



Annual Report | 15

Year ending March 2016

Saving lives across Yorkshire





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.

A handwritten signature in black ink, appearing to read 'Peter Sunderland', is positioned above the printed name.

Peter Sunderland
Chairman, Yorkshire Air Ambulance



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Yorkshire Air Ambulance



Royal Patron: HRH The Duke of York, KG

Patrons:

Gaynor Barnes
Jon Mitchell
Geoffrey Boycott
Charlie Hodgson
Martyn Moxon

Trustees:

Peter Sunderland MBE, DL (Chairman)
Bruce Burns (Vice-Chairman)
Brian Chapman
Kevin Hynes
Dr Peter Smith
Amarjit Singh
Sarah Moore
Sandra Rhodes
Dr Judith Parker (appointed Jan 2016)
Simon Pearson
John Samuel
Viv Lewis

Senior Management Team:

Paul Gowland - Director of Fundraising
Neale Jacobs - Director of Ground Operations and Administration
Captain Andrew Lister - Director of Flight Operations
Tracey Looker - Director of Finance
Abby McClymont - Director of Marketing and Communications

Staff:

Office:

Jill Pukacz - Executive PA
Liv Johnson - Marketing & Digital Media Assistant
Irene Heap - Finance Manager
Allison Turner - Finance Assistant
Heather Stansfield - Finance Clerk
Tracey Bull - Administrator: West & South
Marie McParland - Administrator: North & East

Fundraising Team:

Kerry Garner - Regional Fundraising Manager: West & South Yorkshire
Jenny Jones - West Yorkshire Community Fundraiser
Vickie Bowden - West Yorkshire Community Fundraiser (appointed March 2016)
Angela Mahandru - West Yorkshire Community Fundraiser (appointed March 2016)
Charlie Pearson - South Yorkshire Community Fundraiser (appointed May 2016)
Helen Callear – Regional Fundraising Manager: North Yorkshire
Tory Muirhead – North Yorkshire Community Fundraiser (left October 2016)
Bob Smailes - Regional Fundraising Manager: East Yorkshire
David Hebden - East Yorkshire Community Fundraiser
Kevin Hutchinson – East Yorkshire Community Fundraiser (appointed June 2016)
Katie Collinson - Partnerships Manager
Caroline Myers - Grants & Trusts Officer (appointed July 2016)

Operational Staff:

Captain Chris Attrill - Pilot: Topcliffe
Captain Garry Brasher - Pilot: Nostell
Captain Andy Hall - Pilot: Nostell
Captain Ian Mousette - Pilot: Topcliffe
Captain Rob Pennell – Relief Pilot
Captain Elaine Hunter - Relief Pilot
Mike Shanahan - Head of Special Operations (Yorkshire Ambulance Service NHS Trust)
Pete Vallance - Clinical Operations Manager
Andy Armitage: Paramedic
John Baxter: Paramedic
Darren Cullen: Paramedic
Lisa Dempster: Paramedic
Adrian Fell: Paramedic
Lee Greenwood: Paramedic
Paul Holmes: Paramedic
Pete Rhodes: Paramedic
James Stublely: Paramedic
Matt Syrat: Paramedic
Kit Von Mickwitz: Paramedic
Sammy Wills: Paramedic
Tony Wilkes: Paramedic

Doctors:

Critical Care team all appointed April 2016:
Dr Rob Anderson
Dr Anil Hormis
Dr Tim Moll
Dr Sarah Milton-Jones
Dr Jez Pinnell
Dr Andy Pountney
Dr Steve Rowe
Dr Neil Sambridge
Dr Chris Srinivasan
Dr Brian White
Dr Alia Yaqub



Chairman's Statement



Peter Sunderland

OVERVIEW: At the conclusion of my report last year I stated:

“The key to our lifesaving Charity operation is the continuation of funds being donated to enable the operation of our two helicopters. These have increased to be in excess of £12,000 per day (we are flying more missions and maintenance costs have risen significantly) to keep both air ambulance helicopters operational.

Transparency is important to the good corporate governance of the Charity and for our supporters to be able to fully understand that all donations are being used effectively for charitable purposes. We are currently preparing our strategy/business plan to ensure that the Charity remains in a position to provide the whole of Yorkshire with a state-of-the-art, world class air ambulance service, which will consolidate the continuation of our life-saving operations. We pride ourselves on delivering the highest quality rapid response emergency service, with the most modern medical facilities, enabling us to continue to save lives across Yorkshire every single day.

This year has been one of the most exciting years in the Charity's history and in my time as Chairman. During the year we made the decision to purchase two new state-of-the-art Airbus H145 helicopters to replace our ageing MD902's. This is a landmark achievement and one which has only been made possible by the

continued support of the people of Yorkshire. Over recent years, the Trustees have been prudently setting aside funds for the necessary replacement of the helicopters and we were pleased to be able to bring forward the timing of this replacement, following another successful year for the Charity. I am grateful to our newest Patron, Geoffrey Boycott, for his personal request to the Chancellor of the Exchequer to support our Charity, which resulted in the Chancellor visiting our Nostell Airbase on 25 August 2015 with a pledge of £1M from the bank LIBOR fines.

Our income for the year to 31 March 2016 increased by 6.5% year on year to £8.2M, exceeding our expectations for the year.

We flew 6% more missions (1390 – 2015: 1309) and treated more patients (855 – 2015: 808).

This coming year will see the introduction of our new Airbus helicopters which we are confident will secure the future of a state-of-the-art air ambulance service for the people of Yorkshire. These new helicopters will not only bring increased operational efficiencies to the Charity, but will also provide the latest medical equipment, ensuring that we meet the needs of patients. We are confident that the people of Yorkshire will continue their generous, much-needed support of the YAA, in continuing to raise funds to keep our helicopters flying. It currently costs £12,000 per day to operate our

two helicopters. Any surplus funds are used to provide the reserves required to replace them. From an operational perspective, our helicopters are crewed by an experienced team of paramedics and doctors from Yorkshire Ambulance Service NHS Trust (YAS) and I would like to thank them and their Executive team of Della Cannings - Chair of the Board (retired 9th May 2016); Rod Barnes - Chief Executive and Ian Walton – Associate Director of Resilience and Special Services for their continued support.

I also extend our thanks to Dr Julian Mark, our Medical Director for all his support together with Dr Dave Macklin, Executive Director for Operations, Dr Jez Pinnell our Medical Advisor, Mike Shanahan, Head of Special Operations, and Pete Vallance our Clinical Operations Manager. Amongst other duties, this team have been invaluable in assisting in drawing up the specification for the medical fit within the new helicopters which will give the patients all the latest technology and the best care possible.

We operate from two airbases at the Nostell Estate near Wakefield in West Yorkshire and RAF Topcliffe near Thirsk in North Yorkshire, which is made possible by the continued support of The Lord St Oswald of Nostell Priory and Station Commander Group Captain Ian Laing and his team at RAF Linton-on-Ouse. We must also extend our thanks to Lieutenant Colonel John Catto and his team of the 4th Regiment Royal Artillery Allenbrooke Barracks at Topcliffe.



YAA PATRONS | Gaynor Barnes and Jon Mitchell

From a fundraising perspective, we are fortunate to have a dedicated team of people from Patrons, Ambassadors, Trustees, staff and volunteers who work tirelessly to promote our work across Yorkshire – thank you for all your ongoing support.

In particular, I would again record all our thanks to HRH The Duke of York, KG for his Royal Patronage and on behalf of all the Trustees and staff, I would also record our special thanks to our Patrons Gaynor Barnes, Jon Mitchell, Martyn Moxon and Charlie Hodgson for their help and support in their ambassadorial role with the YAA. We also welcomed cricketer legend Geoffrey Boycott as our newest Patron during the year and thank him for his support in unveiling our new helicopter which was launched at an event hosted at our airbase at Nostell in June 2016.

We continue to be supported by many businesses and individuals across Yorkshire, many of whom are mentioned within the fundraising section of the Strategic Report. They provide financial and other support in the way of pro bono services. Many of them are also kind enough to support our Annual Recognition Awards Evening, where we are able to publically acknowledge and thank our supporters. In particular, I would like to thank the Liz and Terry Bramall Foundation for offering further support to the Charity over the next three years and to the Yorkshire Building Society who, once again, donated a staggering £741k following the success of their Affinity account

which is promoted in partnership with us. I also extend my thanks to B. Braun Medical in Sheffield for their continued and outstanding support, both financially and with their time.

With prudent management and close budgetary control, we have managed to maintain our administration and fundraising expenditure beneath budget and at 14% of income - leaving 86p in every £1 donated to be used for charitable activities or building reserves. This remains a key indicator for the Charity and is monitored closely at our monthly Trustee Board meetings.

CONCLUSION:

The Trustee Board has approved the strategy and budget for the year 2016/2017 and we have made an excellent start to the year with our fundraising team efforts. Our costs are being closely monitored, particularly, as we approach the transition from one helicopter type to the new Airbus H145.

We pride ourselves on delivering the highest quality rapid response emergency service, with the most modern medical facilities, enabling us to continue to save lives across Yorkshire every single day.

I was personally very humbled to be invited to receive an MBE for Voluntary Services to the Yorkshire Air Ambulance and the Community in

West Yorkshire and I would like to take this opportunity to share this honour with all of our supporters, Trustees, staff and volunteers who have continued to work tirelessly to enable us to offer our life-saving service across the Yorkshire region.

The continued growth of the Charity has been made possible by many individuals and businesses across Yorkshire, who support the service we provide and I would like to take this opportunity to thank all of them.

In conclusion, I am confident that with the generous support of our donors, 2016/2017 will enable us to meet our budgeted expectations and to cover the purchase of our second Airbus H145.

My personal thanks to everyone who has supported the YAA during the year 2015/2016.

Peter Sunderland MBE, DL
October 2016

Strategic Report & Trustee's Report

Peter Sunderland - Chairman



The Trustees are pleased to present their Strategic Report and Trustee's Report together with the Consolidated Financial Statements of the Charity and its subsidiaries for the year ending 31 March 2016, 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). The year to 31 March 2016 is the first year in which FRS102 has been adopted.

OUR PURPOSE & 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 an 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 renovated 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 86p will be spent to meet our charitable purpose which is saving lives in Yorkshire. meetings.

ACHIEVEMENTS & PERFORMANCE - FUNDRAISING

We continue to be staggered 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. For the year ending 31 March 2016 we were very pleased that income increased by 6.5% to £8,173,685 enabling us to take the significant decision to invest in new helicopters. This included two donations from bank LIBOR fines money £241,000 received in July 2015 and £1M received following the Chancellors visit (as detailed in the Chairman's Statement) as a contribution towards the purchase of new aircraft. In addition, our online income continued to be our fastest growing source of income, raising just over £500k during the year.

These results have been made possible by the continued efforts of an excellent and dedicated fundraising team, ably supported by our team of tireless volunteers who continue to build and maintain our relationships with individuals, groups, grants, trusts and corporate supporters. The work that we have done with our principal supporters during the year is detailed 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 4 years now. They have designed and manufactured bespoke flight suits for both our paramedics and Doctors, as well as supplying the Charity with Health & Safety equipment.



© AIRBUS GROUP 2016 - photo by P. PIGEYRE / master films

AIRBUS GROUP

The BIU Group: The BIU Group are one of our longest standing partnerships and manage our successful recycling scheme across the Yorkshire region. This last year has unfortunately seen a downturn in revenue due to a global downturn in the price of recycled clothes in the year ending March 2016, but still generated a very valuable £160k during the year. Along with this, we also work closely with both Asda and Morrisons. Asda host many of our recycling banks on their car parks as well as appointing us as Charity of the Year for two years now (raising in excess of £100k) and Morrisons kindly host our recycling banks.

Huddersfield Town Football Club: Our partnership with Huddersfield Town Football Club continues to flourish and brings in valuable income from a variety of sources, including the annual "Pedal for Pounds" bike ride. Income generated is shared equally between their Football Academy and the YAA and has raised over £1.3M since inception.

John Moore Security: The Hull based security company have supported our security system needs for our premises over the years, but also raise vital money for us by adding a small donation onto every invoice they send out to their customers.

James Potters Eggs: This family run business have supported the YAA for many years now by donating 1p for every dozen eggs they sell in

Yorkshire outlets. To date, this has generated over £41,695 in donations. They also promote the YAA by advertising on their egg cartons.

Shepley Spring: This Huddersfield based family business are one of our more recent principal supporters, after their Managing Director saw us land in a field next to their offices. 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.

Skopes: The Leeds based tailors supplies our Fundraising and Senior Management team with smart, bespoke suits and formal wear to wear out in Yorkshire when they are representing the Charity. In addition they are the latest of our helicopter brand partners.

Yorkshire Building Society: The Yorkshire Building Society agreed to support us by launching an affinity savings account, where people that 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 has surpassed expectations and the amount received by us from these accounts has amounted in total to over £2M. During the year we received £741k from these accounts.

Sovereign Health Care: Bradford based Sovereign Health Care have supported the YAA

through their Charitable Trust for many years now. The not-for-profit company often make sizable donations to us.

We were once again very grateful to The Liz and Terry Bramall Foundation who decided to support us for a further three years.

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

Some of our principal supporters donate their services to us in the form of a benefit in kind. This is included in the accounts as both income and associated costs. The services provided are:

B. Braun Medical: Providing event support for our recognition awards dinner and other events during the year.

DM Keith Skoda: Provided preferential rental rates on vehicles for our fundraisers.

Huddersfield Town Football Club: Advertising the Charity at their football ground.

Exterion Media: Provided free advertising spaces on their buses throughout Yorkshire.

Red Route North (formerly CDP): Provided website, design, print and marketing services.

Renew Holdings plc: Provided IT consultancy advice.

PLANS FOR FUTURE PERIODS - FUNDRAISING

Following the announcement of our decision to bring forward the replacement of our helicopters, we launched a “Vision of the Future” campaign. The aim of this campaign is to share with the people of Yorkshire our vision for their air ambulance service into the future. We hope this vision will inspire people to continue their generous support of our service. We still need to continue to raise £12,000 per day to keep our helicopters flying and saving lives in Yorkshire.

We are delighted to be working with Air Television for a new series, Helicopter ER, which has been commissioned by UKTV with a 2 year contract. This will air on digital TV channels in the Autumn with a further series in early 2017. The team behind Air Television include many of the old faces from the decommissioned BBC TV series Helicopter Heroes and we are delighted to have them working with us again.

Digital fundraising continues to be a source of income growth and we will look to invest in this area in the coming months by employing dedicated resources and exploring new avenues of generating income through digital means.



OPERATIONS - Achievements & Performance

Bruce Burns - Vice Chairman



To run an effective operation, we need to work with a series of partners to ensure that:

- We have operational fit for purpose helicopters
- Stationed at airbases which allow access to any part of Yorkshire within 20 minutes flying time
- Crewed by critical care paramedics and consultant doctors
- With easy, fast access to major trauma centres

HELICOPTERS

During the year we continued to operate our service using our two MD902 helicopters, G-SASH and G-CEMS out of our airbases at Nostell near Wakefield and RAF Topcliffe near Thirsk.

Our current helicopters are becoming increasingly expensive to maintain costing £1,710,293 (2015: £1,621,712) in maintenance during the year. As detailed in the Chairman's Statement, we are pleased to report our decision to purchase two Airbus H145 helicopters to replace our MD902's, which will allow us to improve our operational availability and efficiency.

We are pleased to report that we have flown more missions - 1390 (2015: 1309) and treated more patients - 855 (2015: 808) than in previous years.

We continued to provide finance for an air ambulance loan helicopter during the periods when our own helicopters were offline for their annual services, enabling us to maintain our levels of continuous 365 day operational service.

AIRBASES

Our airbases at Nostell and Topcliffe continue to operate efficiently by allowing us quick access to incidents across the region. We aim to have a helicopters available within a 20 minute flying time of anywhere within Yorkshire. We have a dedicated Airdesk staffed by Yorkshire Ambulance Service NHS Trust (YAS) Paramedics, who make clinical decisions based on specific dispatch criteria to decide if and when we need to attend an incident. We enhanced our operation further during the year by acquiring a weather station at our Nostell airbase, enabling pilots to accurately determine environmental conditions prior to embarking on HEMS missions. This cost us £56k including installation.

CRITICAL CARE TEAMS

My thanks to the Yorkshire Ambulance Service NHS Trust (YAS) who continue to be a key partner in our operations. The structure of the Critical Care Teams is continually reviewed to ensure that the best possible care is given to patients. We were delighted to support YAS's

decision to trial an enhanced Critical Care Team on board our helicopters and from April 2016 we now carry a doctor on board one of our helicopters every day of the week. My thanks for their continued support goes to Dr Julian Mark, Dr Dave Macklin, Mr Ian Walton and Mr Mike Shanahan, along with their new Chair Mrs Kathryn Lavery and CEO Mr Rod Barnes.

MAJOR TRAUMA CENTRES (MTC'S)

Where possible, patients are conveyed to one of the region's MTC's which are: Leeds General Infirmary; James Cook University Hospital, Middlesbrough; Hull Royal Infirmary; Sheffield Northern General and Sheffield Children's Hospital.

We were delighted to continue to work in partnership with these organisations and in 2015/2016 delivered more patients to MTC's than in previous years. In addition, during the year, facilities continued to be developed and we now have now two night-capable hospital landing sites available in Yorkshire, with a third expected to be operational later this year and the fourth following in 2017. The Charity has supported the use of all MTC's around Yorkshire and the North East region. Research presented by the University of Southampton has proved that the success of MTC's has been the use of them by Air Ambulance charities.

ORGANISATIONS WHO SUPPORT THE CHARITY

We wouldn't be able to operate and provide our service without the close working relationships which we have with: the Search and Rescue Team's within Yorkshire; Embrace (Yorkshire's Neonatal and Children's transport service); the British Helicopter Association (BHA); Hospital Trusts and Boards of Trusts; National Police Aviation Service (NPAS); and other agencies, with whom we spend a lot of time and effort improving communications. It is by working together that we are able to enhance the service we offer to patients.

Plans for Future Periods - Operations

HELICOPTERS

The coming year will be an exciting time for the Charity as we transition from operating MD902 aircraft to H145 Type 2 Airbus helicopters. The new aircraft was selected by a team from within the Charity through a careful selection process. In last year's report we spoke about our factory visits and the H145 Type 2 was selected due to its popularity and its tried and tested performance. It will provide the latest in-flight avionics and is fuel efficient.

The medical fit was selected by a team made up from the Critical Care Team, led by Dr Jez Pinnell and Mr Pete Vallance. It offers paramedics and doctors a larger cabin area and

greater comfort to treat patients in flight and will carry the latest medical equipment. We aim to transition to this new type of aircraft with little impact on our service during 2016/2017.

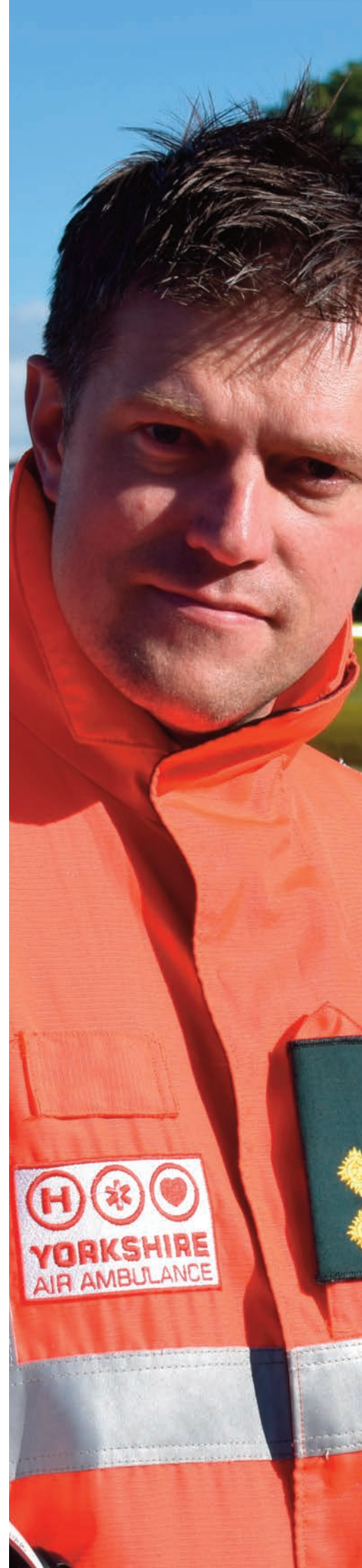
The focus of our strategy day in February 2016 was working up a project plan for the significant changes required to implement a new type of aircraft.

We were delighted to host a preview event of one of our new aircraft at our Nostell airbase on 6th June 2016 which enabled our staff, volunteers and principal supporters to see the shell of the new aircraft before its extensive medical fit-out.

AIRBASES

We are looking to continue to operate our service from our airbases at Nostell near Wakefield and RAF Topcliffe near Thirsk and our thanks go to the RAF and the Army at Allenbrooke Barracks for their continued support. Preparations are already underway to modify hangars and helilifts in readiness for the arrival of the new helicopters.

Looking into 2016/2017, the aircraft will operate sunrise to midnight, seven days a week, 52 weeks of the year. Plans have been presented and we are awaiting approval from the local authority for permission to carry out full night HEMS.





Financial Review



Income for the year to 31 March 2016 totalled £8,173,685 (2015 - £7,675,685). 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 2016 totalled £7,026,549 (2015 - £6,595,590).

Charitable expenditure for the year totalled £3,436,142 (2015 - £3,374,349). 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 28% and now stand at £18.3m. With prudent management and close budgetary control, we have managed to maintain our administration and fundraising expenditure beneath budget and at 14% of income - leaving 86p 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].

From 1 April 2015, HMRC announced changes to the VAT Act (sections 33C and 33D) which enabled search and rescue charities to be able to recover VAT incurred on the purchase of all goods and services, including VAT incurred on non-business activities. This has led to Yorkshire Air Ambulance Limited now being able to recover VAT on the activities for which Yorkshire Air Ambulance Services was initially established. The Directors have therefore taken the decision to make Yorkshire Air Ambulance Services dormant during the coming year (April 2016 to March 2017).

RESERVES POLICY

The purchase of the new helicopters will be funded from the designated helicopter replacement reserve, forecasted surpluses for the coming year and our “Vision of the Future” fundraising campaign.

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 2016, the value of investments stood at £2,165,792 (2015 - £2,195,446).

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 manage a share gift scheme on behalf of the charity and manage 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 same type of aircraft at other operators or lack of availability of spares. Our existing MD902 aircraft require more frequent maintenance and spare part availability has impacted on our operational availability. Our decision to move to a newer aircraft type, built and supported by Airbus, was taken in part to reduce this risk.

Airbase not Operational – should one of our airbases not be operational, both of our helicopters could still be dispatched using the duplicate airdesk facility (ie 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 rely 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 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 capital purchases in euros – this risk was evaluated and eliminated by entering into a forward exchange contract as detailed below.

FINANCIAL INSTRUMENTS

During the year, the decision to purchase two Airbus H145 helicopters was made and the contract price was fixed in Euros. To cover the risk of fluctuations in the Euro rate, the Trustees entered into Fixed Forward Exchange Contracts to cover the full value of our commitments. The

fair value adjustment of these contracts at 31 March 2016 was £510,946.

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 and Balance Sheet of Yorkshire Air Ambulance Ltd ('the charitable company').

The Financial Results presented within the Annual Report does not constitute the full consolidate financial statements of the charitable company for the financial years ended 31 March 2016 and 31 March 2015 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 the full annual financial statements of the charitable company.

The financial statements for 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 Statement of Financial Activities, Balance Sheet and Cashflow Statement 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 27 September 2016 by Peter Sunderland.

INDEPENDENT STATEMENT OF KPMG LLP TO YORKSHIRE AIR AMBULANCE LIMITED

We have examined the Financial Results of Yorkshire Air Ambulance ('the charitable company') for the year ended 31 March 2016 set out on pages 16 and 17 of the Annual Report.

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.

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.

BASIS OF 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 2016.

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.



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.

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.

OPINION ON FINANCIAL RESULTS

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 2016.

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

October 2016



Financial Results

STATEMENT OF FINANCIAL ACTIVITIES

	2015/2016	2014/2015
	£000's	£000's
INCOME	8,174	* 7,676
EXPENDITURE		
Cost of Generating Funds	1,147	1,080
Operational Costs	3,436	3,374
Total Costs	4,583	4,454
Investment gains/losses and taxation	387	88
Increase in reserves	3,978	3,310
Total Reserves B/FWD	14,370	11,060
Total Reserves C/FWD	18,348	14,370

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



	2015/2016	2014/2015
	£'000	£'000
CASHFLOW STATEMENT		
Cash flows from operating activities:		
Net cash provided by operating activities	4,387	2,083
Cash flows from investing activities:		
Dividends, interest and rents from investments	70	74
Purchase of property, plant and equipment	(4,401)	(381)
Purchase of investments	(50)	(2,000)
Net cash used in investing activities	(4,381)	(2,307)
Change in cash and cash equivalents in the reporting period	6	(224)
Cash and cash equivalent at 1 April	6,490	6,714
Cash and cash equivalents at 31 March	6,496	6,490

BALANCE SHEET

	2015/2016	2014/2015
	£000's	£000's
Fixed Assets	9,999	6,025
Current Assets		
Debtors and stock	1,928	**2,164
Bank Balances	6,496	6,490
Investments	511	–
	8,935	8,654
Current Liabilities		
Creditors	586	309
Net Current Assets	8,349	8,345
Net Assets	18,348	14,370
Represented By		
Restricted Funds	1,115	85
Designated Funds	7,250	6,020
Unrestricted Funds	9,983	8,265
	18,348	14,370

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



Funding of New Helicopters

During the year the Charity generated £4.4M of cash which was used to pay deposits/instalments of £4.3M on the new helicopters. A further £5.2M has been set aside within the helicopter replacement fund within designated funds.



Roll of Honour 2015



2015

Volunteers

Martin Walker
Janet Wright
Rose Taylor
Lucasz Sledziak
Gordon Wheatley

Organisations & Supporters

The Lady Popplewell Centre, Sherburn in Elmet
Eldwick Beer & Banger Festival
Co-op, Crosshills
Friends of Doncaster Airport
Masham Sheep Fair Committee
Neville Payne
Bob Ingham
Drax Saturday night dancers
South Side Charities - Elsie Lawrence
Nunnington Bash - Steven Rookes

Patient Fundraising Ambassador

Beth's Angels

Corporate Supporters

Shepley Springs
Barnsley Building Soc
Wetherby Whaler
Fellows

Grants & Trusts

Help for Health
Linden Charitable Trust
Bramhope Trust

Media

Johnston Press/ Yellow Yorkshire campaign
2014

Outstanding Partnership

Red Route North (formerly CDP Creative)

Chairman's Award

Jean Dixon

£10K Donors



Supporters who kindly donated over £10,000 during 2015/2016:

Arco
ASDA
Bag It Up Group
B. Braun Medical Ltd
Bedlam Tractor Run
BIBA
Call Credit
Drax Power
Dr Peter Sowerby
Huddersfield Town Football Club
John Moore Security
James Potters Eggs
Leeds University RAG – Pedal to Prague
Liz & Terry Bramall Foundation
Lions International
Masham Sheep Fayre
Morrisons
Nunnington Bash
Point to Point Sheriff Hutton
Rachael & Geoffrey Boycott
Rotary International
Ripon Grammar School
Sainsbury's
Shepley Spring
Skopes

SICL
Sovereign Healthcare
Take One Moment Foundation
The Bush Beaters Ball
The Farmstay Ladies
Wentbridge House Hotel
Yorkshire Building Society
Yorkshire Freemasons

Significant Donations in Kind:

B. Braun Medical Ltd
Big Yellow Self Storage, Sheffield
Red Route North
D M Keith Skoda
Evans Easystore, Wakefield
Exterior Media
Huddersfield Town Football Club
Openhouse Products Ltd
The Storeroom, Leeds

The New Airbus H145 Helicopters



Our plans to replace our aging MD902 Explorer fleet has been widely publicised over the last 12 months.

The Trustee Board had undertaken a detailed review of our evolving needs for service delivery over the next 25 years and subsequently an order was placed for two Airbus H145 helicopters to replace G-SASH and G-CEMS. The first of the new aircraft, G-YAAC is now operational, and on 3rd September 2016 it took to the skies of Yorkshire from our Nostell Air Support Unit.

The second H145 is due at Topcliffe before Christmas 2016. Together the new helicopters will provide YAA with the resilience it needs to deliver high quality emergency care to the people of Yorkshire well into the future.

The purchase and fitting out costs have been met through prudent building of reserves, careful budgeting and the amazing generosity of the people of Yorkshire.

Over the last two of years the Charity has experienced record spending on helicopter maintenance, as well as encountering mounting issues obtaining spare parts. This has been a major contributing factor in the decision to purchase two new aircraft.

The two MD902 Explorers will have a phased retirement once the new H145s are in operation

and will eventually be sold to offset replacement costs.

Key operational and clinical benefits of the new Airbus H145 helicopters include...

- Significantly lower maintenance costs
- A significantly shorter service time and a longer period between services, leading to improved availability
- A step up in capability from the current MD902 offering an increased range and payload
- Full night-time capabilities
- A larger unobstructed cabin allowing greater accessibility to the patient in flight plus a bespoke, more modern medical fit-out
- A new specialist patient stretcher system offering enhanced patient care and comfort

The Airbus H145 is used by military, police and air rescue services around the world. The purchase of the new helicopters will enable the Charity's longer term operational plans in line with the infrastructure, helipads and lighting at the region's four Major Trauma Centre hospitals and at the two YAA Air Support Units.

These major acquisitions will ensure the continuation of the highest quality rapid response emergency service with the most modern medical facilities, enabling the Charity to continue to save lives across Yorkshire every single day for the next 25 years.





What we Don't do



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 with the best interests of the Charity, and we often get people enquiring with us whether certain fundraisers are acting on behalf of the YAA or not.

Hopefully, the following information will help to clarify just exactly how the Charity operates from a fundraising perspective and what to expect from official YAA fundraisers when you meet them 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. We occasionally send a newsletter but that is for information purposes to make sure our supporters know what we've been up to.

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 have never used this method to fundraise, nor would we ever encourage fundraisers to collect money in this way. Official YAA representatives would never undertake this kind of fundraising 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 our supporters give a donation to these people and later discover it was in fact another organisation and not the 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, BIU Group. 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 BIU Group website: <http://biugroup.co.uk/banklocator/>

We always encourage our supporters to deposit their recycling in these banks – BIU Group 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 around that organise 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' is a common term used for charity collectors who operate in town or city centres, approaching shoppers 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.

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.



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







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www.yaa.org.uk

Registered Charity No. 1084305