



Annual Report | 17

Year ending March 2018

Saving lives across Yorkshire

www.yaa.org.uk



Mission Statement

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

Peter Sunderland
Chairman, Yorkshire Air Ambulance



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Yorkshire Air Ambulance



Royal Patron: HRH The Royal Duke of York, KG

Patrons:

Geoffrey Boycott
Gaynor Barnes
Jon Mitchell
Charlie Hodgson
Martyn Moxon

Trustees:

Peter Sunderland MBE, DL (Chairman)
Brian Chapman (Vice- Chairman)
James Eastwood (appointed August 2017)
Kevin Hynes
Dr Peter Smith
Amarjit Singh
Sandra Marson
Sarah Moore
Dr Judith Parker
Simon Pearson (resigned January 2018)
John Samuel
Viv Lewis

Senior Management Team:

Abby Barmby - Director of Marketing and Communications
Ursula Brearley – Director of Finance (appointed September 2018)
Samantha Calvert – Director of Finance (appointed October 2017, resigned April 2018)
Neale Jacobs - Director of Operations
Captain Andrew Lister - Director of Aviation
Garry Wilkinson – Director of Fundraising (left October 2018)

Helen Callear – Director of Fundraising – North & East Yorkshire (appointed October 2018)

Kerry Garner – Director of Fundraising – West & South Yorkshire (appointed October 2018)

Staff:

Office:

Jill Pukacz - Executive PA
Liv Johnson - Marketing & Brand Manager
Jessica McDonnell – PR & Communications Officer (appointed September 2018)
Pearl Saville – Marketing & Digital Media Assistant (left April 2018)
Louise Shorrock – Office & Administration Manager
Tracey Bull - Administrator: West & South
Marie McParland - Administrator: North & East
Joanne Wells – General Administrator
Irene Heap - Finance Manager
Allison Turner - Finance Officer
Adele Butler – Finance Officer (appointed October 2018)
Heather Stansfield - Finance Clerk
Stacey Stephenson – Finance Assistant (left April 2018)

Fundraising Team:

Jenny Jones - West Yorkshire Regional Fundraiser
Vickie Bowden - West Yorkshire Community Fundraiser
Angela Vyas - West Yorkshire Community Fundraiser
Charlie Pearson - South Yorkshire Regional Fundraiser

Fay Dell – South Yorkshire Community Fundraiser (appointed March 2018, resigned July 2018)

Katie Thomlinson – South Yorkshire Community Fundraiser (appointed October 2018)

Lin Stead - North Yorkshire Community Fundraiser

Olivia Mulligan – North Yorkshire Community Fundraiser (appointed November 2017)

Bob Smailes - Regional Fundraising Manager: East Yorkshire

David Hebden - East Yorkshire Community Fundraiser (retired May 2018)

Kevin Hutchinson – East Yorkshire Community Fundraiser

Rob Scott – East Yorkshire Community Fundraiser (appointed March 2018)

Katie Collinson - Partnerships Manager

Caroline Myers – Grants, Trusts & Legacy Officer

Josh Gargan – Digital Fundraiser (resigned June 2018)

Operational Staff:

Captain Steve Waudby – Chief Pilot (appointed July 2018)
Captain Andy Hall – Training Captain
Captain Chris Attrill – Pilot (retired August 2018)
Captain Garry Brasher - Pilot
Captain Geoff Jones – Pilot
Captain Ian Mousette – Pilot (retired May 2018)
Captain Harry O'Neill – Pilot
Captain Elaine Hunter - Pilot (appointed July 2018)
Captain Lee Holmes – Pilot (appointed July 2018)
Captain Mark McFarlane – Pilot (appointed July 2018)

Mike Shanahan - Head of Special Operations
(Yorkshire Ambulance Service NHS Trust)

Pete Vallance - Clinical Operations Manager

Andy Armitage - Paramedic

Sam Burgess - Paramedic

Al Day - Paramedic

Lisa Dempster - Paramedic

Lee Greenwood - Paramedic

Paul Holmes - Paramedic

Darren James - Paramedic

Sam McCreesh - Paramedic

Anthony Platt - Paramedic

Pete Rhodes - Paramedic

James Stubbley - Paramedic

Matt Syrat - Paramedic

Tyrone Thornton - Paramedic

Kit Von Mickwitz - Paramedic

Sammy Wills - Paramedic

Tony Wilkes - Paramedic

Doctors:

Dr Rob Anderson

Dr David Driver

Dr Becky Isles

Dr Tim Moll

Dr Sarah Milton-Jones

Dr Paul Onion

Dr Jez Pinnell

Dr Andy Pountney

Dr Steve Rowe

Dr Neil Sambridge

Dr Chris Srinivasan

Dr Brian White



Chairman's Statement



Peter Sunderland

In my report for the year ending March 2017 I stated:

"As we look forward to the 2017/2018 financial year, I am pleased to report that our strategy and budget for this next year has been set and approved by the Trustee Board. We have made an excellent start to the year and hope to see this reflected in the income for the rest of the year. Our costs are closely monitored every month at our monthly Trustee Board meetings. This year will see our first full year operating the Airbus H145's so we will be looking to observe our helicopter related costs in great detail.

We have always been proud to provide the people of Yorkshire with a first-class and platinum air ambulance service, and we will work to continue to ensure we maintain this service into the future. However, our work is only possible through the hard work of our Charity staff and outstanding support we receive from our Volunteers, Trustee's, crew and supporters, without which we couldn't continue to do what we do. To all of you, I thank you most sincerely.

In conclusion, I am confident that with the continued generous support of our supporters, 2017/2018 will enable us to meet our budgeted expectations."

Our income for the year ending March 2018 was £5.3M excluding legacies and including legacies totalled £7.3M. There was a reduction of £0.7m in legacies, from £2.7M to 2.0M.

However, the overall income excluding legacies was sufficient to fund our expanded operational activities. The total administration expenditure was 17.6% and well under our budgeted 20%. The Net Asset value of the Charity increased by £2.7M to £25.5M.

The new Airbus H145 helicopters, with their advanced medical equipment, are invaluable in providing the facilities of a mobile accident and emergency unit which is available to speedily attend major trauma incidents, and other similar incidents where our assistance is required in the Yorkshire region, and to provide extremely valuable and responsive medical intervention and support.

In July we commenced the training of our pilots and technical crew members in the use of night vision goggles and we received, on the 5th September 2017, Civil Aviation Authority approval to fly and land at night. We currently operate from our Nostell Airbase from 06:00-24:00 with two shifts and at our Northern base at RAF Topcliffe with a single shift of 07:00-19:00. All shifts are staffed with Paramedics and the Nostell operation is also additionally staffed from 9:00-21:00 each day with either an A&E Consultant, or Anaesthetist specialist Doctor.

The use of night vision operations has enabled us to extend our available operational hours by up to 20%. The double shift operation from our Nostell Airbase has been of significant benefit, and these operational hours will also continue

into the Autumn and Winter months of the year. The two new Airbus H145 helicopters have both now had their 700 hours/two years' service and during this longer service period we leased an Airbus H135 helicopter from Babcock International, to enable the uninterrupted operational availability from both Nostell and Topcliffe. The guarantee on both our new aircraft expires in 2019, and we are already in discussions with various parties to purchase a 'power by the hour' contract for the maintenance of both helicopters. We have also already purchased a similar 'power by the hour contract' with Safran for the four helicopter engines (two required for each helicopter).

Our Director of Aviation and Accountable Manager, Cpt Andrew Lister has during the year, been planning for the retirement of three of our pilots, including our chief pilot Cpt Andy Hall. Due to strict regulations, single operations HEMS pilots cannot operate past the age of 60.

It is also now possible to carry out flight training on an Airbus H145 simulator, and our pilots will commence this in 2018. Training on a simulator offers many benefits of experiencing situations that cannot be trained for on an operational helicopter (system failures/crash landings/unforeseen emergency situations). We now have seven full time pilots on our staff, and this is planned to increase to eight by mid 2018, the benefit of this being that we will save the cost of hiring relief pilots to cover periods of holidays/sickness/absence.



YAA PATRONS | Gaynor Barnes, Jon Mitchell and Geoffrey Boycott



The cost of operating the two new Airbus H145 helicopters is expected to fall by around £350/400k per year compared with 2017.

We still maintain our own Air Operators Certificate and are subject to regular audits by our designated CAA Flight Operations Inspector. The YAA/YAS partnership hold monthly Safety Action Group and Operational meetings to ensure a successful partnership between both parties. The new helicopters with their "Bucher" medical fit are now considered to be almost mobile trauma units, taking an advanced medical team, similar to that found in an A&E department, speedily to major incidents throughout Yorkshire and surrounding counties.

On a day to day basis, our helicopters are crewed by very experienced medical teams of paramedics and doctors from Yorkshire Ambulance Service NHS Trust (YAS) and I would like to thank YAS and their Executive team of Kathryn Lavery (Chair of the Board), Rod Barnes (Chief Executive) and Mike Shanahan (Head of Special Operations) for their continued support. I also add our thanks to Dr Julian Mark, our Medical Director, for all his support, together with Dr Jez Pinnell (Medical Advisor), Dr Andy Pountney (CCT Lead) and Pete Vallance our Clinical Operations Manager. This team have worked tirelessly over the last 12 months ensuring the YAA/YAS partnership is able to deliver the best possible medical trauma

care to the people of Yorkshire. Having our operational bases at Nostell and RAF Topcliffe is only possible through the support of many people. I would offer my thanks in particular to The Lord St Oswald of the Nostell estate and the Station Commander at RAF Linton-on-Ouse, Group Captain Keith Taylor. I would also add thanks to the former Commanding Officer (CO) Lieutenant Colonel Rob Alston, and the new CO Lieutenant Colonel Chris Hakes and his team from the 4th Regiment Royal Artillery, Allenbrooke Barracks at Topcliffe for their continued support. Neale Jacobs, our Operations Director, continues to be of major assistance and support in the development and advancement of our two Air Support Units.

The YAA Charity is also particularly fortunate to have a dedicated team of Trustees, staff and volunteers who work tirelessly to ensure the YAA is managed in the best possible way. We are also fortunate to have some fantastic Patrons and Ambassadors who promote the work of the YAA across the Yorkshire region, as well as further afield. Again, I offer my sincere thanks to you all. I would particularly offer my thanks to our Royal Patron, HRH The Duke of York, KG, for his patronage, as well as our Patrons, Geoffrey Boycott, Jon Mitchell and Gaynor Barnes, who support us in so many fantastic ways. I would also extend my thanks to Charlie Hodgson and Martyn Moxon for their continued support and Ambassadorial roles on behalf of the Charity. May I also thank everyone else who

represents the YAA in a supporting role, with helping to spread the word in connection with the valuable work of the Charity.

The financial and benefit in kind support that we received from sponsors, businesses and all the people of Yorkshire and beyond, is truly staggering [see the individual notations in the "Strategic & Trustee Report" section]. The Liz & Terry Bramall foundation has over many years afforded the YAA much valued support that has enabled us to achieve many of our long-term objectives, and for that we thank them sincerely.

Sadly, during the year, we learned that our long-standing affinity account with Yorkshire Building Society would be coming to an end, although reduced amounts will still be received in 2018. The total amount that has been received over the years is a staggering £3.9M. I would also acknowledge the tremendous support that we have received from Sheffield based B. Braun Medical Ltd over many years, both in sponsorship and the use of the valuable B. Braun team.

In a change from last year, we will be holding our 2018 Recognition Dinner in Sheffield. This important event gives the Charity the opportunity to publicly acknowledge the support that is received from volunteers, fundraisers, corporate supporters and individuals across the Yorkshire region.



I am again, pleased to be able to report that we have managed to maintain our administration and fundraising expenditure beneath budget and at 17.6% of income, leaving 82.4p in every £1 that is donated to be used for Charitable activities or for building our future reserves to cover replacement of the helicopters in circa 8/10 years. Our reserves policy is closely monitored by the Trustee Board at our monthly meetings and continues to be regularly reviewed.

CONCLUSION:

I look forward to the 2018-2019 year with confidence that the YAA team will achieve the agreed budget for incomes and will control the cost base as anticipated – all the Charity staff give outstanding support and dedication to help provide funding to continue and extend our life saving operations across Yorkshire. I would also pay tribute to all our Trustees, medical crews, sponsors, volunteers and supporters for their continuing involvement. I would also like to thank Brian Chapman [Vice-Chairman] for supporting myself, the senior management team and the Trustee Board, bringing his valuable skills, time and expertise to the Charity.

The YAA Charity has grown significantly over the last ten years, and with the new H145 helicopters and double shift operation from Nostell, it is vitally important the we manage all

the donations we receive carefully, to ensure a low-cost base and the utilisation of any surplus income to build our reserves for the future maintenance and development of the Yorkshire Air Ambulance facilities.

The advent of the second television series of Helicopter ER depicts in detail many of the factual lifesaving trauma incidents which we attend. To see the outcome of patients' recovery after serious trauma is truly remarkable and leaves no doubt in my mind that this platinum, Yorkshire Air Ambulance service which we provide, needs to be managed and maintained at the highest level of performance.

My personal thanks go to everyone who has ever supported the YAA in any way.

Peter Sunderland MBE, DL

Chairman

October 2018

Strategic Report & Trustee Report

Peter Sunderland - Chairman



The Trustees are pleased to present their Strategic Report and Trustee Report together with the Consolidated Financial Statements of the Charity and its subsidiaries for the year ending 31 March 2018, which are also prepared to meet the requirements for a Directors' Report and Accounts for Companies Act purposes.

The Financial Statements comply with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015).

Our Purpose and Activities

The purpose of the YAA is the relief of sickness and injury, the protection of human life and the meeting of other medical needs by the provision, support and use of air ambulance and other ambulance provision and logistic support.

The vision to support our activities is to provide a state-of-the-art air ambulance service where we can reach an incident anywhere within Yorkshire within a maximum of 20 minutes of receiving a call. We aim to achieve this by having a helicopter stationed at each of our two Air Support Units – one at RAF Topcliffe, near Thirsk, and one at our facility at Nostell, near Wakefield. Our helicopters transport YAS

medical teams to the scene of an incident and, where necessary, transport patients to the most appropriate major trauma centre or other hospital in the region.

To sustain these operations, we need to raise in the region of £12,000 per day. Our fundraising strategy has always been to educate the people of Yorkshire about the service we provide and the fundraising practices we employ. We do not cold call, mail shot, door knock, chug or exchange donor details. Finally, we aim to inform our supporters how their money has been spent. For every £1 donated this year, 82.4p will be spent to meet our charitable purpose - which is saving lives in Yorkshire.

Achievements and Performance - Fundraising

We continue to be astonished by the generosity of the 5 million people of Yorkshire who support our service year after year. If every one of the adults in Yorkshire supported us by giving £1 a year this would be sufficient to achieve our aim of raising a minimum of £12,000 per day (£4.4M per year) to keep the operation running.

Last year we were very pleased that income increased again to circa £8.3M enabling us to pay the balances owed on our two, brand new Airbus H145 helicopters. An achievement we are extremely proud of, which would not have been possible without the unbelievable support from the people of Yorkshire.

This year's financial results are only possible because of the sustained efforts of our excellent and dedicated fundraising team, who operate across all parts of the region. However, as Yorkshire is such a large and vast area, we are also well supported by a team of committed volunteers who help by attending as many fundraising events and presentations as they can. We cannot thank you all enough.

We have also continued to work closely and develop relationships further with our principal supporters. A more detailed analysis is listed below:

ARCO: The Hull based, fourth generation family owned business, is the UK's leading supplier of safety equipment, workwear, safety boots and shoes, gloves and maintenance supplies. We have worked in partnership with ARCO for over 7 years now. This last year, Arco have supported us with distinctive and bespoke uniforms for our staff to wear during the Tour de Yorkshire weekend, as well as new uniforms for our volunteers, which are both comfortable and practical. They have also continued to supply bespoke flight suits for both our paramedics and Doctors, as well as supplying the Charity with general Health & Safety equipment. We were also delighted that ARCO renewed their partnership with us recently and have committed their continued support to the Charity for at least another 3 years.



B. Braun Medical Ltd: based in Sheffield, B. Braun Medical Ltd is our longest standing corporate supporter who came on board with the Charity back in 2003. Since then, the global medical supplies company has continued to support the YAA in all aspects of our operations and fundraising. As well as sponsoring our aircrew's helmets, B. Braun also provide their professional expertise and event support for our Annual Recognition Awards dinner, as well as other events throughout the year.

The BIU Group: the BIU Group is one of our longest standing partnerships and manage our successful recycling scheme across the Yorkshire region. We have worked with BIU for well over 10 years which has seen a total of over £2.5m being raised over this time – an absolutely fantastic achievement. We continue to work with The BIU Group on growing and developing our network of sites where our recycling banks can be hosted.

Huddersfield Town Football Club: our partnership with Huddersfield Town Football Club continues to flourish and brings in valuable income from a variety of sources. Included in this is the annual "Pedal for Pounds" bike ride, which has just celebrated its 9th year with "The Last Goalpost", a journey through France and Belgium to visit the war graves of former Huddersfield Town players who served in World War 1. Income generated in this year was shared equally between the Huddersfield Town Foundation and local charities chosen by the football club and the YAA and has raised over £1.7M since inception. We congratulate the

club on maintaining their position in the Premier League for a second successive year.

SICL: our IT and systems provider, SICL is another of our long-standing corporate supporters and came on board after seeing first hand our work at our previous Leeds Bradford base over 13 years ago. Since then, they have provided our IT and network systems free of charge, saving the Charity hundreds of thousands of pounds over the years.

Moore Family Management: is a Hull based family run business who have supported the Charity for many years with security expertise, and financial support and are another of our principal supporters who feature on the helicopters.

James Potters Eggs: this family run business has supported the YAA for many years now by donating 1p from every dozen eggs they sell in their Yorkshire outlets, which include some national supermarket chains. To date, this has generated around £65,000 in donations. They also promote the YAA by advertising us on their egg cartons and cardboard boxes and are a valued supporter of the Charity.

Shepley Spring: this Huddersfield based family business has been supporting the YAA for a number of years now. They support the Charity with donations of bottles of water for the many events we support each year and will be supporting us in other ways, such as carrying our logo and a large image of our helicopters on the back of some of their large HGV's.

Skopes: the Leeds based tailors supply our Fundraising and Senior Management Team with corporate uniforms for use in Yorkshire when out and about representing the Charity. This saves the Charity thousands of pounds each year.

Yorkshire Building Society: the Yorkshire Building Society agreed to support us by launching an affinity savings account whereby people who invested in the account would receive interest and a further 1% of the balance would be donated to Yorkshire Air Ambulance. The take up of these accounts surpassed expectations and the amount received by YAA from these accounts has amounted in total to over £3.9M over the years. During the last year, we received £388k from these accounts. Sadly 2018 is the last year we will have our Affinity Account with the YBS and we would like to sincerely thank them for their support over the years.

Sovereign Healthcare: Bradford based Sovereign Health Care has supported the YAA for many years now. The not-for-profit company regularly make generous donations to us.

Wentbridge House Hotel: a multi-award-winning country house hotel, Wentbridge offers comfortable bedrooms, delicious food, beautiful gardens and friendly service. Only 10 minutes' drive from our Nostell Air Support Unit, Wentbridge has supported the YAA for many years. They often hold Charity lunches and dinners in aid of us, as well as their famous



bi-annual Yorkshire Day celebration. Wentbridge also help us with donations of prizes for auctions and raffles.

l'Anson Brothers Ltd: Masham based l'Anson Brothers one of the UK's leading manufacturers of animal feedstuff is one of the most recent additions to our principal partners. Managing Director Chris l'Anson had considered working with the YAA before. However, after attending an event where he heard our Director of Aviation speak, he immediately set about devising a partnership to support our work. l'Anson's now proudly carry the YAA livery on their transport fleet.

The Jack Brunton Charitable Trust: our most recent addition to our principal supporters, The Jack Brunton Charitable Trust was established in 1986 by local farmer and land owner, Jack Brunton. He gifted funds to benefit the rural villages, towns and communities within boundaries of the old North Riding of Yorkshire. Since 2012 the Trust has donated over £125,000 towards buying essential helicopter support equipment at our Topcliffe airbase, as well as towards the new Airbus H145 aircraft. £57,000 of this was donated last year alone.

B&M Bargains: one of the UK's fastest growing variety retailers, B&M Bargains has donated over £40,000 to us over the last two years, after the staff from their Yorkshire branches chose to support the YAA through the funds raised from their carrier bag charges.

Meadowhall: we are absolutely delighted to have been selected by South Yorkshire based shopping mall Meadowhall as its Charity partner for the next two years, taking us through to the end of 2019. This exciting fundraising partnership will see the YAA have a strong fundraising presence in the mall, raising vital funds on a regular basis.

Hiscox: is an international, specialist insurer, whose York office is our local contact. Hiscox is one of our newer corporate supporters and has donated £20,000 to the YAA.

We were once again very grateful to The Liz and Terry Bramall Foundation who have again decided to continue their support of the YAA.

In addition, we would like to thank Lions International, Rotary International and Yorkshire Freemasons for their ongoing support.

PLANS FOR FUTURE PERIODS – FUNDRAISING

In December 2017, we were delighted to have been chosen by Welcome to Yorkshire as their charity partner for the forthcoming year. This partnership has already provided opportunities for us to raise money and the profile of the Charity, not least through Welcome to Yorkshire's flagship event, The Tour de Yorkshire, which saw an estimated 2.8 million people attending the event over its four days. We are looking forward to working with Welcome to Yorkshire throughout 2018.

We will also be working with several other major retail partners in the forthcoming year as the Charity of the Year for Meadowhall in Sheffield and Victoria Gate in Leeds. These partnerships will not only enable us to raise vital funds but also to meet and engage with our supporters and answer any questions people may have about our work.

We continue to expand our presence in digital fundraising which remains an area of growth for the Charity. We successfully delivered our Virtual Reality project, launched at the Tour de Yorkshire event, providing members of the public with the opportunity to enjoy a 360-degree, immersive experience of flying in one of our helicopters. We will be looking to develop this project further in the coming year, enabling people to witness, first-hand, our life saving work.

We also increased our income through online platforms such as Just Giving and Virgin Money Giving, developed income through Facebook Fundraising and continued to increase the number of followers we have through our social media platforms.

We recognise the importance of our own website (www.yaa.org.uk) as a valuable source of information for our supporters and income for the YAA and, as such, completed a full update of the site recently. The website is something we will regularly maintain and update.

OPERATIONS - Achievements & Performance



Air Operations
Captain Andrew Lister
Director of Aviation



HELICOPTERS

Since acquiring brand-new H145 helicopters in 2016, the Charity has continued to build upon its operational experience of these aircraft to maximise the potential they can deliver. Our expectations have been high, but the Airbus H145 has literally risen to meet them. Helicopters are complicated pieces of engineering and years of experience with second-hand MD-902s taught us that components can (and often do) fail at unexpected and inconvenient times. One of the key reasons the YAA decided to purchase new machines was for a three-year / 2000-hour warranty provided by the manufacturer. Such a guarantee assured the Charity that its confidence in selecting the H145 was shared by Airbus, who would be equally committed to maximise our operational availability and thus provide a first-class service for the people of Yorkshire.

Our pilots have continued to be impressed by the capabilities of the H145 which is better than its predecessor in every way: a bigger cabin to improve patient access, and with more powerful engines providing increased ranges at faster speeds. From our two bases at RAF Topcliffe and Nostell we confidently state that anywhere in Yorkshire is flyable within twenty minutes. But another motivation for purchasing these aircraft was their capacity to fly night Helicopter Emergency Medical Service (HEMS), for which they came equipped with Night Vision Imaging Systems (NVIS). This suite of enhancements

includes special lighting for instrumentation in the cockpit, thus reducing glare for pilots when using Night Vision Goggles (NVGs), and a powerful searchlight that can illuminate the ground from over 1000 ft with either conventional or infrared light.

After developing and delivering an extensive training programme to flight crews, the Charity soon afterwards received CAA approval to conduct NVIS operations. Our first night mission took place two nights later, on 7 September 2017, and from this point onward we were able to introduce a double-shift at Nostell by providing an 0600-2400 service Monday to Friday and 0700-2200 at weekends. This instantly increased our annual operating hours by nearly 20%, and the Charity shall ensure that the potential of this valuable asset continues to be realised.

Before purchasing the H145 the Charity had decided to investigate the potential for conducting Helicopter Hoist Operations (HHO) throughout Yorkshire. The aircraft came equipped with winches and a feasibility study was undertaken in September 2017. Although the H145 proved to be a very capable platform from which to winch crew members down to the scene of an otherwise inaccessible incident, it was recognised that risks and training costs associated with hoist operations would divert the Charity from its core activity of HEMS. The Charity has therefore shelved its HHO ambitions for the time being, although this remains a topic for strategy discussions in the future.

INFRASTRUCTURE

Much of the infrastructure to support the introduction of our new helicopters was purchased and delivered in good time, so there have been few changes to Ground Operations this year.

Major changes involved the installation of red lighting at both operating bases, thus ensuring that our flight crews are acclimatised to the dark prior to any mission activation. We have also installed two "Hoffman" test sets which allow Pilots and Technical Crew Members (TCMs) to mount and adjust their NVGs in preparation for night flight.

Both the MoD and Met Office have also permitted the YAA access to specialised computer programs which provide information on military night flights and forecast night illumination levels respectively, enhancing the situational awareness of crews before embarking on a NVIS HEMS mission.

Minor changes include the provision of 2D ground markings at both Nostell and Topcliffe: visual cues which give pilots a frequent reminder of the dimensions necessary to perform a safe landing at any HEMS operating site. The Charity has also benefitted from a generous donation by Planet Platforms of pre-formed staging which fits our new helicopters precisely and permits engineers to work safely and effectively at height.

Ground Operations
Neale Jacobs – Director of
Operations



The expansion of operating hours has also necessitated a rethink of the best way to utilise our facility at Nostell. Against a constant presence of operational crew members there has always been a need to provide suitable facilities for staff to get sufficient rest either before or after a scheduled duty period. Plans have been developed to improve both environments and these will be enacted and realised in the next financial year.

MEDICAL TEAMS

A Critical Care Team (CCT) has been embedded with the Yorkshire Air Ambulance for two years and funding has since been secured to continue their presence for a further two years. Anaesthetic and A&E consultants from across Yorkshire comprise this highly-specialised group of doctors who continue to expand the envelope of Pre-Hospital Emergency Medicine (PHEM). Not only has the CCT been able to improve upon the variety of treatments provided to critically-injured patients, but they also mentor YAS paramedics and have been able to enhance PHEM skills across the entire YAA organisation. Another development for our medical teams has been to engage paramedics as Crew Resource Management (CRM) instructors. Two of our TCMs are now qualified to deliver instruction on human factors within the aviation environment, and that training has since been utilised elsewhere within YAS to help improve the understanding and necessity for good interpersonal relations within medical teams.

PLANS FOR FUTURE PERIODS - OPERATIONS

Since purchase, both helicopters have flown over 700 hours each and already reached their first major service. A time will come when the H145s won't be so new anymore and, at the end of their warranty period, expenditure is likely to increase. We are in the process of

developing a sound strategy for maintenance of engines and airframes to smooth our cashflow and protect the Charity against unexpected (and costly) maintenance in the future.

Operationally, we will consolidate our experience of NVIS operations and introduce night flying to our northern base. This will enable Topcliffe crews to operate 0700-1900 even in winter months and increase the availability of YAA aircraft even further. Coupled with this, the Charity intend to begin a programme of simulation training for flight crew members which is expected to be in place by the end of 2018.

One of the biggest challenges will be a scheduled retirement of three pilots this year, which needs to be carefully managed to ensure our new staff are properly trained whilst continuing to provide an uninterrupted service for our stakeholders. We have invested in one of our existing pilots to deliver the flight training autonomously, thus reducing our costs and dependence on third-party providers.

As with all such decisions, the Charity shall continue striving to select cost-effective solutions which make best use of resources available and provide an air ambulance service the deserving people of Yorkshire are justly proud of.

Financial Review



FINANCIAL REVIEW

Income for the year to 31 March 2018 totalled £7,264,315 (2017 - £8,251,041). The principal sources of funding of the Charity are donations from the general public, legacies, grants received, becoming the Charity of the Year for companies, groups and Mayors, the Yorkshire Air Ambulance weekly lottery, and corporate donations and support in kind.

After fundraising and publicity costs, the net funds raised for charitable expenditure for the year to 31 March 2018 totalled £5,982,442 (2017 - £6,969,419). Charitable expenditure for the year totalled £3,368,902 (2017 - £3,552,594). This expenditure allowed the YAA helicopter service to be available 365 days of the year apart from maintenance requirements.

The net consolidated assets of the YAA Charity have increased by 12% and now stand at £25.4M. With prudent management and close budgetary control, we have managed to control our administration and fundraising expenditure beneath budget and at 17.6% of income - leaving 82.4p in every £1 donated to be used for charitable activities or building reserves.

Copies of our Audited accounts and our AGM report 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].

Reserves Policy

The Trustees aspire to maintain a free cash balance which would be sufficient to sustain operations without any further funding for a period of 24 months. The free cash balance is the bank and investments balance net of restricted funds and the designated helicopter replacement and property improvement funds and net of current creditors/current debtors. At 31 March 2018, the free cash balance amounted to £5,802,262 (2017 – £3,809,045). This represents almost 16 months operating costs at the approximate running cost of £12,000 per day.

This has increased from just 10 months free cash balance last year as the Trustees try to rebuild free cash following the purchase of the two new helicopters in 2016 and 2017. The Trustees continue to plan for the future and are prudently setting aside designated funds to further develop the airbases to ensure that the most efficient and effective service possible, is provided to the people of Yorkshire. In addition to beginning to plan for the next generation of helicopters which may be required in around ten years' time, a proportion of the free cash balance is invested in a portfolio of investments managed by Brewin Dolphin and Redmayne Bentley.

As at 31 March 2018, the value of investments stood at £2,689,878 (2017 - £2,583,551).

Investment Powers and Policy

The Trustees look to maintain an appropriate level of liquidity in cash balances for the operating requirements of the Charity. These balances are held within interest bearing accounts.

Funds in excess of those required for the Charity's short-term operating requirements are invested between longer term fixed interest bonds and a portfolio of investments managed, on our behalf, by Brewin Dolphin. In addition, Redmayne Bentley manages a share gift scheme on behalf of the charity and manages the portfolio of investment arising from these donations.



RISK REVIEW

Following the annual review of risks and uncertainties, the principal risks that the Charity and its subsidiaries face are:

Aircraft on Ground (AOG) – we constantly evaluate the risk of our helicopters being grounded due to incidents occurring with the aircraft type or where maintenance is required on our own aircraft. Our decision to move to a newer aircraft type (H145), built and supported by Airbus, was taken in part to reduce this risk. In addition, during the year we have continued to operate a Service By the Hour (SBH) contract for the maintenance of the aircraft engines. This contract enables us to have quick access to spare engines and parts ensuring that the helicopters are back up and running, flying life-saving missions, in the quickest time possible following either scheduled or unscheduled maintenance.

Airbase not Operational – should one of our airbases not be operational, both of our helicopters could still be dispatched using the duplicate airdesk facility (i.e. we have an airdesk at both bases) and in the short term we would temporarily operate both aircraft from the other base. Should the airbase not be operational in the longer term, we would look to operate one aircraft from another airbase in the region.

Damaged Reputation – YAA relies solely on the generosity of the people in Yorkshire to fund

our operation and therefore how they perceive our service is critical to our continued success. Our fundraising strategy is to educate people about our Charity and how money would be spent. We do not cold call, mail shot, door knock, chug or exchange donor details. In addition, with the backdrop of social media which can provide information in seconds across the region, we have a PR and Social Media Policy and key staff members are media trained. We have an Emergency Response Plan which is regularly tested to ensure that an incident of any nature is dealt with in the most appropriate way.

Significant purchases in euros – this risk is constantly evaluated and managed by entering into forward exchange contracts as detailed below.

FINANCIAL INSTRUMENTS

During the year to 31 March 2017 the charity entered into an SBH contract for the maintenance of the engines which is a monthly commitment payable in euros. To cover the risk of fluctuations in the Euro rate, the Trustees entered into monthly Fixed Forward Exchange Contracts to cover the value of our commitments for a period of 2 years. The fair value adjustment of these contracts at 31 March 2018 was a liability of £4,113 which is detailed in Note 23.

VOLUNTEERS

In accordance with the Charities SORP (FRS102), the exemption has been taken not to recognise the value of donated assets or volunteer time as it is impractical to value.

Volunteers perform a variety of functions including acting as ambassadors for the charity, attending fundraising events, making presentations and assisting with administrative tasks.

Auditors Statement



STATEMENT OF TRUSTEES' RESPONSIBILITIES IN RELATION TO THE FINANCIAL RESULTS

The Financial Results comprises the consolidated Statement of Financial Activities, Cashflow Statement and Balance Sheet of Yorkshire Air Ambulance Ltd ('the charitable company').

The Financial Results presented within the Annual Report does not constitute the full consolidated financial statements of the charitable company for the financial years ended 31 March 2018 and 31 March 2017 but represents extracts from them. These extracts do not provide as full an understanding of the financial performance and position of the charitable company as would be provided by the full annual financial statements of the charitable company.

The financial statements for each of those years have been reported on by the charitable company's independent auditor. The reports of the auditor were:

- (i) unqualified;
- (ii) did not include a reference to any matters to which the auditor drew attention by way of emphasis without qualifying their report; and
- (iii) did not contain a statement under section 498 (2) or (3) of the Companies Act 2006.

The Trustees have accepted responsibility for preparing the Annual Review and for preparing the Financial Results included therein by extracting the consolidated Statement of Financial Activities, Cashflow Statement and Balance Sheet included in the Financial Results directly from the charitable company's full annual financial statements.

The Financial Results was approved by the Trustees and signed on their behalf on 25 September 2018 by Peter Sunderland.

INDEPENDENT STATEMENT OF KPMG LLP TO YORKSHIRE AIR AMBULANCE LIMITED

Opinion

We have examined the Financial Results of Yorkshire Air Ambulance ('the charitable company') for the year ended 31 March 2018 set out on pages 16 to 17 of the Annual Report. On the basis of the work performed, in our opinion the Financial Results included in the Annual Review has been accurately extracted from the full annual financial statements of the charitable company for the year ended 31 March 2018.

Basis for opinion

Our examination of the Financial Results consists primarily of agreeing the amounts and captions included in the Financial Results to the corresponding items within the full annual financial statements of the charitable

company for the year ended 31 March 2018. We also read the other information contained in the Annual Report and consider the implications for our statement if we become aware of any apparent misstatements or material inconsistencies with the Financial Results.

RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND KPMG LLP

As explained more fully in the Statement of Trustees Responsibilities above, the Trustees have accepted responsibility for extracting the Financial Results within the Annual Report from the full annual financial statements of the charitable company.

Our responsibility is to report to the charitable company our opinion on the accurate extraction of the Financial Results within the Annual Report from the full annual financial statements of the charitable company.

THE PURPOSE OF OUR WORK AND TO WHOM WE OWE OUR RESPONSIBILITIES

This engagement is separate from the audit of the annual financial statements of the charitable company and the report here relates only to the extraction of the Financial Results from the annual financial statements and does not extend to the annual financial statements taken as a whole.



Malcolm Harding
for and on behalf of KPMG LLP,
Statutory Auditor
Chartered Accountants
1 Sovereign Street
Sovereign Square
Leeds
LS1 4DA

October 2018

As set out in our audit report on those financial statements, that audit report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006.

The audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members, as a body, for that audit work, for the audit report, or for the opinions we have formed in respect of that audit.

This statement is made solely to the charitable company on terms that have been agreed with the charitable company. Our work has been undertaken so that we might state to the charitable company those matters we have agreed to state to it in such a statement and for no other purpose.

To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company for our work, for this statement, or for the opinions we have formed.



Financial Results

STATEMENT OF FINANCIAL ACTIVITIES

	2017/2018	2016/2017
	£000's	£000's
INCOME	7,264	8,251
EXPENDITURE		
Cost of Generating Funds	1,282	1,282
Operational Costs	3,369	3,552
Total Costs	4,651	4,834
Investment gains/losses and taxation	48	1,011
Increase in reserves	2,662	4,428
Total Reserves B/FWD	22,776	18,348
Total Reserves C/FWD	25,438	22,776

* these figures have been adjusted to reflect the changes required by FRS102 to account for legacies



CASHFLOW STATEMENT

	2018 £'000	2017 £'000
Cash flows from operating activities:		
Net cash provided by operating activities	4,667	6,162
Cash flows from investing activities:		
Dividends, interest and rents from investments	36	70
Purchase of property, plant and equipment	(148)	(8,901)
Purchase of investments	20	(39)
Net cash used in investing activities	(92)	(8,870)
Change in cash and cash equivalents in the reporting period	4,575	2,708
Cash and cash equivalent at 1 April	3,788	6,496
Cash and cash equivalents at 31 March	8,363	3,788

BALANCE SHEET

	2017/2018	2016/2017
	£000's	£000's
Fixed Assets	16,541	17,108
Current Assets		
Debtors and Stock	986	1,021
Bank Balances & Investments	8,363	5,188
	9,349	6,209
Current Liabilities		
Creditors	448	541
Net Current Assets	8,897	5,668
Long Term Liabilities		
Net Assets	25,438	22,776
Represented By		
Restricted Funds	46	50
Designated Funds	6,889	4,200
Unrestricted Funds	18,503	18,526
	25,438	22,776



Roll of Honour 2017



These people and organisations were recognised for their continued support at the 2017 Recognition Awards:

Volunteers

Eva Birch
Freda Nicolaou
Jen & Paul Armitage
Stuart & Alison Roe
June Drysdale
Keith Blower
Michael Hammond
Marion Gamble
Ann Kent
Gordon Howard

Individuals & Local Supporters

Wold Newton Tractor Run
Keith Rushworth
Beer Monsters Motorbike Club
Paul Copley
North Yorkshire Moors Moorland Organisation
Craven Cruising Club
Thorpe Hall Family Fun Day
Langlands Nurseries

Community Groups

The Holderness Tractor Group
Yarnbury Beer Festival
Drighlington Parish Council Event Committee
Thorngumbald Horse & Pony Show
The Grove Dance Group
M&S Foodhall Skipton

Corporate Supporters

Gripple
Broker Network of Knaresborough
Walker Foster Solicitors
Leeds Building Society
Sykes Lawn Turf
Deloitte - Leeds office
Portakabin
Specialist Cars of Malton
Redbrick Mill

Grants & Trusts Award

The Jack Brunton Charitable Trust

Patient Fundraising Ambassador

In memory of Tom & Ash Isle

Outstanding Partnership

DM Keith Skoda

Special Recognition Award

Ann Baron

Chairman's Award

Jon Mitchell

£10K Donors



Supporters who kindly donated over £10,000 during 2017/2018:

Association of Air Ambulances
B & M Retail Limited (Community Fund)
B & Q Distribution Centre
B. Braun Medical Ltd
Cooplunds Bakers
Deans Garden Centre
Deloitte - Leeds
Leeds Building Society
Masham Sheep Fair
Mr & Mrs R Bean
Mr & Mrs S Horner
Mr D Penn
Mr E Lindley
Mr L Gouldbrough
Priory Rose Vintage Group
Rachael & Geoffrey Boycott
Rosemont Pharmaceuticals Ltd
Shepley Spring Limited
Skopes
Sovereign Health Care Charitable Trust
The Duke of Devonshire's Charitable Trust

The Jack Brunton Charitable Trust
The Langdale Trust
The Liz and Terry Bramall Foundation
The Nunnington Bash
The Quilter Cheviot
The Yorkshire Charity
Wentbridge House Hotel
Wetherby Whaler

NVIS Operations



For just over twelve months now, we have been undertaking 'Night Vision Imaging Systems' (NVIS) operations.

It was a long process to achieve the final approval and certification. Many hours of training, specialist testing and some very expensive equipment were required.

Approval was granted in September last year, and has subsequently allowed us to be operationally available for a longer time. Shift times now extend from 6am until midnight during the week, and our availability spans 14 hours each day over the weekend.

Speaking about the NVIS Operations, Captain Andy Lister, Director of Operations said: "This really is a great step forward in the operational developments of the YAA. Our Pilots and crews worked extremely hard over a number of months to undertake and learn the processes involved in NVIS flying. It is a complex process for our operational team to have embarked on, however I am pleased to report that we have had a fully capable NVIS team at the YAA for twelve months now. I am very proud of them all, and now we are moving forward together to provide the best possible service for the people of Yorkshire."

The sophisticated and state-of-the-art NVIS goggles, which cost around £18,000 per set, were bought by the Charity through generous grant-funding awarded to us. Both Air Support

Units also benefit from a red-light system which is instigated upon nightfall to allow the crew's eyes to customise to the green hue of the NVIS goggles.

Cpt Lister continues: "NVIS operations will be particularly beneficial in the winter months, when the nights come in much quicker. Our Pilots and navigational crew will wear the NVIS goggles in the front of the helicopter which will enable them to identify any hazards or obstacles when approaching a landing site. In the last twelve months, we have seen around a 20% increase in our operational availability due to introducing NVIS operations – this is all to benefit the people of Yorkshire."

The Charity are also committed to the ongoing safety and development of its staff, and will be continually training and reviewing our NVIS operations.





Operational Statistics

Information collated between 1st January 2018 and 30th June 2018



Our most attended hospital was **Leeds General Infirmary**



The most common incident we attended was a **Road Traffic Collision**



We attended **50% more** male patients than we did female.



The most attended town/city in our region was **York**



We were requested to attend **67** incidents involving children between 2 and 16 years old



We were requested to attend **18** incidents involving infants under the age of 2 years old

Fundraising Ethics



If at any time, you are unsure or suspicious of anyone claiming to be from the YAA, please call our Charity HQ on 01422 237900 for clarification.



As you are probably aware, the Yorkshire Air Ambulance are a well-known Charity across the Yorkshire region which generally means we are subject to much publicity and interest.

However, we have experienced on many occasions, people not always acting in the best interests of the Charity, and we often get people enquiring whether certain fundraisers are acting on behalf of the YAA or not.

The Charity have very clear fundraising ethics and will never compromise the reputation of the Charity. The following information outlines exactly how the Charity operates from a fundraising perspective and what to expect from official YAA fundraisers out in the field:

Official YAA Staff and Volunteers

Official staff and representatives of the YAA should always be carrying an official YAA ID badge, which can easily be checked with YAA HQ (01422 237900) if in any doubt. Also, our staff will usually be wearing branded YAA clothing. Our registered volunteers also have official ID badges, a YAA Registered Volunteer polo shirt and corresponding jacket. All these clothing items have YAA logos clearly embroidered on them, with the words 'Registered Volunteer' or 'Charity Staff'.

Cold Calling

Our Charity staff never 'cold-call' any of our supporters and we do not employ third parties to fundraise for us in this way.

Mailshotting

YAA does not send out blanket mailings of any kind. We never send letters asking for donations, nor do we share our donor data with

other organisations or use databases supplied by third parties for any of our fundraising activities.

Door Knocking

'Door knocking' or charity collectors operating in neighbourhoods is probably the most frequent enquiry we receive at Charity HQ. This can include people approaching you at your home address asking you to sign up for a lottery scheme, collecting textile recycling or generally asking for donations to the charity. They often require you to give your bank details to them. YAA can confirm that we never use this method to fundraise as it is something we do not condone or support.

We also often get reports that 'door knockers' claim to be from the 'Air Ambulance'. We would encourage people to get clarity on exactly which Air Ambulance the collector is from in the first instance, as well as asking for official ID to prove who they are. Sometimes donations are given to these people only later to discover it was in fact given to another organisation and not YAA.

Door To Door Recycling

YAA operate a very successful recycling scheme which has generated over £2M in income for the Charity over the years. This is done in partnership with our official recycling partner, BIUGroup. Our recycling scheme operates with textile recycling bins which are located at convenient locations across Yorkshire such as household waste sites, supermarket car parks, leisure facilities or pub car parks.

You can locate your nearest recycling bank using the Bank Locator on the BIUGroup

website: <http://biugroup.co.uk/banklocator/>. We always encourage our supporters to deposit their recycling in these banks – BIUGroup do not offer a door to door collection service, so if anyone posts recycling bags through your letterbox claiming to be from YAA and offering a collection service, they will not be from our Charity.

Third Party Organised Fundraising Events

There are many companies organising fundraising events such as treks, walks, cycle rides, etc on your behalf, often asking you to sign up to them and raise a minimum amount of money to secure your place. What you may not be aware of is that these companies then expect the charity to pay a specific amount to also secure your place on the fundraising event. YAA will not get involved with this type of fundraising nor will we pay any fees to third party organised fundraisers - previous experience has left the Charity out of pocket which is something we cannot risk in the future. YAA does not exchange data with any other organisations.

Chugging

'Chugging' (so-called "Charity mugging") is a common term used for charity collectors who operate in town or city centres, approaching shoppers and often asking them to sign up to donations or join a fundraising scheme. Our staff and volunteers are requested to attend many events throughout the year such as fetes/galas/ fayres/shows/bag packs...the list is endless! However, you will never find our staff or volunteers 'chugging' in town or city centres.



Join the YAA Social Media Family! Just search Yorkshire Air Ambulance!







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Registered Charity No. 1084305