



YORKSHIRE
AIR AMBULANCE

Annual Report | 18

Year ending March 2019



Saving lives across
Yorkshire

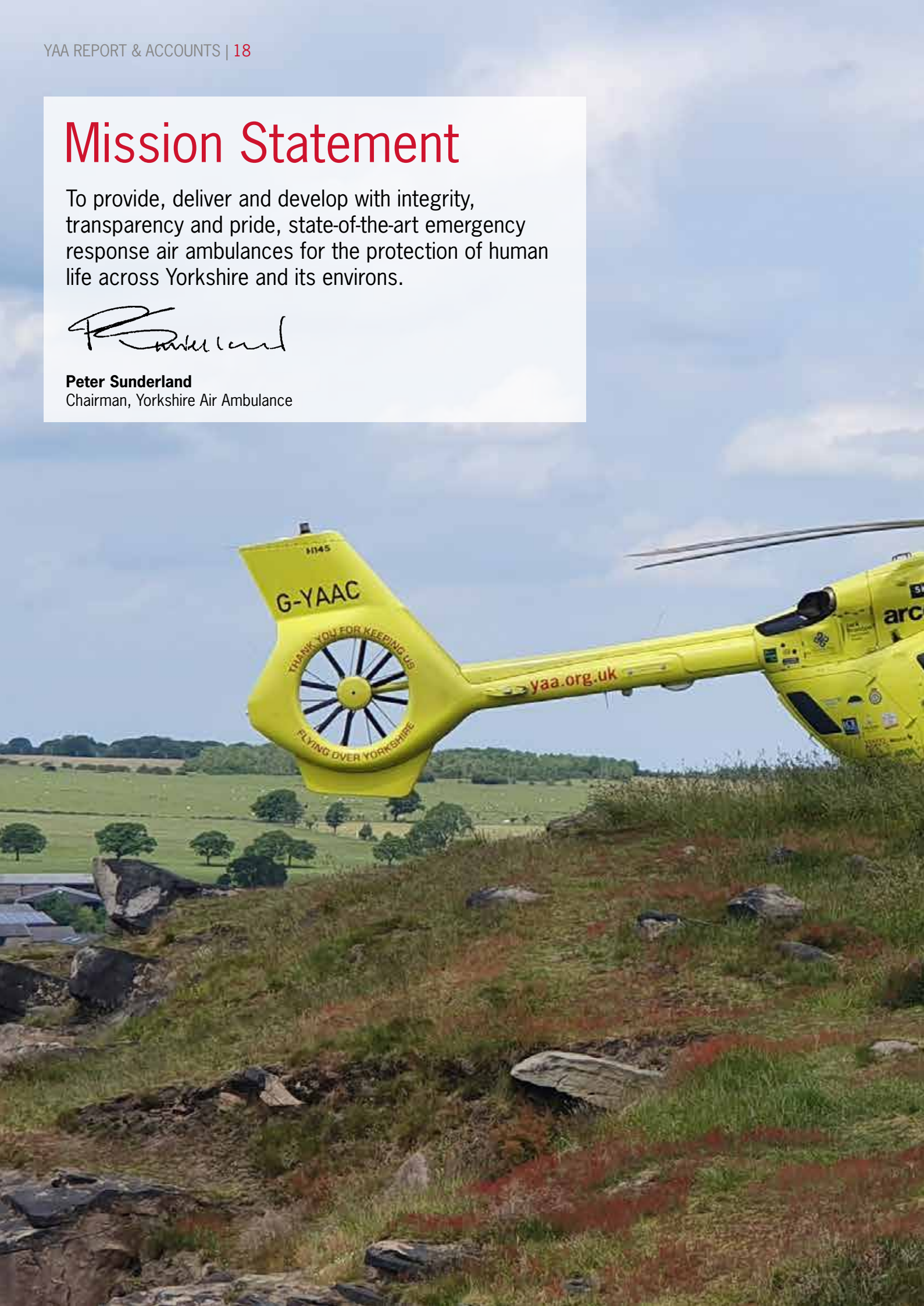
www.yaa.org.uk

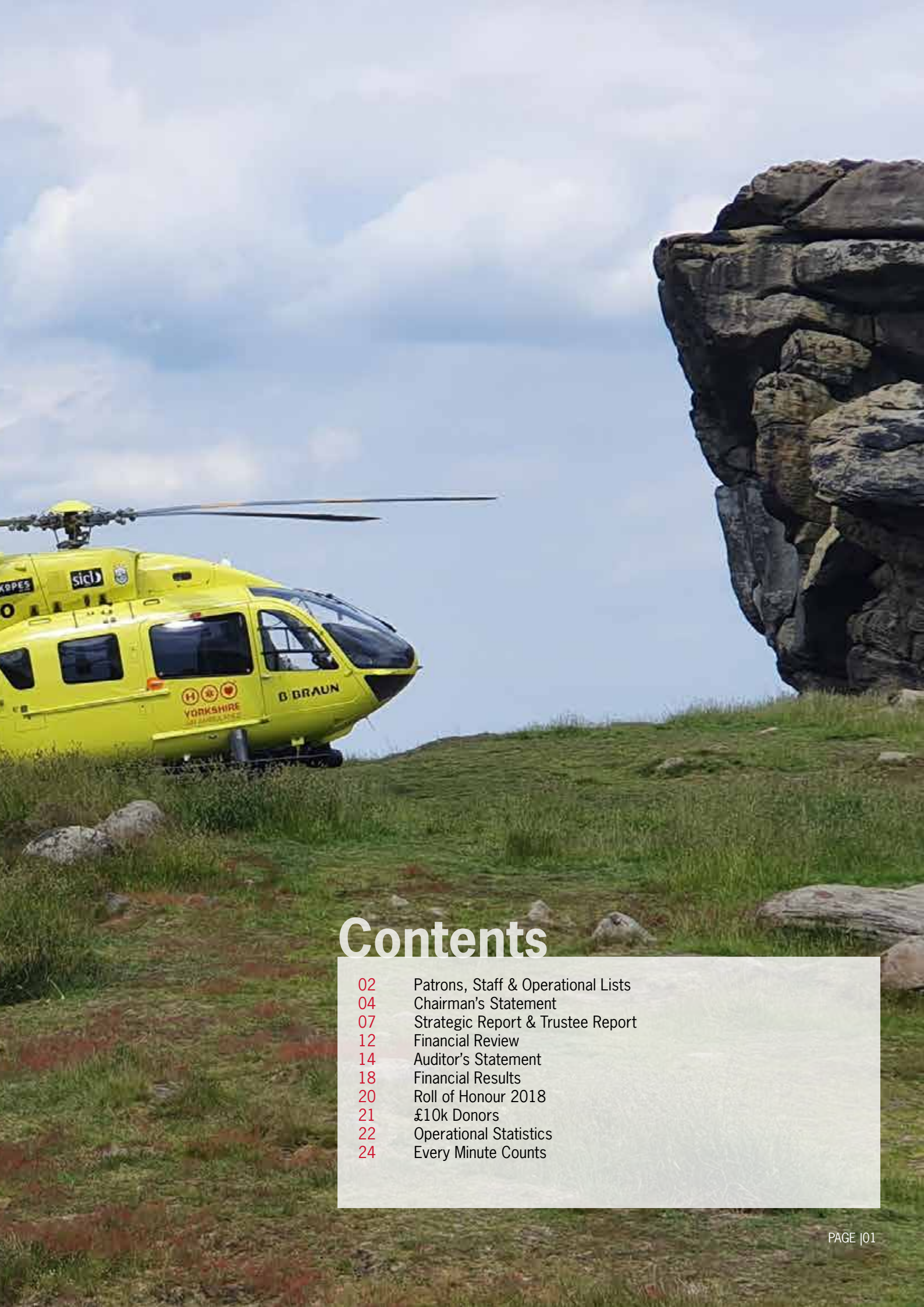
Mission Statement

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





Contents

02	Patrons, Staff & Operational Lists
04	Chairman's Statement
07	Strategic Report & Trustee Report
12	Financial Review
14	Auditor's Statement
18	Financial Results
20	Roll of Honour 2018
21	£10k Donors
22	Operational Statistics
24	Every Minute Counts

Yorkshire Air Ambulance



Patrons:

Geoffrey Boycott
Gaynor Barnes
Jon Mitchell

Trustees:

Peter Sunderland MBE, DL (Chairman)
Brian Chapman (Vice- Chairman)
James Eastwood
Mike Harrop (appointed 28th May 2019)
Kevin Hynes
Dr Peter Smith
Amarjit Singh
Sarah Moore
Dr Judith Parker
John Samuel
Viv Lewis

Senior Management Team:

Abby Barmby - Director of Marketing and Communications
Ursula Brearley – Director of Finance
Helen Callear – Director of Fundraising, North & East Yorkshire
Kerry Dwyer – Director of Fundraising, West & South Yorkshire
Neale Jacobs - Director of Operations
Captain Steve Waudby – Chief Pilot & Accountable Manager

Staff:

Office:

Jill Pukacz - Executive PA
Leanne Seward – Marketing & Brand Manager (appointed April 2019)
Jessica McDonnell – PR & Communications Officer
Rebecca Martin – Marketing Administrator (appointed April 2019)
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
Heather Stansfield - Finance Clerk

Fundraising Team:

Jenny Jones - Regional Fundraising Manager: West & South Yorkshire
Vickie Bowden - West Yorkshire Regional Fundraiser
Angela Vyas - West Yorkshire Community Fundraiser
Laura Lawton – West Yorkshire Community Fundraiser (appointed April 2019)
Charlie Pearson - South Yorkshire Regional Fundraiser
Katie Tomlinson – South Yorkshire Community Fundraiser
Lin Stead - North Yorkshire Regional Fundraiser
Olivia Mulligan – North Yorkshire Community Fundraiser

Tessa Klemz – North Yorkshire Community Fundraiser (appointed May 2019)
Bob Smailes - Regional Fundraising Manager: East Yorkshire
Kevin Hutchinson – East Yorkshire Community Fundraiser
Rob Scott – East Yorkshire Community Fundraiser
Katie Collinson – Corporate & Partnerships Manager
Caroline Myers – Trusts & Legacies Manager

Operational Staff:

Captain Garry Brasher – Pilot & Training Captain
Captain Geoff Jones – Senior Pilot, Nostell
Captain Harry O'Neill – Senior Pilot, Topcliffe & Safety Manager
Captain Lee Holmes – Pilot
Captain Colin Hawkesworth – Pilot (appointed July 2019)
Alan Baranowski – A&E Divisional Commander (Yorkshire Ambulance Service NHS Trust)
Matt Syrat - Clinical Operations Manager
Tony Wilkes – HEMS Clinical Supervisor
Sammy Wills – HEMS Clinical Supervisor
Paul Holmes – HEMS Clinical Supervisor (Seconded)
Pete Rhodes – HEMS Clinical Supervisor (Seconded)
Sam McCreesh – HEMS Clinical Supervisor (Seconded)
Andy Armitage - Aircrew
Al Day - Aircrew
Lisa Dempster - Aircrew
Lee Greenwood – Aircrew
James Stubley - Aircrew

Tyrone Thornton - Aircrew
Pete Vallance - Aircrew
Kit Von Mickwitz - Aircrew
James Allen – Paramedic (Seconded)
Andy Crow – Paramedic (Seconded)
Matty McCabe – Paramedic (Seconded)
Gav McCune – Paramedic (Seconded)
Rachel Smith – Paramedic (Seconded)

Doctors:

Dr Andy Pountney – Medical Governance Lead
Dr Jez Pinnell – YAA/ HART Medical Advisor
Dr Rob Anderson
Dr David Driver
Dr Becky Isles
Dr Tim Moll
Dr Sarah Milton-Jones
Dr Paul Onion
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 2018 I stated:

"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 to 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 that 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."

As always, I would start my report with our key financial information. For the year ending March 2019 our total income was £8.1M, split between donations and other income £5.2M and legacies of £2.9M. Legacies showed an increase of £1M over last year. Operational costs were virtually unchanged from £4.6M, whilst net income [including £271k gain on investments] showed an increase over 2018 of £1.1M. The net assets value of the Charity increased by 14.9% and now stand at £29.22M.

I am again, pleased to be able to report that we have managed to maintain our administration and fundraising expenditure beneath budget and at 18.6% of income, leaving 81.4p in every £1 that is donated to be used for Charitable activities or for building reserves to cover the replacement of the helicopters in circa 7/8 years. Our reserves policy and our levels of overhead expenditure are closely monitored by the Trustee Board at our monthly meetings and continue to be regularly reviewed.

Our Airbus H145 helicopters are now three years old and are still invaluable in providing the Yorkshire region with a state-of-the-art mobile trauma unit. With the commencement of full night vision operations (NVIS), we have also been able to increase the hours when the helicopters are available. We have been able to run one 12hr shift out of RAF Topcliffe and a two-shift operation [07:00 to 00:00] from our Nostell Air Support Unit every day over the whole year. The Nostell based aircraft is also staffed with a Doctor on board from 09:00-21:00

every day. As predicted in my report last year, actual operational costs have reduced significantly in real terms, but most of the saving has been swallowed up with the use of increased operational hours. This is of course a great positive in that we are providing more service and lifesaving capability for no more cost.

The warranty on both our helicopters will expire during mid 2019 and we are now in negotiations with Airbus UK to put in place a PBH [power by the hour] contract that will cover all of the airframe parts. This will supplement our existing PBH contract that is already in place with Safran for our aircrafts four engines. We also already have a maintenance contract with Airbus UK for the servicing of our two helicopters. These arrangements provide a high degree of cost certainty alongside the highest level of service to ensure that our helicopters are safe, efficient and cost effective.

Our Director of Aviation and Accountable Manager Capt. Andy Lister (now departed from YAA) has interviewed and appointed three new pilots to cover staff who were retiring during the year. Much use of simulator facilities in Germany has been made for both training new pilots and also upskilling our existing pilots and paramedics flying as TCM's [Technical Crew Members].

All our operations are still carried out under our own AOC and include regular audits from the CCA Flight Operations Inspector and Flight Engineer.



YAA PATRONS | Gaynor Barnes, Jon Mitchell and Sir Geoffrey Boycott

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 Alan Baranowski (A&E Divisional Commander) 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 Matt Syrat our Clinical Operations Manager. This team have again 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.

We are also fortunate to have some fantastic Patrons and Ambassadors who promote the

work of the YAA across the Yorkshire region.

I would record our thanks to our Patrons, Gaynor Barnes, Sir Geoffrey Boycott OBE and Jon Mitchell and our newest Ambassador Amanda Owen, better known as the Yorkshire Shepherdess, who have assisted the YAA in so many different ways. Finally, my thanks go to everyone who in anyway supports the YAA Charity.

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

Our long-standing affinity account with Yorkshire Building Society has now come to an end, but over 12 years has raised the staggering amount of £39M and we are grateful to them for such dedicated support.

Sheffield based B. Braun Medical Ltd has, over many years, both in sponsorship and the use of the valuable B. Braun team, given the Charity their most valued support. As I have mentioned previously, I would again like to specifically 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.

A new Finance Director [Ursula Brearley] was appointed in the Autumn and started her employment with the Charity in September. She is a welcome new member of our Senior Management Team and has already improved the overall performance of our Finance Department. At the end of September, our Director of Fundraising left the Charity to pursue other opportunities. Due to the size of Yorkshire, the Trustee Board decided to split our fundraising activities into two areas [North & East Yorkshire] and [West & South Yorkshire] and as an interim arrangement giving existing staff the opportunity to develop, promoted Helen Callear and Kerry Dwyer to be Directors of Fundraising for the two regions. I would also personally thank all the dedicated staff who works so tirelessly in support of the Yorkshire Air Ambulance.

During the year there have been many important events and I would highlight a few of them. Last year our AGM and recognition dinner were held at the Mercure St Pauls Hotel in Sheffield. We also held four regional awards events in September. One in North Yorkshire at the Devonshire Arms, one in West Yorkshire at the Holiday Inn in Brighouse. East region held theirs at Malton & Pickering Golf Club and South hosted their event at Doncaster Racecourse. At the end of July, we held a "staff & crew family fun day" at our Airbase at Nostell, which gave an opportunity for all staff and Yorkshire Ambulance Service members attached to the YAA facility to meet each other in a relaxed surrounding. In November,



we fully tested our procedures as detailed in our Emergency Response Plan with a very satisfactory outcome. In September members of the Trustee Board and all the Senior Management Team spent a full day reviewing and developing the development and strategy for the Charity going forward. Finally, we commenced an exciting project with YAS [Yorkshire Ambulance Service] to install a realistic training suite at our Nostell base including SIM bodies. This will be used for training for YAA medical staff and also across the wider YAS teams.

The Helicopter ER series depicts in detail many of the factual lifesaving trauma incidents which are attended. Further series are planned and are in the pipeline, and as always this increases the local awareness of the lifesaving work of the Doctors, Paramedics and aircrew. Their commentary "Intensive care in the air" during the screening of each episode is also reinforced by our mission statement.

CONCLUSION

I am certain that we can look forward to the 2019-2020 year with confidence and that the YAA team will achieve the necessary incomes and control the cost base as per our budget. The Charity staff give their tireless support and dedication to ensure that donations continue to enable the support needed to operate our life saving operational service across the Yorkshire region. I would also pay tribute to all

our Trustees, Medical crews, Sponsors, Volunteers and Supporters for their continuing and supportive involvement.

The YAA Charity has further developed over the last year and the H145 helicopters with double shift operation from Nostell and night operations across both bases. It is vitally important that we manage all the donations that we receive carefully and also our overall operational and administration costs, to ensure that any surplus income is used to build our reserves for the future maintenance and development of the Yorkshire Air Ambulance facilities and for the planned replacement of our H145 helicopters in 7/8 years.

I would note my personal thanks and those of all the YAA Trustee Board, Senior Management and staff to Mike Shanahan and Pete Vallance [Yorkshire Ambulance Service] who have now retired having given dedicated and valued service and support to YAA over numerous years.

In closing I would say a very grateful thanks to everybody who has supported the Charity over the last 19 years – you have all been instrumental in establishing the necessary funds to develop and maintain the Yorkshire Air Ambulance's facilities to operate throughout the Yorkshire region.

Peter Sunderland MBE, DL

Chairman
17 September 2019

Strategic Report & Trustee Report

Peter Sunderland



Strategic Report and Trustees Report for the Year Ending 31 March 2019

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 2019, 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 need 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 in 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 Yorkshire Ambulance

Service NHS Trust (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, 81.4p was spent to meet our charitable purpose - which is saving lives in Yorkshire.

Achievements and Performance - Fundraising

Fundraising is at the heart of everything we do – without the generous support of the 5 million people of Yorkshire, and other kind-hearted people who live further afield, we wouldn't be able to keep our helicopters in the air and helping to save lives. The YAA has to raise approximately £12,000 each day of the year (£4.4M annually) to keep the operation running. It is often said that if each adult in Yorkshire gave us just £1 each year, we would have sufficient funds to keep us operating.

Last year we were pleased to report a healthy income of £8.1M, which included legacy income. Without legacy income, which, whilst very welcome, is unpredictable in both quantum and timing, it was still a robust £5.2M.

Our two Airbus H145 helicopters, purchased in 2016/2017 are not new any more and have settled in well to life in Yorkshire. As reported last year, we were able to pay the balances owed on these so both helicopters are now owned by the Charity for the benefit of the people of Yorkshire.

As with every year, our financial results are achievable because of the outstanding efforts put in by our fantastic Charity team, in particular our Fundraising team who are out in the region seven days per week, raising awareness and fundraising for the YAA. Not to mention the army of dedicated volunteers who help and support us by assisting at the many thousands of events we attend each year. Our sincerest thanks goes to them all. We genuinely could not attend all the events we do without the amazing support from our Volunteers.

Every year we continue to build relationships with our principal supporters. Some long-standing supporters that have become like family, and other newer and expanding relationships which we know are going to develop further into lasting partnerships. Here is a summary of who we work very closely with:

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 8 years now. Arco have continued to support us with the procurement of Health & Safety equipment and materials.



B. Braun Medical Ltd: based in Sheffield. B. Braun Medical Ltd are 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, and also other events throughout the year.

The BIU Group: the BIU Group are 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 £2.8m 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 10th year with "The Chairman's Choice" generously supported by Made by Cooper. This year saw over 200 cyclists taking in Zeebrugge, Antwerp, Amsterdam, Rotterdam, The Hague, Hull and finally home to Huddersfield! It was Dean Hoyle's last bike ride as Chairman of HTAFC and only fitting it was the 'Chairman's Choice'. 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 £2M since inception.

SICL: our IT and systems provider, SICL are another of our long-standing corporate supporters and came on board after seeing first hand our work at our old Leeds Bradford Airport base over 14 years ago now. Since then, they have provided our IT and network systems under sponsorship, saving the Charity hundreds of thousands of pounds over the years.

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

James Potter 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 over £70,000 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 their Ice Valley water for the many events we attend 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 smart, bespoke suits and formal wear, to wear when out in Yorkshire representing the Charity. This saves the Charity thousands of pounds each year. We are delighted that Skopes have recently renewed their contract with us to support the Charity for a further 3 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.

I'Anson Brothers Ltd: Masham based I'Anson Brothers one of the UK's leading manufacturers of animal feedstuff. Managing Director Chris I'Anson has become a great friend to the YAA and the company support us where they can, including proudly carrying the YAA livery on their transport fleet.

The Jack Brunton Charitable Trust: The 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 towards buying essential helicopter support equipment at our Topcliffe airbase, as well as towards the purchasing of our Airbus H145 aircraft

B&M Bargains: one of the UK's fastest growing variety retailers, B&M Bargains have 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 now into our second year as the Charity partner for South Yorkshire based shopping mall Meadowhall which will conclude at the end of 2019. This exciting fundraising partnership has seen YAA have a strong fundraising presence in the mall, raising vital funds on a regular basis.

We are also very grateful to **The Liz and Terry Bramall Foundation** for their past, generous support of the YAA, plus other benefactors who wish to remain anonymous. You know who you are, and to you we send our most sincere thanks also.

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

We must give a special acknowledgement to one particular fundraising event which celebrated its 16th consecutive year this year. Beadlam Tractor Run, which has been supporting the YAA since 2003 saw nearly 200 Tractors take to the roads in North Yorkshire for their annual ride out. This now famous event, established by Bernard Simpson and now run by his son Malcolm has raised nearly £120,000 for the YAA over the years and what makes this year even more special is that Bernard celebrated his 90th birthday shortly after the event.

Plans for Future Periods – Fundraising

As we come to a close on our first full year with a new fundraising structure, not one, but now two, joint Directors of Fundraising, we look upon

this next year as one to develop more exciting opportunities for the Charity. Fundraising and fundraising income streams are changing, and we must develop this positively to make it work for both us and our supporters.

Requests for more organised fundraising events has been taken on board and we are now a proud partner of Total Warrior in Leeds, the Run for All York 10K and two annual Skydives with Skydive GB in Bridlington. We are also exploring further opportunities to bring on board new fundraising opportunities.

We are also continuing to expand into the digital era and are now currently trialling our first contactless collection box which has been kindly been donated by Accept Cards Ltd in Elland. The device is proving particularly popular at all the outdoor events we attend.

Facebook Fundraising is also proving a highly popular way of donating to the Charity, with many people setting up donation pages in lieu of birthdays and special occasions. We have seen a considerable increase in donations from Facebook Fundraising events in recent months. Other online giving platforms such as JustGiving and Virgin Money Giving are also proving as popular as ever.

We also continue to acknowledge 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, are currently undertaking a refurbishment and update of the main site to give our supporters the best user experience possible.

OPERATIONS

Air Operations (Cpt Steve Waudby – Chief Pilot & Accountable Manager)

This past year has been a period of relative stability for the Yorkshire Air Ambulance following a busy 2017, which saw the development of NVIS (Night Vision Imaging System) capabilities and consequent doubling of weekday shifts at Nostell. Civil regulations do not currently permit aircrew to fly helicopters in the single-pilot role beyond the age of 60 and, with three pilots turning 60 last summer, it thus became necessary to find new personnel. Captains Ian Mousette and Chris Attrill had both been flying with the YAA since the Charity gained an AOC in 2012, so it proved challenging to replace such experience. But with enough time to prepare and manage the transition we were able to train and induct two ex-military pilots, Captain Geoff Jones and Captain Harry O'Neill without losing a single day of operational availability, and both quickly settled into their new roles at Topcliffe and Nostell. We have subsequently welcomed Captain Lee Holmes to the team this year too.

Another big hole was left by the departure of Captain Andy Hall, who had supported the Charity in a training capacity initially but was subsequently appointed Chief Pilot. After searching for his replacement, I was delighted to be appointed to the role. I had previously flown with the YAA some years ago but accepted a position as our new Chief Pilot. I hope I have brought my valuable experience as an RAF instructor and broad knowledge of flight



operations from elsewhere in the HEMS industry to this role and have very much enjoyed it so far.

One of the Charity's biggest advances in 2018 was the introduction of simulation training for Pilots and technical crew alike. Due to the necessity for complex visuals, helicopter simulators have historically been of lesser quality and therefore limited value when compared to fixed-wing simulation. However, recent improvements in computing power have enabled sophisticated machines to be developed, and we subsequently entered into a contract with the ADAC HEMS academy near Cologne who agreed to provide access to their H145 simulator. Commencing October 2018, the Charity's training Captains were qualified by the CAA to deliver in-house instruction and examination on behalf of our operation. This will enable all YAA pilots to develop a much deeper understanding of aircraft systems and thereby improve both skills and responses when presented with many complex emergencies. Additional benefits when using simulators are that both our helicopters remain constantly operational, there is no risk of damaging operational equipment, and the overall cost is actually cheaper than using a real H145. From a pilot's perspective, the "feel" of a simulator is substantially the same as flying a physical aircraft, and the experience of crashing (literally!) for the first time sharpens their awareness significantly. Our induction programme proved so successful it was decided to train with TCMS in the cockpit as well, so that all staff could be regularly trained and tested when operating in their normal crew positions.

Ground Operations (Neale Jacobs – Director of Operations)

Our report last year finished with the "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 and 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."

Most of these enhancements have been completed, which include:

- Conversion of an old meeting room into the new off duty crew lounge and kitchen area
- Creation of new engineering office in the main hangar
- Dedicated gym area
- Conversion of the old engineering bay to provide Boardroom, kitchen area, toilets, and the Simulation Training Suite

The Simulation Training Suite was developed and paid for in partnership with the Yorkshire Ambulance Service. This area comprises of a control room and simulation room with the capability of 360° projection, sound and even the ability to add smells to the room to make the training scene even more realistic! In addition, the Charity has provided life-like training manikins and training equipment. This facility

now provides a realistic training environment, which can be used on a regular basis as part of the daily routine. The training can also be videoed and feedback given as required.

All air crew undertake an annual fitness test and therefore a gym at Nostell allows the crews to maintain their fitness when they are not on duty. At RAF Topcliffe they have always had access to the military gym, which is very much appreciated.

We are also delighted to report that we were able to secure grant-funding to enable the majority of the above enhancements to be completed. Our partners, Yorkshire Ambulance Service also provided some funding towards the Simulation Training Suite. We are thankful to all who have made these changes & improvements possible.

There are still further enhancements we wish to undertake to the airbases, to keep improving the usability of the facility. This includes submitting a planning application to build a new visitor reception area at Nostell, which will in turn provide us with the extra space we require to welcome people to the base and view the facility.

We also continue to keep a watching brief on developments within the MOD and the closure of various RAF bases in our area. Our current understanding is that RAF Topcliffe should not be affected by the latest closures announced.

Our main Charity office at Elland continues to serve the organisation well. This is where the administration, finance and marketing functions operate from on a daily basis. Additional resource



has been brought into some of these areas, meaning a rethink of the use of the space was required. As such, our Senior Management Team now have dedicated office space upstairs and the previous board room has been redeveloped to provide 3 meeting rooms of differing sizes enabling greater flexibility for staff and visitors.

We would also like to record our sincere thanks to all the office based teams for their continued hard work and dedication. These are the unsung heroes of the Charity who work behind the scenes to ensure everything runs smoothly each day.

Yorkshire Ambulance Service NHS Trust – our partnership

Our partnership with Yorkshire Ambulance Service NHS Trust has seen some key changes in the personnel we deal with on a day to day basis. Mike Shanahan (Head of Special Operations) left the organisation and we welcomed Alan Baranowski who has now taken up the role of A&E Divisional Commander. Pete Vallance (Clinical Operations Manager) stepped down from his role, and Matt Syrat has now taken this position.

Pete still remains with us as an Aircrew Paramedic and Matt stepped up to the role after being part of the YAA crew for some years now. We wish Alan, Pete and Matt all the best in their new roles at YAS/ YAA.

In addition we welcomed 5 new seconded HEMS Aircrew Paramedics to the team to replace those whose secondments had come to an end. After a vigorous training programme we are pleased to report all are now fully fledged trained members of the crew (Matty McCabe, Gav McCune, Rachel Smith, James Allen & Andrew Crow). YAA continue to meet on a regular basis with the Yorkshire Ambulance Service at our Safety Action Group meetings, Operations Board and Partnership Board meetings. The primary focus of these is safety, patient care and future enhancements to the service we operate.



Financial Review



Financial Review

Income for the year to 31 March 2019 totalled £8,111,677 (2018 - £7,264,315). 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, corporate donations and support in kind.

After fundraising and publicity costs, the net funds raised for charitable expenditure for the year to 31 March 2019 totalled £6,604,374 (2018 - £5,982,442). Charitable expenditure for the year totalled £3,094,463 (2018 - £3,368,902). 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 14.9% and now stand at £29.2M. With prudent management and close budgetary control, we have managed to control our administration and fundraising expenditure at 18.6% of income - leaving 81.4p 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 2019, the free cash balance amounted to £7,045,759 (2018 – £5,802,262). This represents just over 19 months operating costs at the approximate running cost of £12,000 per day. 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 when our current fleet are around 10 years old, 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 2019, the value of investments stood at £8,042,865 (2018 - £2,689,878).

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.

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.



Auditor's Statement



Statement of responsibilities of the Trustees of Yorkshire Air Ambulance Limited in respect of the Trustees annual report and the financial statements

The Trustees are responsible for preparing the Trustees Annual Report and the financial statements in accordance with applicable law and regulations.

Company law requires the Trustees to prepare financial statements for each financial year. Under that law they are required to prepare the group and parent company financial statements in accordance with UK Accounting Standards and applicable law (UK Generally Accepted Accounting Practice), including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland.

Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the group and charitable company and of the group's excess of income over expenditure for that period. In preparing each of the group and charitable company financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;

- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- assess the group's and the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern; and
- use the going concern basis of accounting unless they either intend to liquidate the group or the charitable company or to cease operations, or have no realistic alternative but to do so.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that its financial statements comply with the Companies Act 2006. They are responsible for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error, and have general responsibility for taking such steps as are reasonably open to them to safeguard the assets of the group and to prevent and detect fraud and other irregularities.

Independent auditor's report to the members of Yorkshire Air Ambulance Limited

Opinion

We have audited the financial statements of Yorkshire Air Ambulance Limited ("the charitable company") for the year ended 31 March 2019 which comprise the Consolidated Statement of Financial Activities, Consolidated Balance Sheet, Company Balance Sheet, Consolidated Cashflow Statement and related notes, including the accounting policies in note 1.

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the charitable company's affairs as at 31 March 2019 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with UK accounting standards, including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) ("ISAs (UK)") and applicable law. Our responsibilities are described below. We have fulfilled our ethical responsibilities under, and are independent of the group in accordance with, UK ethical requirements including the FRC Ethical Standard. We believe that the audit evidence we have



obtained is a sufficient and appropriate basis for our opinion.

The impact of uncertainties due to the UK exiting the European Union on our audit

Uncertainties related to the effects of Brexit are relevant to understanding our audit of the financial statements. All audits assess and challenge the reasonableness of estimates made by the directors, such as valuation of investments and related disclosures and the appropriateness of the going concern basis of preparation of the financial statements. All of these depend on assessments of the future economic environment and the group’s future prospects and performance.

Brexit is one of the most significant economic events for the UK, and at the date of this report its effects are subject to unprecedented levels of uncertainty of outcomes, with the full range of possible effects unknown. We applied a standardised firm-wide approach in response to that uncertainty when assessing the group’s future prospects and performance. However, no audit should be expected to predict the unknowable factors or all possible future implications for a company and this is particularly the case in relation to Brexit.

Going concern

The Trustees have prepared the financial statements on the going concern basis as they do not intend to liquidate the group or the charitable company or to cease their operations, and as they have concluded that the group and

charitable company’s financial position means that this is realistic. They have also concluded that there are no material uncertainties that could have cast significant doubt over their ability to continue as a going concern for at least a year from the date of approval of the financial statements (“the going concern period”).

We are required to report to you if we have concluded that the use of the going concern basis of accounting is inappropriate or there is an undisclosed material uncertainty that may cast significant doubt over the use of that basis for a period of at least a year from the date of approval of the financial statements. In our evaluation of the Trustees conclusions, we considered the inherent risks to the group’s business model, including the impact of Brexit, and analysed how those risks might affect the group and charitable company’s financial resources or ability to continue operations over the going concern period. We have nothing to report in these respects.

However, as we cannot predict all future events or conditions and as subsequent events may result in outcomes that are inconsistent with judgements that were reasonable at the time they were made, the absence of reference to a material uncertainty in this auditor’s report is not a guarantee that the group or the charitable company will continue in operation.

Other information

The Trustees are responsible for the other information, which comprises Strategic Report and Trustees Report. Our opinion on the financial

statements does not cover the other information and, accordingly, we do not express an audit opinion or, except as explicitly stated below, any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether, based on our financial statements audit work, the information therein is materially misstated or inconsistent with the financial statements or our audit knowledge. Based solely on that work:

- we have not identified material misstatements in the other information;
- in our opinion the information given in the Strategic Report and Trustees Annual Report, which constitutes the Trustees report for the financial year, is consistent with the financial statements; and
- in our opinion that report has been prepared in accordance with the Companies Act 2006.

Matters on which we are required to report by exception

Under the Companies Act 2006 we are required to report to you if, in our opinion:

- the charitable company has not kept adequate accounting records or returns adequate for our audit have not been received from branches not visited by us; or
- the charitable company financial statements are not in agreement with the accounting records and returns; or



- certain disclosures of Trustees remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit

We have nothing to report in these respects.

Trustees responsibilities

As explained more fully in their statement set out on page 7, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view; such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error; assessing the group's and the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern; and using the going concern basis of accounting unless they either intend to liquidate the group or the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue

our opinion in an auditor's report. Reasonable assurance is a high level of assurance, but does not guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial statements. A fuller description of our responsibilities is provided on the FRC's website at: www.frc.org.uk/auditorsresponsibilities.

The purpose of our audit work and to whom we owe our responsibilities

This 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. Our 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 its members as a body, for our audit work, for this report, or for the opinions we have formed.

Malcolm Harding (Senior Statutory Auditor)

for and on behalf of KPMG LLP, Statutory Auditor

**Chartered Accountants
1 Sovereign Square
Sovereign Street
Leeds
LS1 4DA**

17 September 2019



Financial Results

STATEMENT OF FINANCIAL ACTIVITIES

	2018/2019	2017/2018
	£000's	£000's
INCOME	8,112	7,264
EXPENDITURE		
Cost of Generating Funds	1,507	1,282
Operational Costs	3,095	3,369
Total Costs	4,602	4,651
Investment gains/losses and taxation	275	48
Increase in reserves	3,785	2,662
Total Reserves B/FWD	25,438	22,776
Total Reserves C/FWD	29,223	25,438



	2019 £'000	2018 £'000
CASHFLOW STATEMENT		
Cash flows from operating activities:		
Net cash provided by operating activities	3,857	4,667
Cash flows from investing activities:		
Dividends, interest and rents from investments	40	36
Purchase of property, plant and equipment	(148)	(148)
Purchase of investments	(4,980)	20
Net cash used in investing activities	(5,088)	(92)
Change in cash and cash equivalents in the reporting period	(1,231)	4,575
Cash and cash equivalent at 1 April	8,363	3,788
Cash and cash equivalents at 31 March	7,132	8,363

BALANCE SHEET

	2018/2019	2017/2018
	£000's	£000's
Fixed Assets	21,209	16,541
Current Assets		
Debtors and Stock	1,427	986
Bank Balances & Investments	7,132	8,363
	8,559	9,349
Current Liabilities		
Creditors	-545	-452
Net Current Assets	8,014	8,897
Long Term Liabilities		
Net Assets	29,223	25,438
Represented By		
Restricted Funds	54	46
Designated Funds	10,033	6,889
Unrestricted Funds	19,136	18,503
	29,223	25,438



Roll of Honour 2018



These people and organisations were recognised for their continued support at the 2018 Recognition Awards:

Volunteers of the Year:

Olga & John Ashton – North
Hilda & Peter Carrol - South
Rosemary Wood & Andrew Stockdale - East
Ann Littlewood & Margaret Wells – West

Individuals & Local Supporters:

David Penn (Barclays)
Sgt Paul Cording
Jonny Maw
Cavallier Public House
Park Lodge Shooting School
Orchard Farm Holiday Village
St Anne's 2000 Ladies Club
Brewers Pride Fun Day

Community Groups:

Knaresborough Young Farmers
Wentworth Village Association
Fylingdales Community Cup
Elland Rotary Club

Corporate Supporters:

l'Ansons
B&Q Distribution Centre
Hiscox Insurance
Planet Platforms
The Devonshire Arms Hotel

Trusts Award:

The Henry Surtees Foundation

Patient Fundraising Ambassador:

Vikki & Ray Lane

Outstanding Partnership:

Arco

Special Recognition Award:

Pete Vallance

Chairman's Award:

Bernard Simpson

£10K Donors



Donors who donated over £10,000 in 2018/2019:

Anlaby Boys Club
The Normanby Charitable Trust
Mr R K Knox
Point to Point Sheriff Hutton
Leysburn Livestock Auction Mart
Doncaster Racecourse
The Nunnington Bash
ARCO Ltd
Shepley Spring Ltd
Mrs J Prior
Old Brodleians RUFC – The Brodstock Music Festival
The Jack Brunton Charitable Trust
Aire Valley UK
Masham Sheep Fair
The Marjorie & Edgar Knight Charitable Trust
l'Ansons Quality Feeds
West Riding Masonic Charities Ltd
Knaresborough Young Farmers
Mr P Sowerby
Cooplads Bakers

The Henry Surtees Foundation
Mr & Mrs S Horner
The Association of Air Ambulances
Wakefield & District Health & Community Support Ltd
MRH
B & M Retail Limited (Community Fund)
Mr P Franklin
Meadowhall Shopping Centre, Sheffield
The Co-op, Wilsden
Miss C Harmson
M Raine
Yorkshire Farmhouse Eggs Ltd
Rosemont Pharmaceuticals Ltd
Hiscox Underwriting Ltd
The Morrisons Foundation
Mr G Taylor
Barclays Mortgages Originations Department
Mr J Howey
The Finderman Charitable Trust
B. Braun Medical Ltd
Mr & Mrs R Pickering
The Bush Beaters Ball

Thank you also to our generous donors who wish to remain anonymous

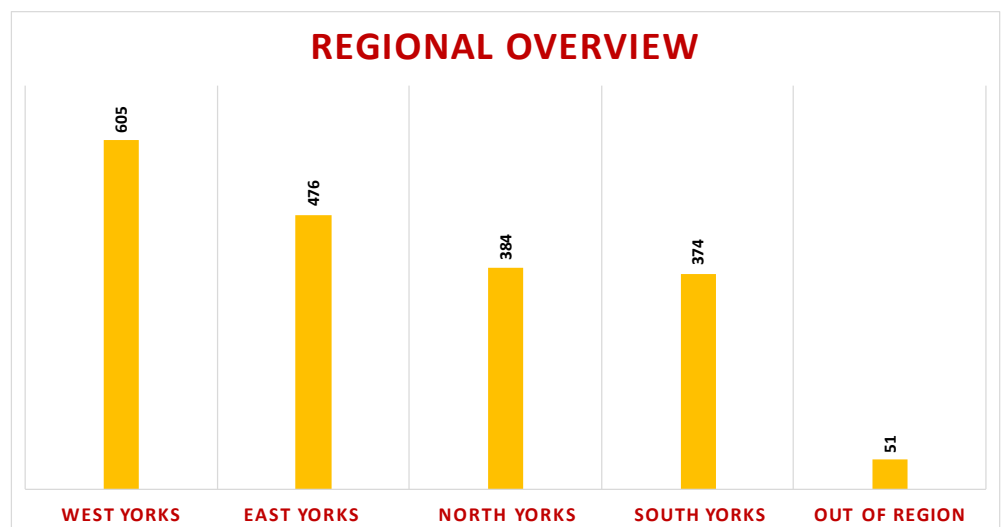
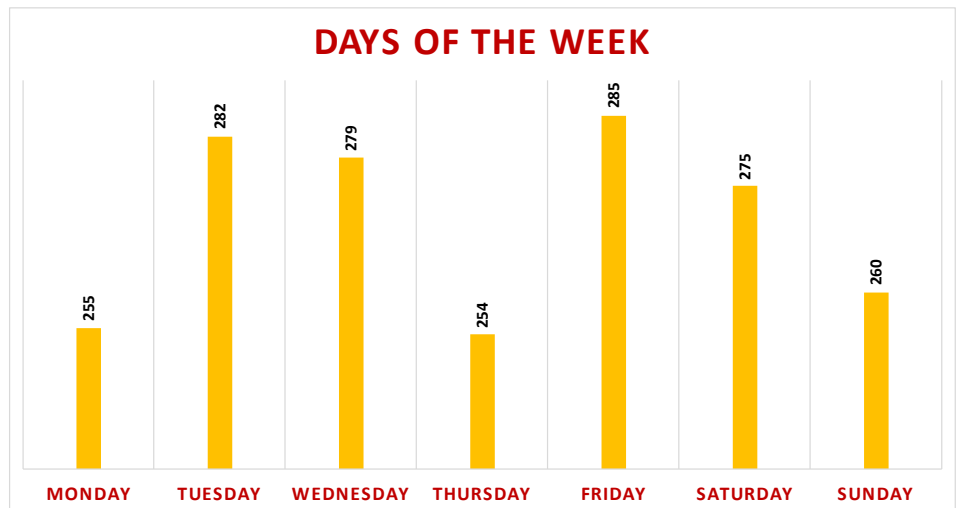
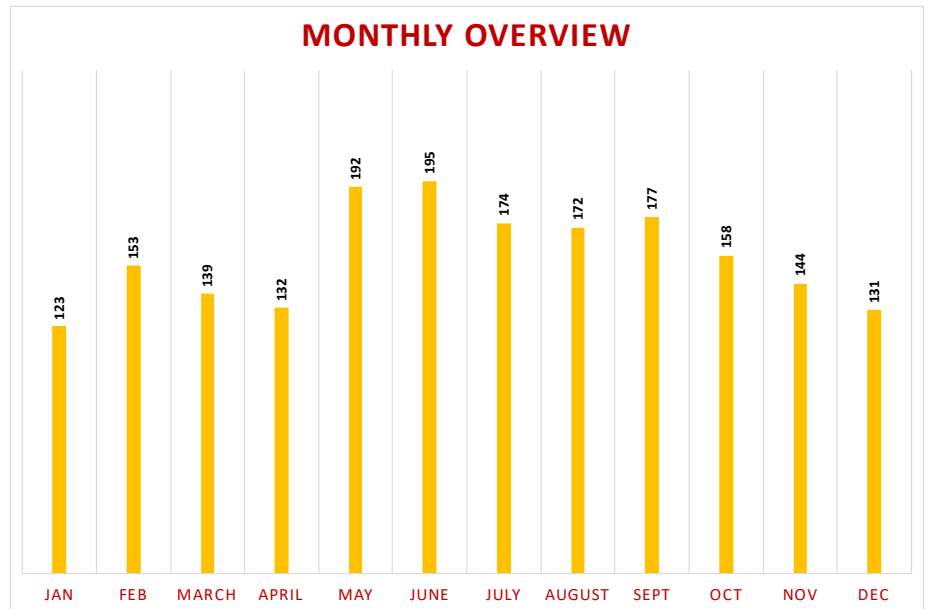
Operational Statistics

Statistics collated between 1st April 2018 and 31st March 2019

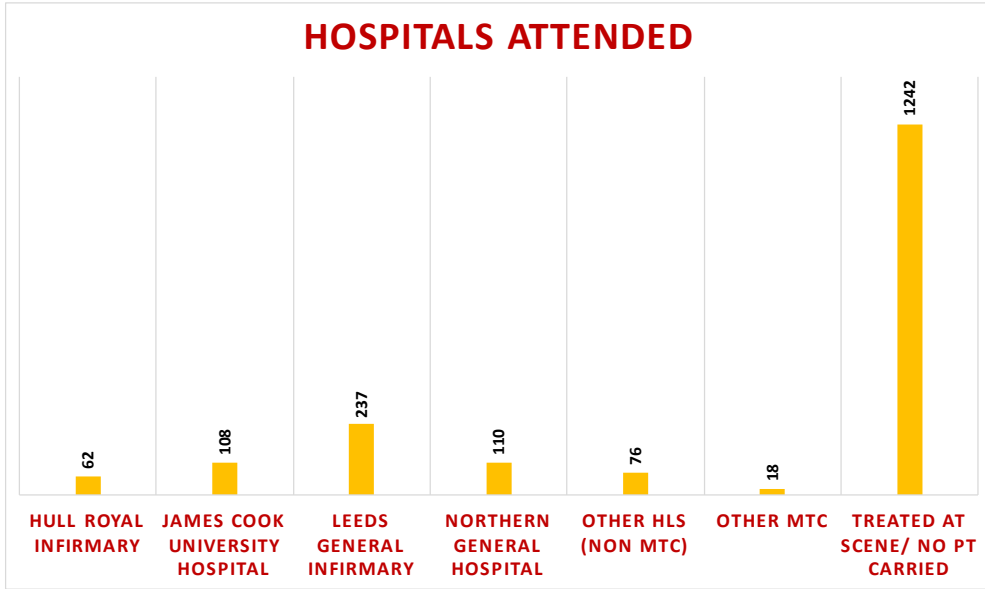
- 434 patients carried
- 1,890 incidents attended
- Over a fifth of incidents we attended resulted in a patient being flown to hospital
- One in five incidents we attended were Road Traffic Collisions
- We were first on scene in almost one in five incidents
- 7% of the cases we attended required blood to be administered to the patient
- We attended more than 70 incidents where there was more than one patient to be treated
- We attend an average of 5 missions per day.
- Our busiest day of the week was a Friday, narrowly pipping Tuesday's to the post by 3 incidents.
- June was our busiest month.
- 37% of our patients had treatment performed at scene before being moved to a hospital
- Last year we were tasked on 229 missions which were operated at night using NVIS goggles
- Our busiest month for NVIS operations was January, with 14 missions undertaken

Patient Profile:

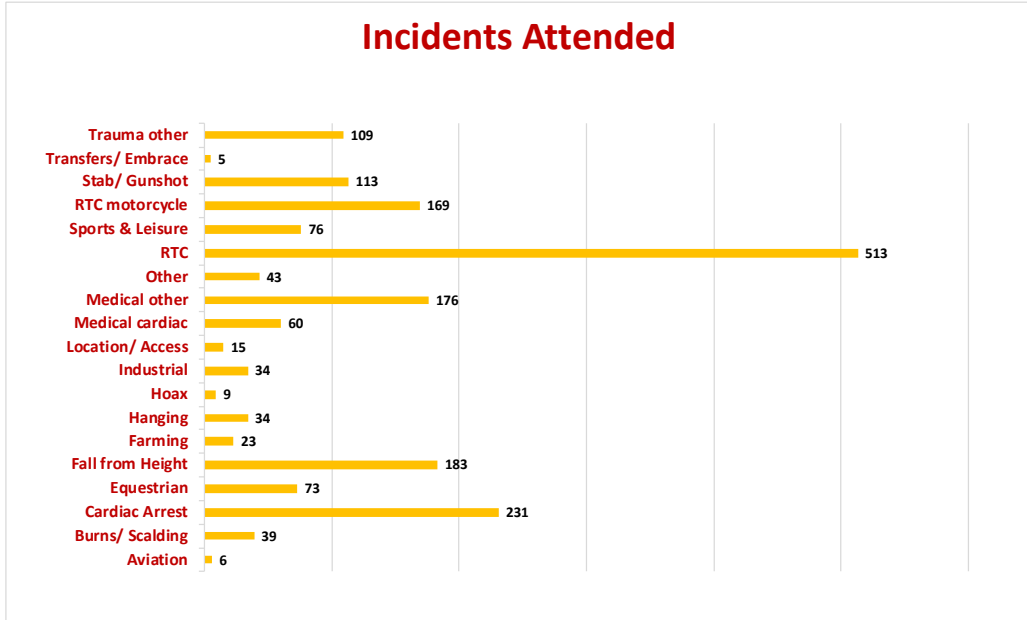
- Adult female: 321
- Adult male: 915
- Baby under age of 2: 30
- Children between 2 & 16: 129



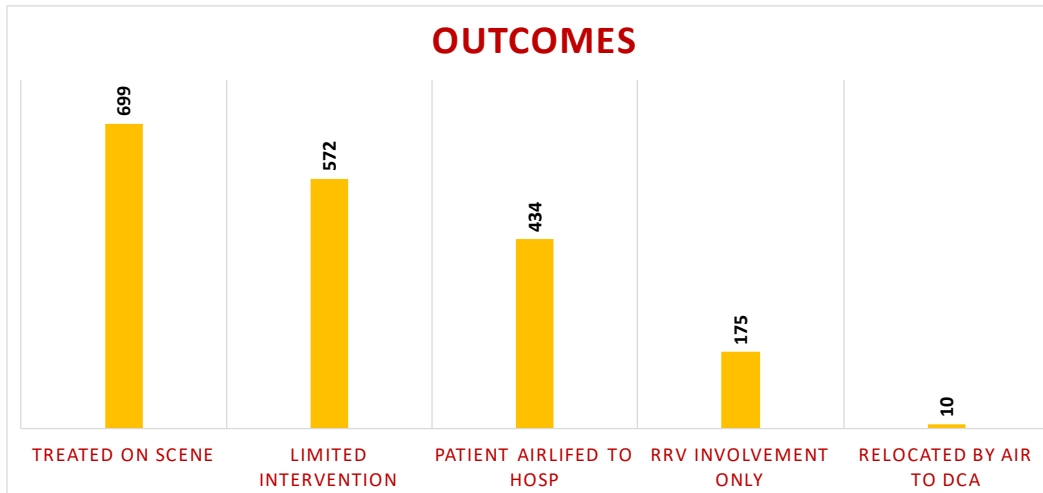
HOSPITALS ATTENDED



Incidents Attended



OUTCOMES



Every Minute Counts



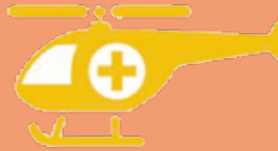
Yorkshire Air Ambulance flew nearly 1,900 life-saving missions last year in England's largest county

The Charity needs to raise £12,000 every day to keep both air ambulances in the air and helping to save lives. We do not receive any government funding and rely entirely on the generosity of the public and supporters.

How your fundraising can help save lives in Yorkshire...

£2,400 FUNDS ONE MISSION

Last year the YAA were called out to an average of five 999 calls each day to people with serious and life-threatening injuries



£500 FUNDS ONE HOUR

The one hour period following serious trauma where prompt medical care can potentially save lives and improve long-term outcomes for the patient.



£170 FUNDS 20 MINUTES OF FLYING

The approximate flight time needed to reach around 90% of Yorkshire's population



£100 FUNDS 12 MINUTES FLIGHT TIME

The average flight time for each of the air ambulance helicopters to reach an incident after the 999 call is received



£17 FUNDS 2 MINUTES OF CRITICAL DISPATCH TIME

The average time for our medics to activate on a mission and get airborne.

Even those vital 2 minutes can potentially save a life.







Cayley House | 10 South Lane | Elland | HX5 0HQ
Tel: 01422 237900 | e-mail: info@yaa.org.uk

www.yaa.org.uk