ambulance Operations  
Director said: "Koris365  
are the backbone of the  
Yorkshire Air Ambulance."

Without their support, a lot of our operations wouldn't function and we wouldn't be able to continue raising the **£12,000** a day to keep our helicopters maintained and flying over Yorkshire.

**We would like to thank them for their years of support and generosity."**





# What to do if Our Aircraft Lands Near You



**On average, the Yorkshire Air Ambulance can attend up to five incidents a day in an array of locations up and down the county from rural North Yorkshire to the urban landscapes of Leeds and Sheffield.**

It can be a very exciting experience seeing a helicopter hovering above, especially for children or those who haven't seen one close up before.

When landing a helicopter there are a lot of considerations to take, especially when the general public could be at risk. If you see a helicopter trying to land near you, you can follow the five simple steps below to stay safe:

## **Keep far back**

Whilst it may be tempting to rush over to the aircraft, the best thing you can do is keep as far back as possible until the helicopter has landed. If you're in a field, head over the outer perimeter and if you're in an urban environment, stand as far back as you possibly can. The down draft created by the blades is very powerful and could knock you off your feet.

## **Hold on to your belongings**

Our helicopters can travel up to speeds of 160mph, which can generate quite a hefty down draft when hovering above and coming into land. Make sure you keep hold of your belongings and keep your children or pets safe and close by. Don't approach the helicopters until the blades have stopped turning and the engine has been switched off.

## **Allow the crew enough space and time to get to the emergency**

Unless our visit is scheduled, our primary concern will be the welfare of our patients. Our Pilots stay with the aircraft to ensure its safety and will be more than happy to answer any questions you have, but please give our crew plenty of time to vacate the aircraft and grab their medical equipment.

## **Be mindful of the photographs that you take**

We love to see photographs of our helicopters and crew on the job – it's a great way of helping us spread the word about our service. However, please be mindful of the photographs that you do take and ensure there are no patients in the background and that you're not obstructing our crew from doing their jobs.



**Seen our helicopter? We'd love to see your photos. Share them with us via our Facebook ( Yorkshire Air Ambulance), Twitter (@yorkshireairamb) or Instagram (@yorkshireairambulance) pages.**

# Fundraising *Shout Outs*



## Masham Golf Club raise £3,702

Thank you to Masham Golf Club's Terry Jobling and all the members who, during such a turbulent year, managed to raise an impressive £3,702 for the YAA through socially distanced race nights and raffles.



## Lawnscience £20 pledge

Spring is here and many of us are working on our gardens, trying to get them in ship shape for summer. We'd like to say a very big thank you to Dean Goodall at Lawnscience (North Leeds) for choosing to support the Yorkshire Air Ambulance. Dean has pledged to donate £20 to the Yorkshire Air Ambulance for any referral who signs up to a lawn care programme. Please mention Yorkshire Air Ambulance when you contact Lawnscience.



## Clifton Park walk raises £325

A big thank you to Kathy who did a sponsored walk around Clifton Park in Rotherham and raised a fantastic £325 for YAA!





## Harrogate and District NHS Foundation Trust generous £5,000 donation

Thank you to the employees of Harrogate and District NHS Foundation Trust for donating an impressive £5,000 to the YAA through the Pennies from Heaven scheme. Pennies from Heaven (PFH) is the UK's largest micro giving scheme for employees and pensioners and allows people to donate the pennies from their payslip to charity.



## NFU Mutual £1,250

Thank you to NFU Mutual in Scarborough for raising £1,250 through various fundraising activities last year.

## Santa run raises £1,100

A big thank you to pupils and staff at Cundall Manor School who organised a festive Santa run and raised an incredible £1,100 for YAA.





# Business *Shout Outs*

**We are incredibly lucky to receive support from businesses of all sizes across Yorkshire, spreading the word about our service and raising vital life-saving funds, especially during the last 12 months.**

## **Sewell on the Go raise £20,000**

Sewell on the Go has Yorkshire Air Ambulance clothing banks in place at nine of its 13 sites across Hull and the East Riding.

Since the arrival of the first clothing banks in 2014, members of the public have donated 16 tonnes of second-hand clothing and shoes per year, which equates to more than £20,000 raised for the Yorkshire Air Ambulance Charity over more than six years.

Patrick Sewell, Managing Director of Sewell on the Go, said: "Yorkshire Air Ambulance is such a worthwhile Charity. We're so grateful to our customers and general members of the public for supporting this initiative, and placing their unwanted clothing into the clothing banks."





## CMS Distribution raise an impressive £5,279 for YAA

A huge thank you to everyone at CMS Distribution in Castleford who has supported the YAA throughout 2020. Although many of the initial fundraising plans were cancelled due to COVID 19, the social committee came up with some fantastic fundraising ideas and raised an impressive £3,433! Donations from CMS employees were then match funded by the company bringing the total raised to an incredible £5,279!



## O&H Vehicle Technology and Richard Hayton Transport provide vital storage for our Promotional Vehicles

A big thank you to O&H Vehicle Technology based in Goole and Richard Hayton Transport in Hunmanby, for generously giving us free storage space for our promotional vehicles. Both storage facilities are on our fundraising team's doorsteps and their generous offer will help the Charity to reinvest the money in vital training for our crew.



# Thank *You*



It costs £12,000 a day to keep the Yorkshire Air Ambulance helicopters maintained and in the air, thank you for supporting our charity and keeping us flying over Yorkshire

You can support the YAA by:

- Becoming a Volunteer
- Hosting an event
- Playing our weekly lottery
- Leaving a gift in your will

**For more information or to make a donation:**

**Phone: 01422 237900**

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



**YORKSHIRE**  
AIR AMBULANCE

Registered Charity No. 1084305

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