



**YORKSHIRE**  
AIR AMBULANCE

# annual report | 10

Year ending March 2011

# G-SASH



Saving lives across Yorkshire



# YORKSHIRE AIR AMBULANCE

## Mission Statement

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

# Contents

- 02 Patron, Staff & Operational Staff lists
- 04 Chairman's report
- 10 Vice-Chairman's report
- 12 Why I do my job
- 13 Operational performance graphs
- 14 Income & Expenditure
- 14 Balance sheet
- 16 Legacies & lottery
- 17 Provisions & Reserves statement
- 18 The annual fundraising event
- 19 Roll of Honour 2007, 2008 & 2009
- 20 Roll of Honour 2010
- 21 £10k donors & donations in kind



# Yorkshire Air Ambulance

## **Honorary Chief Pilot: HRH The Duke of York - KCVO, ADC**

### **Patrons**

Gaynor Barnes  
Jon Mitchell  
Charlie Hodgson  
Martyn Moxon

### **Trustees**

Peter Sunderland DL (Chairman)  
Bruce Burns (Vice Chairman)  
Harry Smith (retired September 2011)  
Catherine Selby  
Kevin Hynes  
Brian Chapman  
Dr Peter Smith  
Amarjit Singh  
Sarah Moore  
Sue Constantine (retired November 2010)  
Sandra Rhodes

### **Senior Management Team**

Paul Gowland (Director of Fundraising)  
Neale Jacobs (Office & Operations Manager)  
Irene Heap (Finance Manager)  
Abby McClymont (Marketing & Communications Manager –  
appointed to SMT February 2011)

### **Staff**

Bob Smailes (East Yorkshire)  
David Hebden (North East Yorkshire Community Fundraiser –  
appointed May 2011)  
Nicky Massen (West Yorkshire)  
Kerry Garner (West Yorkshire Community Fundraiser)  
Mark Perry (South Yorkshire)  
Tony Doveston (North Yorkshire)  
Katie Collinson (Key Relationships Coordinator)  
Lisa Holland (Volunteer & Events Manager – left September 2011)  
Marie McParland (Administrator)  
Melanie Broadbent (Administrator – left October 2011)  
Allison Turner (Finance Assistant – joined April 2010)

### **Operational Staff**

Steve Rendi (Locality Manager)  
Darren Axe (Paramedic)  
Lee Davison (Paramedic)  
Sammy Wills (Paramedic)  
Tony Wilkes (Paramedic)  
Pete Vallance (Paramedic)  
Al Day (Paramedic)  
Kate Drye (Paramedic)  
Glen Powell (Paramedic)  
James Vine (Paramedic)  
Dave Appleby (Paramedic, joined May 2011)  
Andrew Armitage (Paramedic, joined May 2011)  
John Baxter (Paramedic, joined May 2011)  
Darrell Cullen (Paramedic, joined May 2011)  
Paul Kilner (Paramedic, joined May 2011)  
Graham Pemberton (Paramedic, joined May 2011)  
Dr Alison Walker (Medical Director)  
Dr Jez Pinnell (Medical Advisor)  
Dr Simon Ward  
Dr Andy Pountney  
Dr Dave Macklin  
Dr Steve Rowe  
Dr Stuart Reid  
Dr Ben Wyatt  
Dr Anil Hornis  
Dr Tim Moll  
  
Cpt Steve Cobb (Chief Pilot)  
Cpt Tim Taylor (Pilot)  
Cpt Chris Attrill (Pilot)  
Cpt Andrew Lister (Pilot)

David Gardner (Dispatcher)  
Chris Solomons (Dispatcher)



# Chairman's Report

Peter Sunderland

**Overview:** At the end of my conclusion in my 2009 report I made the following three key statements:

1. "At our AGM in November 2011 I shall have been Chairman for 4 years, during which time I have been privileged and humbled to lead such an important lifesaving Charity and to witness at first hand the kindness and generosity of the Yorkshire people".
2. "On behalf of the Yorkshire Air Ambulance I would say a most sincere thanks to all the Yorkshire people who assist and generously support this vital emergency service – you are our shareholders and we are the custodians of the monies that are received".
3. "I look forward to your continued involvement and support in our next year 2010/2011".

I am therefore very happy to report that the overall income for the year ending March 2011 has increased by 2.8% against the backdrop of a severe economic recession.

My fifth year as Chairman has passed quickly and we have achieved many exciting goals and with the continued support of all our shareholders, we have been able to consolidate still further the operational and financial stability of the Charity. On behalf of all the Trustees, myself and our staff Charity team I would again reiterate my sincere thanks to all who provide the funding for the continued stability and future growth of the Yorkshire Air Ambulance Charity.

We have flown a similar number of missions to those in 2009 and we continued to improve our response times and all other expenditure has been maintained within the budgeted expectations as approved by the Trustee Board.

Following a strategic review in September 2010, it was decided to move our helicopter based at the old Sheffield Airport to a more northerly base, and temporary arrangements were made to use a satellite facility at Bagby Airfield near Thirsk. With our other helicopter remaining based at Leeds Bradford International Airport [LBIA] we are able to offer better coverage to the whole of the Yorkshire region and improved response times support our decision.



Our two Yorkshire Air Ambulance helicopters G-SASH & G-CEMS were fully operational and provided cover [again with extended summer time flying hours] giving upto 14 hours per day overlapping coverage to the whole of Yorkshire. We have again managed to maintain and service the helicopters in line with our budgeted expectations – despite rising costs and a weaker pound against the dollar.

Filming has continued on the fifth series of "Helicopter Heroes" by BBC Yorkshire [who have now been resident in offices at our Air Support Unit at Leeds Bradford International airport for 4½ years] and appeared for four weeks on morning BBC1 TV at 9:15 am, throughout September 2011. The BBC production crew has now flown on more than 1,000 lifesaving missions since last year capturing on camera dramatic rescues. Filming has also again been carried out in HD and I thank Ian Cundall and the BBC team for their professionalism and support in working with the pilots and paramedics.

Our website [www.yaa.org.uk](http://www.yaa.org.uk) has been developed and updated during the year and is now a growing source for regular online donations and merchandise sales. During the year to end of March 2010 online donations increased by a staggering 62%. Following a detailed study of the effects of the use of the internet and social media we now have a "Facebook" page [7,000+ supporters] and we are using "Twitter" [1000+ followers] to publicise our operations and to spread information to our growing number of supporters. We have also introduced a range of YAA merchandise which is available for purchase on-line.

At our strategy day on the 15th September 2010 we reviewed all our current projects and timelines and also discussed and captured plans for the next five years and also took a longer term view of what the Charity might look like in 2020.

Our Airdesk ["Easytask"] system software has been upgraded and now gives more detailed information regarding missions flown – this allows even better monitoring of the use of our two helicopters. Protocols have been developed to ensure that the dispatch functions works to make best use of the assets available.

Our Senior Management Team have again worked closely with the Trustees Board and attended the regular monthly meetings - this again has proved very beneficial to the smooth running and decision making process for the Charity and it has again been agreed that the same transparent organisational structure will remain in place for the year 2011/2012. The SMT are; Paul Gowland – [Fundraising Director], Irene Heap – [Finance Manager], Neale Jacobs – [Office & Operations Manager]. Abby McClymont - [Marketing & Communications Manager] was also appointed to the SMT in February 2011. During 2010 responsibility for involvement in the day to day operational side was added to Neale's job description and the appointment of Abby will add much expertise in developing even better awareness of our strong and developing brand.

The AAA [Association of Air Ambulances] AGM in November 2010 was somewhat of a disaster as the Vice Chairman [who was Chairman elect] was leaving his Air Ambulance Charity so he was unable to assume his elected role. Much discussion ensued and it was agreed to hold another ballot for the position of Chairman. For some time the Trustees have felt that we do not derive much value out of our membership and a decision was made in October 2011 [subscription renewal date], to resign as a member. Membership is open to all Air Ambulances Charities and NHS Ambulance Service Trust - although not all are members.

Our crisis management strategy is continuously being reviewed and media training has again also taken place for three of the Charity's personnel who would be responsible for the management of any emergency situations. We have also upgraded our Media & PR Marketing strategy document and also agreed a Code of Conduct for Trustees. To comply with legal requirements we have also now introduced an Anti-Bribery policy document.

## Fundraising

The year ending March 2011 saw overall incomes [including Legacies and In Memoriam donations] increased by 2.8% over the year ending March 2010 and culminated in total income of over £3.7M. Legacies & In Memoriam incomes stood at £1.15M [budget £0.800M] - obviously reflecting the strong support the Charity receives in these two important areas.

This income represents 75p per head of population in Yorkshire, which is a significant result in the current tough economic climate and proves that with the strength and experience of the YAA team, they are still are receiving solid support and backing from the people of Yorkshire. We have also managed to keep our fundraising costs at under 14p in the £1.

We are also pleased to welcome David Hebden who joined the team as East Yorkshire Community fundraiser in May 2011.

The Affinity account with the Barnsley Building Society, which I reported last year, had £12.07M invested in 2,409 accounts – now stands at over £14M and 2808 accounts and the donation at the end of March 2011 was £140k.



The influx of funds from our recycling partnership also showed increased incomes as did Grant Making Trusts, whilst the Lottery income remained at similar levels to the previous year.

The Bag-it-Up Recycling scheme now has circa 250 static units across the Yorkshire region and raised £251k in the year ending March 2011 and has raised in total, since the start of our partnership, over £1M.

Sponsorship incomes are being maintained and developed and projects are on-going to encourage donations by way of share giving.

We are again extremely grateful to Mr. & Mrs. T Bramall and family for their valuable past, present and continued support which is of enormous benefit to the Charity.

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

The YAA lottery can now be played online via our web site and it continued to make valuable contributions. We are still seeing a major increase amount of on-line gifted aided donations – monies donated in this way from a UK tax payer and are worth £1.25 for every £1.00 donated. Grants & Trusts income showed continuing valuable income of £260,459

I extend the Trustee Boards' thanks to the dedicated members of our Charity team, volunteers, supporters and corporate sponsorship which has resulted again in increased incomes, compared with our budget estimates for the year.

We are also grateful to the following for their support and I would acknowledge the benefits in kind support that we have received, which totalled nearly £105k. For the Statutory Accounts, benefits in kind are treated as income and the same amount deducted in the appropriate actual cost code. Totalled

• Landing fees – Leeds Bradford International Airport	£40,000
• Vehicles - D M Keith Skoda	£5,300
• CDP – web design	£5,000
• Huddersfield Town Football Club	£25,500
• B Braun Medical Ltd - events management	£30,000

## Operations

The key statistics for our two Air Ambulances for the year ending March 2011 are as follows:

- 7665 hours of available cover [when helicopters were scheduled to be operational]
- 1095 missions flown
- 470 patients carried
- Average cost per mission circa £1,600
- The average flying hours per patient carried was just under 30 minutes
- The average mission time was just under 70 minutes
- Total litres of fuel used in the year was 145,000 litres and represents a cost of nearly £10k per month

- Helicopter G-SASH has been fitted with TCAS [Traffic Collision Avoidance System] and it also planned that G-CEMS will also be fitted with TCAS at its next annual service in the October of 2011.

Regular meetings have taken place with MAS [Medical Aviation Services] the MD 902 helicopter agents in the UK and they provide [via our existing contract] Maintenance, Pilots and the Air Operators Certificate. Our current contract with them is due to expire in August 2011 and we are already in discussions with them and alternatives suppliers regarding a new contract to cover the period from August 2011.

The main Air Support Unit at Leeds Bradford International Airport has been decorated; upgraded and additional use has been made of our satellite base at Bagby Airfield, particularly at weekends and Bank Holiday periods. Due to a large increase in rental at our Sheffield Air Support unit it was decided [after a full strategic review] and for operational reasons that it would be more cost effective and provide a much improved service to all the people of Yorkshire, to move one helicopter to a North Yorkshire location and this was instigated in February 2011.

## Finance

I am pleased to report that the Charity has had another good year and with a comfortable surplus of income over expenditure and also a strong performance against budget expectations.

The net consolidated assets of the YAA Charity have increased by 22% and now stand at £5.47M [nearly a nine fold increase over the last 6 years since 2005]. We have now totally repaid all our asset finance loans with the Yorkshire Bank. Again we have managed to maintain our administration expenditure in line with budget and with the continuation of summer extended flying hours the costs have been maintained at close to the level of last year and again under budgeted expectations.

The Trustees have also again been keen to build and increase our reserves to allow for the future development of the Charity and have now adopted a reserves policy of 12 months. The current reserves are under this requirement, however it is envisaged that incomes over the next 12 months will maintain or increase from current levels and hopefully by March 2012 we should have the planned optimum reserves. At some time in the future it will be necessary to replace our oldest helicopter and the Trustee Board have agreed to the commencement of a designated fund to provide for any future developments or major purchases.

As mentioned in my report for last year we moved into our new Charity offices in Elland in January 2010 and the extra space and location have proved to be of major benefit.

During the year the decision was taken to upgrade our financial software from Sage 50 to Sage 200 and that we would also add on the CRM [Customer Relationship Management] to assist our staff and fundraising team in better planning and co-ordinating both events, donations and to improve our management information systems.



In April 2010 we were pleased to welcome Allison Turner [Finance Assistant] in to our accounts department

As always full detailed financial information is included in the finance report by Harry Smith [Trustee for Financial matters]. Copies of our Audited accounts are available from our HQ at Cayley House, Elland [01422 237900] – they are available both electronically and in hard copy formats.

## Highlights of the year

- Our AGM in November 2010 was again extremely well attended and I recommended that we adopt a theme for the year based on the theme “EVOLVE” and this has formed the basis of our theme for the year
- The recognition dinner at Ridding Park 26th November 2010 and presentation of awards had a new and exciting format and was again extremely well attended attend by 200 people. The event was organised and overseen by Brian Chapman and his team at B Braun Sheffield. Brian is one of our Trustees and I would place on record our thanks and appreciation to him and his team for their hard work and dedication.
- The “Keep It Up campaign” with Huddersfield Town Football club – a joint three year fundraising venture where 50% will come to the YAA and 50% to The Huddersfield Town Football Academy for training young players, has produced a total income in its second year of £250,000 – a truly fantastic result.
- On the 7th May 2010 we opened our Charity HQ in Elland and we were pleased to welcome the Lord Lieutenant of West Yorkshire Dr Ingrid Roscoe who carried out the official opening of our new offices. We were also pleased to welcome Sir Digby Cayley and our other guests and supporters to this important event. I would also record our thanks to all who helped and assisted in making the move from Halifax possible on a cold winters day in January and in particular to Europa Services and Bag-it-Up for providing [at no cost] vehicles and manpower to assist with our move.
- On the 25th October 2010 we celebrated the tenth anniversary of the formation of the Yorkshire Air Ambulance and the event was held at York Race Course. This evening was extremely well supported and included guests from the current team and people who had worked or been involved in the Charity over the last 10 years.
- Of particular note was the achievement by Bag-it-Up [our clothes re-cycling partner] on reaching a cumulative donations of £1M and I would record our most grateful thanks to them for this truly wonderful and on-going support.
- The volunteers in Scarborough over the period of the last 10 years have raised in excess of £300,000 – testament to their tireless on-going support.
- A new savings affinity scheme will be launched in the autumn by the Yorkshire Building Society and will be available at all their branches. These accounts offer savers either 2% or 1.75% with an annual payment to the Charity of 1% on the average balance throughout the year.



## Yorkshire Ambulance Service

The Partnership Board established last year between the Yorkshire Ambulance Service and the Yorkshire Air Ambulance Charity is now functioning with regular meetings. The Service Level Agreement is finalised and signed and now forms the basis of our joint working agreement.

David Whiting was appointed Chief Executive of Yorkshire Ambulance Service in February 2011 and Ian Walton returned from secondment to the SHA - his role now includes the management of the YAS involvement in the YAA operation, and we look forward to working in close liaison with them over the coming years. Della Cannings was appointed as Chair of the YAS Trust board and the Vice Chairman and I had a meeting earlier this year to enable an increased awareness of the operation of our two Trustee Boards.

Sheenagh Byrne [who has been the direct management link within YAS] has now moved on to others duties and I would record our thanks to her for all the help and support during her period working in conjunction with the Charity.

Special thanks are also extended to all the Paramedics and Doctors for their work in attending trauma incidents through our Yorkshire region and I again also thank Dr Alison Walker our Medical Director for all her support and advice, together with Dr Jez Pinnell our Medical Advisor.

## Future

A further BBC series of "Helicopter Heroes" commenced on Monday the 12th September 2011 and was shown on every weekday for the following four weeks [it will also again be broadcast in HD format] and again early viewing figures are showing further increased audiences over last year's programmes. The BBC has also confirmed a further series of 30 episodes has been commissioned. This series has proved extremely successful for the Charity and it allows all our existing donors to see at first hand where their monies are being spent and also to encourage new donors and supporters of the Charity.

Planned events for the next year are increasing and I will be able to give a detailed update at our Recognition Awards event and the Annual General meeting which will be on Thursday the 24th of November 2011. We are holding our AGM in the afternoon and this will be followed by our Recognition Dinner in the evening – both events will take place at Ridding Park Hotel, Harrogate.

Negotiations have been completed with Multiflight Limited and we have signed a contract with them for the on-going maintenance of our two helicopters at their South Side Aviation centre at Leeds Bradford International Airport. Having the maintenance carried on the same site as our Air Support Unit will bring major advantages regarding our routine servicing and unplanned maintenance requirements. It is also worth noting that utilising the services of Multiflight allows the monies donated by Yorkshire people to be spent in Yorkshire and with a Yorkshire based company.

We are in discussions with the Civil Aviation Authority [CAA] re obtaining our own AoC [Air Operators Certificate] and this, if we are successful, will bring major operational benefits to the Charity. As part of this process we will be appointing our own Chief Pilot and it is hoped that we can announce the appointment by the end of this year and this will further strengthen the SMT.

Harry Smith has been a valued member of the Trustee Board since 2003 and has overseen all the financial requirement of the YAA Charity, YAA Services and Trading Companies, so it was with immense sadness to us all that he expressed his wish to retire at our Trustee Board meeting on Tuesday the 23rd August 2011.

Harry has been of great support to me personally since I took over the role of Chairman in 2006 and for this I would record my own very grateful thanks and appreciation, and also for all the other support that he has carried out as a Trustee of the Charity. I know everyone at the Charity will join with me in sending him our very best wishes for retirement. A presentation was made to Harry at lunch after our Board meeting on the 27th September 2011

## Thanks

Special thanks as always to our Patrons Gaynor Barnes, Jon Mitchell, Charlie Hodgson & Martyn Moxon, for their help, support and ambassadorial role within the Charity and I would also record special thanks from the Trustees and staff for all their help and support.

My thanks go to all our staff and volunteers for their hard work, dedication help and support.

The Trustee Board has a very important role to play in the control of all the Charity's finances; management & development and I would express personal special thanks for all their help, guidance and support throughout the year and also for their individual overseeing roles and involvement in the management of specific areas of the Charity. I would record special thanks on behalf of the Charity to the Vice Chairman Bruce Burns for overseeing the operational side of the Charity.

Sadly during the year Sue Constantine retired as a Trustee and a special thanks and a presentation was made to her at our annual awards ceremony in November last year. She will be sorely missed as she was responsible for preparing our Trustee minutes for many years.

My final thanks go to the operational personnel – Locality Manager [Steve Rendi], Yorkshire Ambulance Service Paramedics, our Senior pilot [Steve Cobb], pilots, dispatchers, the dedicated fundraising and management staff, together with our all volunteers, for their hard work in raising the necessary funds to enable the two Yorkshire Air Ambulances to continue to operate 365 days a year on their vital lifesaving missions.

## Conclusion

The Trustee board has again agreed the strategy and budget for the year 2011/2012 and this, as always, will be closely monitored. Again I am confident that we can ensure a satisfactory conclusion to our year ending March 2012, even against tough economic conditions in the UK. We are already seeing in the first five months of this financial year strong support against budgeted expectations, with expenditure below expectations.

It is also the policy of the Charity to ensure good corporate governance combined with transparency in all our dealings. It goes without saying that should there be any specific questions, thoughts, suggestions, ideas or specific items that you would like to discuss – please do make contact.

With the additional operating hours and summer time flying the helicopters will be available for 7,665 hours this year and we are confident that we can build on the support that we receive to ensure that sufficient funding is available to continue our current operations and also to strengthen the reserves of YAA Charity to enable future developments. Our two air ambulances are providing a dedicated service with improved coverage of the Yorkshire region.

As always the key to the lifesaving Charity operation is the continuation of funds being donated to enable the operation of our two Helicopters and we are still totally reliant on financial donations of £7,200 per day, ever day of the year, to keep them both operational – or £300 for every hour or £5 for every minute. We are constantly examining and improving the use of our assets and we are closely monitoring our expenditure against our agreed budget together and maintaining our fundraising cost ratio at less than 14p for every £1.00 donated.

The YAA Charity's awareness profile is high and I am confident that this position will be maintained and that monies will continue to be donated to enable the Yorkshire Air Ambulances to be available for emergency missions 365 days a year.

Finally my sincere and personal thanks to everyone, who in any way supports the Yorkshire Air Ambulance.

Peter Sunderland DL

Chairman

November 2011



# Vice Chairman's Report

Bruce Burns

The last 12 months of operational activity has been a particularly demanding period for the Charity. Having two helicopters operational 365 days per year has seen an increase in the number of incidents we have attended – in total, 1095 for the period April 2010 to March 2011 and predict that this will continue to increase year on year. We are beginning to see some significant differences compared with previous years as we see the helicopters attending more incidents. This increase is due to a number of factors, but most significantly that we are flying an increasing number of missions with a Doctor on board our helicopter. Doctors bring extra medical expertise to the scene of an incident and in some cases, treatment received at the scene results in a patient not requiring helicopter transfer to hospital.

Generating funds is the lifeline for the Yorkshire Air Ambulance (YAA) to keep both of our helicopters in the air, and during the last financial year, there has been a requirement for our helicopters and air support bases to undergo necessary maintenance. We took the decision to have G-SASH fitted with the TCAS (Traffic Collision Avoidance System) at a cost of £68,000. TCAS is a requirement of the CAA (Civil Aviation Authority) allowing us to operate from a North Yorkshire air base where there is an increased volume of light and military aircrafts operating in the skies. TCAS will be fitted to our other aircraft G-CEMS in 2012.

A further £39,000 was required to fit strobe and landing lights to G-CEMS which allows other aircraft sight of the helicopter when in flight. It also allows ground personnel the ability to see the helicopters more clearly when in flight.

The most significant and expensive repair in the last financial year has been the repair to the MRGB (Main Rotor Gear Box) chip generation unit. This cost a staggering £109,615 to repair and replace, but a vitally key component. We have also encountered other significant costs throughout the year of necessary maintenance work which had to be undertaken in order to keep both of our helicopters safe and efficiently maintained.



Another significant area of expenditure for the YAA has of course been the cost of fuel. Increase in fuel costs has also been significantly felt in the aviation sector, as well as the general motoring sector which we have all experienced over the last few years. Our aviation fuel costs have been steadily rising in the last financial year and, as you would expect, we are looking at ways to reduce this cost. We have seen an increase month on month in the price of fuel, starting at the beginning of the financial year at £0.47 per litre, to closing the year at a £0.77 per litre – an increase of 63%. On average, each of our missions can use approximately 100/200 litres of fuel, however transferring a patient to a hospital on the boundaries of the Yorkshire region can often use double this amount.



As well as the standard cost per litre, the Charity also has duty and VAT to pay on all fuel costs. Unfortunately, we are unable to get any assistance from the Government on this issue – there is a directive from the European Union which does not allow the Government to be flexible on this. We have even had one of our local MP's challenge the Prime Minister at Prime Ministers Question Time on the issue! Given the restrictions on this, the Charity is currently looking to address this heavy cost with a new purchasing strategy.

We also saw meetings take place in the last financial year with a number of aviation organisations as our maintenance and Pilot provision contract came up for renewal. Proposals were put to the Trustee Board, and significant savings were offered to us, without affecting the level of service we have received. Subsequently, the contract was awarded to Multiflight; a Leeds Bradford based Aviation Company in August 2011.

Our air support units and our Charity HQ (Cayley House) in Elland have also undergone some necessary maintenance and improvements in the last year which enables us to deliver an enhanced service and meet several health and safety requirements. Cayley House has had the addition of a lift and a disabled toilet, and our air support unit has seen the addition of state-of-the-art laundry facilities to ensure the paramedic's uniforms are cleaned and decontaminated to the highest standards, as well as enhanced sluice room and bathroom facilities.

The main medical benefit of the YAA to the people of Yorkshire is the speed with which our Doctors and Paramedic's can get to a patient and subsequently, their speedy transfer to the most appropriate hospital to treat their injuries. Yorkshire Ambulance Service (YAS) who kindly provide all of our Paramedics and medical expertise, along with our Medical Director (Dr Alison Walker) have introduced new products and clinical advancements to our team in the last year. Included in

this is the addition of a new wound sealing product called CELOX. There is also the addition of a new pelvic hip splint and also a new trauma tourniquet. The Charity works hard with YAS to encourage the use of new and innovative products and we are grateful to Dr Walker who is inspirational to us in this area. We would also extend our sincere thanks to her for all the support, help and guidance she gives to the YAA and myself when advice is needed.

During the next financial year, we will see the introduction of the NHS Major Trauma Network across the region. A lot of work has been put into this by YAS and included in this is the requirement to have Doctors flying on one of our helicopters seven days per week. Of course we have a number of people to thank for their support and progression of this in the medical delivery, and our thanks must go again to Dr Alison Walker and also Dr Jez Pennell, Mr Ian Walton, Mr Steve Rendi, and of course all the Paramedics, Doctors and Pilots that currently work with us.

In May, we recruited eight new seconded paramedics, and welcomed them to the team at the YAA Air Support Units at Leeds Bradford International Airport. I was pleased to be able to represent the YAA on the interview panel for this recruitment process and it has to be reported that due to the exceedingly high standard of applicants and exemplary level of knowledge, the decision of who to select was extremely difficult.

As the Vice-Chairman, I attend a number of meetings to encourage closer links within our communities. This includes our working partnership with the local Mountain Rescue teams. The meetings are held and managed by North Yorkshire Police at Newby Whisk, and I would like to extend my thanks PC Jon Rushton for chairing and facilitating these meetings.



## Vice Chairman's Report Continued.

We also work closely with the Police helicopter divisions whose advice has been invaluable over our maintenance contracts and systems. The Police operate the same model of helicopters as the YAA (MD 902 Explorers) and their sharing of best practise and advice has been most welcome. The Charity are also currently undertaking the mammoth task of attaining our own AOC (Aircraft Operators Certificate), and I would like to thank Mr John Whittaker of West Yorkshire Police for his advice and assistance with this.

The Charity is also members of the EHAC (European Helicopter Ambulance Congress) and the BHA (British Helicopter Association). Both these organisations provide a conduit into the CAA (Civil Aviation Authority) and the EASA (European Aviation Safety Agency) in relation to new legislation and to lobby, where appropriate, on our behalf.

As the Charity continues to develop and review our operational strategy, it became quite clear early last year that our previous base at Sheffield was inappropriate for our continued operational requirements. A number of operational issues were highlighted – these included a vast area of North Yorkshire which was exposed to inadequate cover from the YAA, as well as the high volume of incidents that the Sheffield based helicopter was attending out of the Yorkshire area. Subsequently a strategic decision was made to relocate the helicopter to a base just near Thirsk in North Yorkshire, with the second helicopter continuing to operate from Leeds Bradford International Airport.

With the relocation of one of our helicopters to North Yorkshire, we have been able to provide the Yorkshire region with enhanced Air Ambulance coverage. This has certainly been highlighted through a busy summer season for the YAA, where we have been better situated to access the areas of North Yorkshire and the coast where the population significantly swells during the summer months. The South Yorkshire area continues to be serviced by our helicopter based at Leeds Bradford International Airport as and when required.

So, as we look forward to the next twelve months, our strategy focuses on providing a first class air support unit for our helicopter in North Yorkshire, and to acquire our own AOC (Air Operators Certificate) which will give us total management of our helicopters. This will allow us: to become independent and to acquire our own CQC (Care Quality Commission) registration, to employ our own Chief Pilot, to complete the installation of TCAS (Traffic Collision Avoidance System) and to complete a refit of one of the helicopters.

My personal thanks go to the Chairman, Peter Sunderland, and my fellow Trustees for all their continued support and encouragement over the last year. Also special thanks to our SMT (Senior Management Team) and the Charity staff for their continued hard-work, all of which makes the role a little easier.

2011/2012 is going to be a major step forward for the Charity and this time next year, I will report on exactly what we have achieved in this coming year.

**Bruce Burns**  
Vice-Chairman

November 2011

## Bob Smailes, why I do my job...



Bob Smailes is currently our longest serving member of the team having started with the Charity back in January 2001 when we were just in our infancy! Bob has seen the YAA evolve over the years, and met thousands and thousands of people along the way. Here, Bob tells us exactly what it's like working for the YAA.

"In this job, you need to be organised. I run an area which stretches from as far down as Spurn Point all the way to Saltburn on Sea & beyond.

My week starts out with a ring-round on Monday morning. I'll start with Jean who runs Scarborough Market and we'll discuss what's gone on the previous week, any monies she has banked and also what's coming up over the next week amongst other things. After I have caught up with Jean, I will then ring round my other volunteers and we'll discuss what needs collecting/ dropping off, and from where. This way, we all know where we stand, who's doing what and what needs doing! Then I can then plan my week out for getting round the region to various appointments. Monday is also the day for paperwork & bankings!

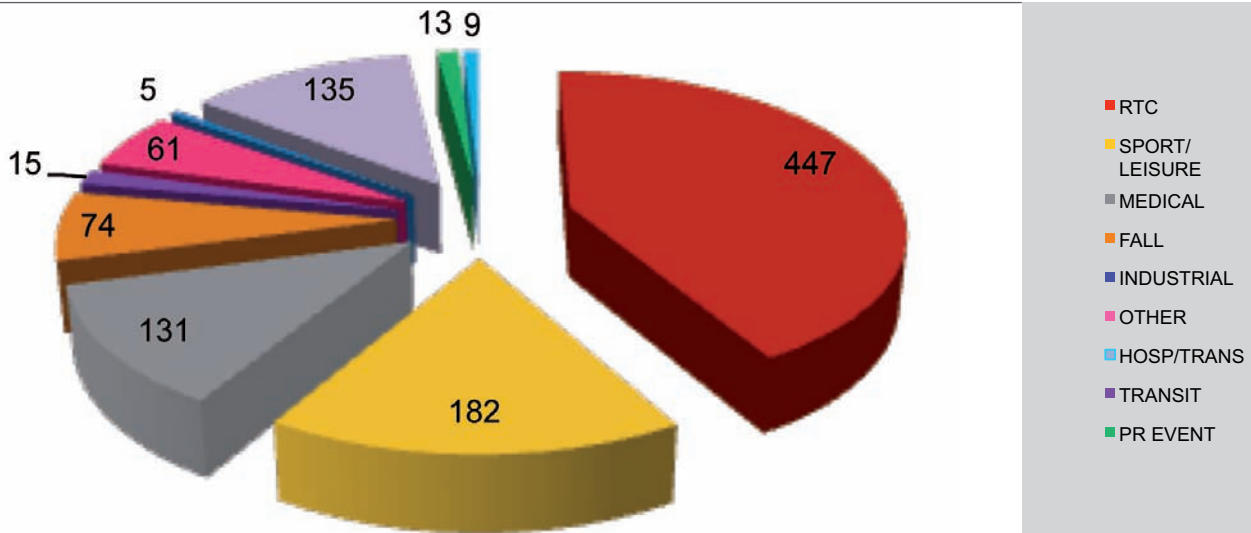
The rest of the week I will spend around the region, attending meetings or appointments I have to see fundraisers and supporters who are organising events or raising money for us. I get to meet a lot of different people doing this job. Over the years, I have made many wonderful friends through my job at the YAA too.

If someone is organising an event in my area, myself or one of my team will offer as much support as they require this is one of the reasons why so many supporters fundraise for us year on year! We should never take our support for granted!!! We have so many of these events in our area including the Beadlam Tractor Run, the Whitby Ball, Marra's shed warming, Wolds Vintage Tractor group – the list could go on!!

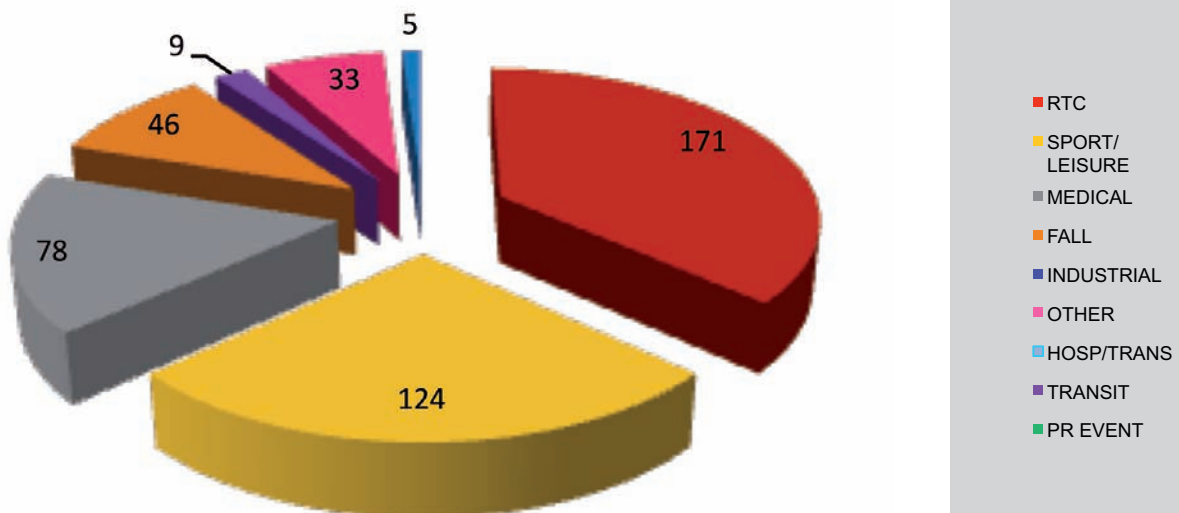
We have so many wonderful people, doing so many wonderful things, not only in the North East region, but across the whole of Yorkshire and I am sure my Charity colleagues will join me in thanking each and every one for their continued hard work in helping us to raise the £7,200 we need each day."

# Operational performance

ALL TASKS | 2010  
1st January to 31st December 2010



PATIENTS CONVEYED | 2010  
1st January to 31st December 2010



# Financial results

## Consolidated results for the year ended 31st March 2011

Income & Expenditure			
	2010/2011	2009/2010	2008/2009
	£000's	£000's	£000's
<b>Income</b>	<b>3,856</b>	<b>3,752</b>	<b>3,151</b>
<b>Expenditure</b>			
Cost of Generating Funds	572	*833	484
Governance Costs	38	43	75
	<b>610</b>	<b>876</b>	<b>559</b>
Operational Costs	2,205	1,952	1,698
<b>Total Costs</b>	<b>2,815</b>	<b>2,828</b>	<b>2,257</b>
<b>Increase in Reserves</b>	<b>1,041</b>	<b>924</b>	<b>894</b>
<b>Total Reserves B/FWD</b>	<b>4,427</b>	<b>3,503</b>	<b>2,609</b>
<b>Total Reserves C/FWD</b>	<b>5,468</b>	<b>4,427</b>	<b>3,503</b>

## Consolidated results for the year ended 31st March 2011

Balance Sheet as at:			
	March 2011	March 2010	March 2009
	£000's	£000's	£000's
<b>Fixed Assets</b>	<b>3,195</b>	<b>3,338</b>	<b>3,190</b>
<b>Current Assets</b>			
Debtors	248	415	391
Bank Balances	2,327	1,552	1,012
	<b>2,575</b>	<b>1,967</b>	<b>1,403</b>
<b>Current Liabilities</b>			
Creditors	302	552	552
<b>Net Current Assets</b>	<b>2,273</b>	<b>1,415</b>	<b>881</b>
<b>Long Term Liabilities</b>	<b>0</b>	<b>325</b>	<b>569</b>
<b>Net Assets</b>	<b>5,468</b>	<b>4,428</b>	<b>3,502</b>
<b>Represented By</b>			
Restricted Funds	38	62	40
Designated Funds	2	6	9
Unrestricted Funds	5,428	4,360	3,453
	<b>5,468</b>	<b>4,428</b>	<b>3,502</b>

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





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BAG IT UP  
2012

# Financial results

## Lottery Results to March 2011

Income & Expenditure						
	2010/2011 £000's	% of Income	2009/2010 £000's	% of Income	2008/2009 £000's	% of Income
<b>Income</b>	<b>236</b>	<b>100%</b>	<b>243</b>	<b>100%</b>	<b>262</b>	<b>100%</b>
<b>Expenditure</b>						
Prizes	50	21.2%	56	23.0%	64	24.4%
Admin	24	10.2%	25	10.3%	41	15.6%
	<b>74</b>	<b>31.4%</b>	<b>81</b>	<b>33.3%</b>	<b>105</b>	<b>40.1%</b>
<b>Operational Surplus</b>	<b>162</b>	<b>68.6%</b>	<b>162</b>	<b>66.7%</b>	<b>157</b>	<b>59.9%</b>
<b>Donations to YAA Charity</b>	<b>162</b>		<b>162</b>		<b>157</b>	
<b>Net Surplus /-Loss</b>	<b>0</b>		<b>0</b>		<b>0</b>	

## Legacies to March 2011

	2010/2011 £000's	2009/2010 £000's	2008/2009 £000's	2007/2008 £000's	2006/2007 £000's	2005/2006 £000's
<b>Legacies Notified</b>	<b>962</b>	<b>592</b>	<b>407</b>	<b>283</b>	<b>1,380</b>	<b>141</b>
<b>Largest Legacy</b>	<b>380</b>	<b>121</b>	<b>101</b>	<b>62</b>	<b>620</b>	<b>95</b>
<b>Smallest Legacy</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Number of Legacies</b>	<b>46</b>	<b>45</b>	<b>40</b>	<b>24</b>	<b>26</b>	<b>5</b>

## Provisions of Helicopters to March 2011

**2010/2011**

### Helicopters

During the year both Helicopters have been operational 7 days per week, with extended flying hours during the summer months. Due to the high cost of maintenance we will be making a provision in the 2011/2012 accounts of £25,000 per helicopter per month to cover the anticipated annual maintenance bill.

As mentioned in our last annual report we envisaged that all outstanding asset finance loans would be paid off by the end of March 2011, and this has taken place – both of our helicopters are now owned by the Charity.

## Reserves Policy

Our reserves policy has been increased and is now to build towards a free cash balance of £2,600,000 which will sustain operations for twelve months at the daily funding rate needed of £7,200 per day.

The free cash balance is the bank balance net of restricted or designated funds and net of current creditors/ current debtors.



# The annual fundraising event

Here we look at an example of one of the many fundraising events which is organised in aid of the YAA every year:

The Beadlam Tractor Run has been a permanent fixture on the Yorkshire Air Ambulance's fundraising calendar every year since 2002. It is a one day, 50 mile round trip for all tractor enthusiasts, welcoming both vintage makes and models through to the more modern versions.

The Beadlam Tractor Run was the idea of Bernard Simpson. Bernard had been on a national tractor run and after hearing about a local friend and resident who was picked up by the Yorkshire Air Ambulance, decided to organise a more local tractor run in aid of the YAA. This was back in 2002, and in the first year, Bernard had 35 tractors participate. In May, 2011, Bernard and his team welcomed over 220 tractors!

Traditionally, the Beadlam Tractor Run takes place on the first Bank Holiday Sunday in May.

The tractors leave from Beadlam Grange Farm, with half heading in one direction and half heading in the other to avoid too much traffic disruption! The route takes in 19 picturesque villages and three towns in North Yorkshire including Helmsley and Pickering.



Bob Smailes from the YAA supports Bernard and his team every year. Bernard's wife Olive is also involved as her and a team of helpers provide all the lunches and cakes for the event.

The Beadlam Tractor Run always generates a lot of publicity, not only for the event itself, but also for the Yorkshire Air Ambulance. At 82, Bernard is still very much actively involved in the organisation and even participates on his own tractor; however he tends to leave the planning and routing to his son Malcolm now.

Next year will mark the 10th anniversary of the Beadlam Tractor run and to date, Bernard and his team have raised a phenomenal £53,000 for the Yorkshire Air Ambulance!



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# Roll of honour

## 2007, 2008 and 2009

### 2007 Volunteers & Community Fundraisers

Eve Dickenson  
Charlotte Leighton  
Michael Smith  
Pamela Lawrence  
Shelagh Robinson  
Jean Dixon  
Geraldine White  
Ian Thompson

### 2007 Corporate

Poulters  
IKEA Leeds  
SICL  
Barnsley Building Society  
Tomahawk Group

### 2007 Media

Richard Murie – The Pulse of West Yorkshire  
Spencer Stokes & Steve Bailey – BBC Radio Leeds  
Ian Cundall

### 2007 Chariman's award

Gaynor Barnes

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### 2008 Volunteers

Andrew Overton  
Jeanette Smailes  
Bob & Irene Hill  
Joyce Watson  
John & Barbara Jackson  
Albert & Barbara Major  
Maureen Davis

### 2008 Organisations & Fundraisers

Freemasonry  
The Rotary Club  
Marra Shed Warming  
Beadlam Tractor Run  
West Yorkshire Fire & Rescue  
The Mellins Family  
Squires Café  
Marshalls Bar

### 2008 Media

Huddersfield Examiner  
Darlington & Stockton Times  
Helen Thomas – BBC Yorkshire  
BBC Radio Sheffield

### 2008 Corporate

Corries Solicitors  
Leeds Bradford International Airport  
Mumtaz  
Work Office Solutions  
Simply Health

### 2008 Outstanding partnership

Bag It Up

### 2008 Chariman's award

David Lewis- Sovereign Healthcare

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### 2009 volunteers

Ian Andrews  
Christopher Dronsfield  
David Jessop  
Susan Leighton

### 2009 Organisations & Fundraisers

Anne Barron & Anne Corner – The 'A'Team  
Wolds Vintage Group  
The Yorkshire Goldwings  
East Leeds Lions MCC  
Paul Curotto – Senior Helipad Officer,  
Leeds General Infirmary  
Soroptomists International  
Rotary Clubs of Yorkshire

### 2009 Corporate

Bettys & Taylors of Harrogate  
D M Keith Skoda  
Bankstone Ltd  
B. Braun Medical Ltd  
Rensburg Sheppard Investments  
Irwin Mitchell Solicitors  
The Liz & Terry Bramall Charitable Trust

### 2009 Media

The Yorkshire Post  
The Malton & Pickering Mercury  
The York Press

### 2009 Outstanding partnership

Dave Bailey – Leeds City Council

### 2009 Chairman's award

Richard Anderson – Freemasons Provincial Grand Master,  
Province of Yorkshire, North & East Ridings.



# Roll of honour

## 2010

Year ending March 10

### 2010 Volunteers

David Smith  
Matthew Walshaw  
Mike Bevington  
Ken Horner

### 2010 Organisations & Fundraisers

The Women's Institute  
Bronte Tractor Run  
Outlaws & Inlaws  
Burley in Wharfedale Unionists  
The Palace Public House  
Drax Power Station  
RAF Linton on Ouse  
Sheriff Hutton Point to Point  
Building Control for South & West Yorkshire  
Margaret Eyre  
Wadsworth Fundraising Group

### 2010 Patient Fundraising Ambassador

Avril Nettleton

### 2010 Corporate

Marks & Spencer

### 2010 Media

Scarborough Evening News

### 2010 Outstanding Partnership

Huddersfield Town Football Club

### 2010 Chairman's Award

Cliff Wanklyn

# £10K donors

Supporters who kindly donated over £10,000  
during 2010/2011:

B Braun Medical Ltd  
Bag It Up Ltd  
Barnsley Building Society  
Huddersfield Town Football Club  
Rensburg Sheppards  
Natwest/ Royal Bank of Scotland  
Sovereign Healthcare  
The Liz and Terry Bramall Charitable Trust  
The Whitby Ball  
Yorkshire Building Society

## Donations in kind:

CDP Creative  
D M Keith Skoda  
Europa Services  
John Moore Security  
Huddersfield Town Football Club  
Leeds Bradford International Airport  
SICL





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