

# Annual Report | 16

Year ending March 2017

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  
Charlie Hodgson  
Martyn Moxon  
Geoffrey Boycott

### Trustees:

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

### Senior Management Team:

Paul Gowland - Director of Fundraising (*retired August 2017*)  
Garry Wilkinson - Director of Fundraising (*appointed June 2017*)  
Neale Jacobs - Director of Operations  
Captain Andy Lister - Director of Aviation  
Tracey Looker - Director of Finance (*resigned July 2017*)  
Abby McClymont - Director of Marketing and Communications

### Staff:

#### Office:

Jill Pukacz - Executive PA  
Liv Johnson - Marketing & Communications Manager  
Pearl Saville - Marketing & Digital Media Assistant (*appointed January 2017*)  
Louise Shorrock - Office & Administration Manager (*appointed June 2017*)  
Tracey Bull - Administrator: West & South  
Marie McParland - Administrator: North & East  
Irene Heap - Finance Manager  
Allison Turner - Finance Assistant  
Heather Stansfield - Finance Clerk  
Stacey Stephenson - Finance Clerk (*appointed April 2017*)

#### Fundraising Team:

Kerry Garner - Regional Fundraising Manager: West & South Yorkshire  
Jenny Jones - West Yorkshire Regional Fundraiser  
Vickie Bowden - West Yorkshire Community Fundraiser  
Angela Vyas - West Yorkshire Community Fundraiser  
Charlie Pearson - South Yorkshire Community Fundraiser  
Helen Callear - Regional Fundraising Manager: North Yorkshire  
Tori Muirhead - North Yorkshire Community Fundraiser (*resigned September 2016*)  
Lin Stead - North Yorkshire Community Fundraiser (*appointed November 2016*)  
Bob Smailes - Regional Fundraising Manager: East Yorkshire  
David Hebden - East Yorkshire Community Fundraiser  
Kevin Hutchinson - East Yorkshire Community Fundraiser

Katie Collinson - Partnerships Manager  
Caroline Myers - Grants & Trusts Officer  
Josh Gargan - Digital Fundraiser (*appointed October 2016*)

#### Operational Staff:

Captain Andy Hall - Chief Pilot  
Captain Chris Attrill - Pilot: Topcliffe  
Captain Garry Brasher - Pilot: Nostell  
Captain Geoff Jones - Pilot: Nostell (*appointed May 2016*)  
Captain Ian Mousette - Pilot: Topcliffe  
Captain Harry O'Neill - Pilot: Topcliffe (*appointed May 2016*)  
Captain Elaine Hunter - Relief Pilot  
Mike Shanahan - Head of Special Operations (*Yorkshire Ambulance Service NHS Trust*)  
Pete Vallance - Clinical Operations Manager  
Andy Armitage: Paramedic  
Sam Burgess: Paramedic (*appointed June 2017*)  
Al Day: Paramedic  
Lisa Dempster: Paramedic  
Adrian Fell: Paramedic (*left April 2017*)  
Lee Greenwood: Paramedic  
Paul Holmes: Paramedic  
Darren James: Paramedic (*appointed June 2017*)  
Sam McCreech: Paramedic (*appointed June 2017*)  
Anthony Platt: Paramedic (*appointed June 2017*)  
Pete Rhodes: Paramedic  
James Stubley: Paramedic  
Matt Syrat: Paramedic  
Tyrone Thornton: Paramedic (*appointed June 2017*)  
Kit Von Mickwitz: Paramedic  
Sammy Wills: Paramedic  
Tony Wilkes: Paramedic

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**Doctors:**

Dr Rob Anderson  
Dr Steve Lord  
Dr Tim Moll  
Dr Sarah Milton-Jones  
Dr Jez Pinnell  
Dr Andy Pountney  
Dr Steve Rowe  
Dr Neil Sambridge  
Dr Chris Srinivasan  
Dr Alia Yaqub  
Dr Brian White



# Chairman's Statement



Peter Sunderland

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***In my report for the year ending March 2016, I stated:***

"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.

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 84.5p 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.

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

I am therefore pleased to report that on 3rd September 2016, the first of our new Airbus H145's, G-YAAC, took to the skies of Yorkshire for its first operational mission from our base at Nostell. On 14th December our second helicopter, G-YOAA, started operations from our base at RAF Topcliffe. The months that have since passed have seen both helicopters very busy, responding to life-saving missions when required across the whole of the Yorkshire region.

This last year has seen some changes to our Trustee Board. The Vice-Chairman retired from the Charity at the end of 2016 after eleven years of service. The Vice-Chairman decided to pursue his personal business interests in Europe and we wish him well in his future endeavours and thank him for his work and dedication to the Yorkshire Air Ambulance. Subsequently, Brian Chapman has now taken on the role as Vice-Chairman, and will be supporting me in my role as Chairman, as well as bringing his valuable skills and expertise to the Charity. Brian has been a Trustee since October 2005 and is one of our longest serving Trustee Board members. We have also made some changes to our Aviation team. Our Chief Pilot, Cpt Andrew Lister has now been appointed as Director of Aviation and also now has the role of Accountable Manager. Cpt Lister has been a key part of our team since he joined us in 2010 and achieved the Aircraft Operators Certificate (AOC) for the Charity in 2012. Following Andrew's appointment as Director of Aviation, Cpt Andy Hall has taken up the role as our new Chief

Pilot. Cpt Hall has been with the YAA for a number of years now and has an extensive background in the industry. He has assumed day to day management of our team of highly skilled Pilots and the running of our Airbases, amongst other duties.

Our income for the year to 31 March 2017 increased again year on year to circa £8.3M, again exceeding our expectations. We flew 11% more missions (1390: 2016 vs 1543: 2017), treated 11% more patients (855: 2016 vs 946: 2017) and carried more patients to hospital for vital treatment (586: 2016 vs 595: 2017).

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 Kathryn Lavery (Chair of the Board), Rod Barnes (Chief Executive) and Ian Walton (Associate Director of Resilience and Special Services) for their continued support. I also add 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 (Medical Advisor), Dr Andy Pountney (CCT Lead), Mike Shanahan (Head of Special Operations), and Pete Vallance our Clinical Operations Manager. This team have worked tirelessly over the last 12 months ensuring the YAA is able to deliver the best possible medical care to the people of Yorkshire.



YAA PATRONS | Gaynor Barnes and Jon Mitchell

The smooth operation of our two airbases at Nostell near Wakefield and RAF Topcliffe near Thirsk, continue to be possible through the support of many people. I would offer my thanks in particular to The Lord St Oswald of Nostell Priory and the new Station Commander at RAF Linton on Ouse, Group Captain Keith Taylor. I would also add thanks to Lieutenant Colonel Rob Alston and his team from the 4th Regiment Royal Artillery, Allenbrooke Barracks at Topcliffe for their continued support.

Every year I am staggered by the support we get from our fundraising for the Charity. There are so many events that take place every year which are in aid of the YAA, and I am constantly delighted to hear what people have been doing to help raise monies for the Charity. We are also extremely fortunate to have a very dedicated team of Trustees, staff and volunteers who work tirelessly to ensure the YAA is run in the best possible way. We are also fortunate to have some fantastic Patrons and Ambassadors, who promote the work of the YAA across the region. Again, I offer my sincere thanks to you all. I would particularly like to offer my thanks to our Royal Patron, HRH The Duke of York for his Royal patronage, as well as our Patron's Geoffrey Boycott, Jon Mitchell and Gaynor Barnes who support us in so many fantastic ways. I would also extend my thanks to Charlie Hodgson and Martyn Moxon for their continued support and Ambassadorial roles on behalf of the Charity.

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 with their pro bono services. Many of them are also kind enough to support our Annual Recognition Awards Evening where we are able to publicly acknowledge and thank our supporters and volunteers. In particular, I would like to thank the Liz and Terry Bramall Foundation for offering further support to the Charity, and to the Yorkshire Building Society who, once again, donated a staggering £540k following the success of their Affinity account, which is promoted in partnership with us. I also extend my thanks to B. Braun Medical Ltd in Sheffield for their continued and outstanding support, both financially and with their time and expertise.

We are again, pleased to be able to report that we have managed to maintain our administration and fundraising expenditure beneath budget at 15.5% of income, leaving 84.5p in every £1 that is donated to be used for Charitable activities, or for building our reserves. Our reserves policy is closely monitored by our Trustee Board at their monthly meeting and continues to be regularly reviewed.

## CONCLUSION:

As we look forward to the 2017/2018 financial year, I am pleased to report that our strategy

and budget for this next year has been set and approved by the Trustee Board. We have made an excellent start to the year and hope to see this reflected in the income for the rest of the year. Our costs are closely monitored every month at our monthly Trustee Board meetings. This year will see our first full year operating the Airbus H145's so we will be looking to observe our helicopter related costs in great detail.

We have always been proud to provide the people of Yorkshire with a first-class and platinum air ambulance service, and we will work to continue to ensure we maintain this service into the future. However, our work is only possible through the hard-work of our Charity staff and outstanding support we receive from our Volunteers, Trustees, Crew and Supporters, without whom we couldn't continue to do what we do. To all of you, I thank you most sincerely. In conclusion, I am confident that with the continued generous support of our supporters, 2017/2018 will enable us to meet our budgeted expectations. It is truly an honour to be the Chairman of such a wonderful organisation and I am humbled every day to hear the amazing stories of patient rescues and wonderful fundraising stories.

My personal thanks go to everyone who has supported the YAA.

**Peter Sunderland** MBE, DL  
October 2017

# Strategic Report & Trustee Report

Peter Sunderland - Chairman



The Trustees are pleased to present their Strategic Report and Trustee Report together with the Consolidated Financial Statements of the Charity and its subsidiaries for the year ending 31 March 2017, which are also prepared to meet the requirements for a Directors' Report and Accounts for Companies Act purposes.

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

## OUR PURPOSE & ACTIVITIES

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

The vision to support our activities is to provide a state-of-the-art air ambulance service where we can reach an incident anywhere 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 84.5p will be spent to meet our charitable purpose which is saving lives in Yorkshire.

## 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 2017 we were very pleased that income increased again to circa £8.3M, enabling us to pay the balances owed on our two brand new Airbus H145

helicopters. On the 31st March 2017, we were able to make the final payment to Airbus Helicopters without having to seek additional external financing - an achievement we are extremely proud of, which would not have been possible without the unbelievable support from the people of Yorkshire.

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

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

**ARCO:** The Hull based fourth generation family owned business, is the UK's leading supplier of safety equipment, workwear, safety boots and shoes, gloves and maintenance supplies. We have worked in partnership with ARCO for over 5 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. We are also delighted that ARCO have recently reviewed their partnership with us and have committed to a further 3 years of support to the Charity.



**B. Braun Medical Ltd**, based in Sheffield, are our longest standing corporate supporter who began their partnership with us in 2003. Since then, the manufacturers of medical devices and pharmaceutical products and services have continued to support the YAA in all aspects of our fundraising and operations. As well as offering financial support through the sponsorship of our crew's helmets and donations to the Charity, the employees at B. Braun also provide their professional services, and event support for our Annual Recognition Awards dinner and also at other events and projects throughout the year.

**The BIU Group:** The BIU Group are one of our longest standing partnerships and manage our successful recycling scheme across the Yorkshire region. Unlike last year, we have started to see an increase in the price of recycled textiles which has come as welcome news, and has generated a very valuable £160k for the Charity during the financial year. We have also celebrated 10 years working with BIU which has seen a total of over £2.5m being raised over this time – an absolutely fantastic achievement.

**Huddersfield Town Football Club:** Our partnership with Huddersfield Town Football Club continues to flourish and brings in valuable income from a variety of sources. Included in this is the annual "Pedal for Pounds" bike ride, which has just celebrated its 8th year, with a journey to and from Dortmund in Germany.

Income generated is shared equally between their Football Academy and the YAA, and has raised nearly £1.5M since inception. We congratulate the club on winning promotion to the Premier League.

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

**James Potters Eggs:** This family run business has supported the YAA for many years now by donating 1p from every dozen eggs they sell in their Yorkshire outlets, which include some national supermarket chains. To date, this has generated well over £50,000 in donations. They also promote the YAA by advertising us on their egg cartons and cardboard boxes and have recently extended their support to us by renewing their partnership for a further 3 years.

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

**Skopes:** The Leeds based tailors supplies our Fundraising and Senior Management Team with smart, bespoke suits and formal wear, to wear

in Yorkshire when they are representing the Charity. This saves the Charity thousands of pounds each year.

**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 £3.4M. During the year we received £540k from these accounts.

**Sovereign Heath Care:** Bradford based Sovereign Health Care has supported the YAA for many years now. The not-for-profit company often make sizable donations to us.

**Wentbridge House Hotel:** A multi-award-winning country house hotel, Wentbridge offers comfortable bedrooms, delicious food, beautiful gardens & friendly service. Only 10 minutes' drive from our Nostell Air Support Unit, Wentbridge has supported the YAA for many years. They often hold Charity lunches and dinners in aid of us, as well as their famous annual Yorkshire Day celebration. Wentbridge also help us with donations of prizes for auctions and raffles.





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

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

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

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 cost and the amounts included are detailed in Note 2 to the accounts. The services provided are:

**B. Braun Medical Ltd:** our longest standing principle supporter, B. Braun continue to provide financial support in conjunction with their professional services and event support for our recognition awards dinner, and other events during the year.

**DM Keith Skoda:** another long-time supporter of the YAA, family run D M Keith provide preferential rental rates on vehicles for our fundraisers.

**Exterion Media:** provided a significant number of free advertising spaces on their buses throughout the Yorkshire region.

**Red Route North Ltd:** long-term supporter of the YAA, Red Route North provide us with website, design, print and marketing services.

**Renew Holdings Plc:** provided IT consultancy advice to the Charity.

## PLANS FOR FUTURE PERIODS - FUNDRAISING

Last year we commented on our 'Vision of the Future' campaign, with the aim of the campaign being to share with the people of Yorkshire our vision for their air ambulance service into the future. This campaign was run in conjunction with our plan to replace our helicopters and help raise awareness of this project. We are pleased to report that overall, the 'Vision of the Future' campaign brought revenues of £1M to the Charity, however our day to day running costs remain at £12,000 per day. This includes increased operational hours and clinical delivery.

We are delighted to have recently signed another two year contract to continue to work with Air Television, who produce the highly successful documentary series following the work of the YAA. Helicopter ER's first series aired in September and a second series is expected in the Autumn of 2017. The series, as expected, has been a great hit and far exceeded the expectation for viewing figures.

Series 3 and 4 are now confirmed and will see Air Television working with us until at least the end of 2018.

Digital fundraising continues to be an area of growth for the Charity, and we were delighted to welcome Josh Gargan on a one year placement from Huddersfield University to further develop this area for us. Josh has spent the last 12 months reviewing all of our digital fundraising channels (e.g. JustGiving, Virgin Money Giving, our own website etc) and is currently compiling information and reports to help shape the Charity's future digital fundraising plans.

Our own website ([www.yaa.org.uk](http://www.yaa.org.uk)) remains a key and valuable source of income for the YAA and something we will continue to work on consistently. As well as being a key source of information for our supporters, it also enables us to receive donations and general funds.

# OPERATIONS - Achievements & Performance



Air Operations  
**Captain Andrew Lister**  
Director of Aviation

## HELICOPTERS

This past year has seen fundamental change for the Yorkshire Air Ambulance. After deciding to replace our aging MD-902 helicopters, we took delivery from Airbus of two brand-new H145 helicopters – G-YAAC and G-YOAA. Transitioning to a new aircraft type was a huge commitment for an organisation of our size, but everybody worked together to ensure they were delivered on time and ready to enter operational service soon afterwards. All Pilots had to be trained on this new type, which are very advanced and consist of “glass cockpits,” meaning that aviation information is now presented on

integrated displays, rather than lots of old-fashioned dials more familiar to aircraft from the past.

The inclusion of a four-axis autopilot, modern avionics, and electronic mapping permits the helicopters to almost fly themselves, although Pilots are still needed to conduct both take-offs and landings... and manage the cockpit safely in case anything should go wrong. Our Doctors and Paramedics are just as delighted with the enhanced cabin environment, which includes significantly extra space, complete with a state-of-the-art medical interior, supplied by Bucher medical interiors from Switzerland.

Success of an aviation organisation can be recorded effectively by means of “Operational Availability” a percentage measure of the number of days a serviceable aircraft and crew are available to conduct missions. Unfortunately, with aging MD-902s and a deficiency of spare parts, the Charity sometimes struggled to achieve scores in the low-90’s. However, since the arrival of our new helicopters, we are delighted to report that Operational Availability is now circa 97%, equivalent to an extra three life-saving days per month.



Ground Operations  
**Neale Jacobs** – Director of Operations

## INFRASTRUCTURE

The change to the new H145 helicopter type has meant a change to our ground operations infrastructure, as the following requirements were implemented:

- Our current helilifts were designed to handle the MD902’s so therefore had to be modified to enable us to move the new H145’s in and out of the hangars. This meant simply modifying the grab attachments that fit comfortably onto the new skids.





- There was a need to purchase Ground Power Units for the new helicopters, enabling us to plug these directly into the airframe to ensure the medical systems remained charged at all times. In addition we can maintain the cabin temperature during the winter months meaning the medical drugs can remain securely stored on board throughout the duration of the shift at the correct temperature. This temperature control also eliminates misting up of the airframe and ensures a rapid departure to scene.

- A water de-mineralisation system had to be installed at each base, to ensure we meet the requirements needed for the "daily engine wash". Unlike the MD902's, the water that is pushed through the H145 engines must be de-mineralised before insertion.

- In anticipation of the commencement of NVIS (Night Vision Imaging System) operations, a stand-alone internal lighting system has been introduced, enabling the crews to switch to a red light environment for night operations. This allows their eyes time to adjust to using the NVIS goggles before commencing their flight. A testing area has also been set up at our Nostell Air Support Unit for testing and calibrating the NVIS goggles.

- An A-frame lifting rig has been purchased through a grant for the Nostell Air Support Unit, enabling more maintenance to be carried out at our own facilities, rather than at our

maintenance provider's facility in Oxford, which again helps to maximise our operational availability and reduce any maintenance down time on each helicopter.

### CRITICAL CARE TEAMS (CCT)

From a clinical staffing perspective, we were delighted to welcome 11 new Consultants to the team flying out of Nostell in April 2016. Working with Yorkshire Ambulance NHS Trust, the dedicated 'Critical Care Teams' comprise of specialist Consultants in emergency medicine and anaesthesia, who work in various A&E departments at major hospitals across Yorkshire. The team will carry additional drugs as well as being able to perform emergency anaesthesia and life-saving surgical procedures at the scene of an incident.

This also means that every day the clinical duty crew comprises of a Consultant who specialises in pre hospital emergency care, and two critical care Paramedics.

### Plans for Future Periods - Operations HELICOPTERS

These aircraft have been purchased specifically to future-proof all proposed activities for the Yorkshire Air Ambulance. They are fully equipped with Night Vision Imaging Systems

(NVIS) meaning that, with suitable training and CAA approval, the Charity will soon be able to offer night HEMS (Helicopter Emergency Medical Service) for the people of Yorkshire.

Expectations are that our airbase at Nostell Priory will provide a medical response from 0600-2400 all year round and, in this regard, we are likely to be the first Air Ambulance in the North of England to offer such a service.

Through careful management of revenue streams the Charity are constantly striving to improve the service we provide, and will continue such expansion which is made possible by the support given to the YAA by the generous people of Yorkshire.

### AIRBASES

With the increased planned operational availability, we will continue to review our air base facilities to ensure they remain fit for purpose. We will look at the training facilities we can offer the aircrews and will liaise with the Yorkshire Ambulance Service NHS Trust to ensure the Critical Care Team model functions at the highest level for pre hospital patient care.



# Financial Review



Income for the year to 31 March 2017 totalled £8,251,041 (2016 - £8,173,685). 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, and corporate donations and support in kind.

After fundraising and publicity costs, the net funds raised for charitable expenditure for the year to 31 March 2017 totalled £6,969,419 (2016 - £7,026,549). Charitable expenditure for the year totalled £3,552,594 (2016 - £3,436,142). 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 24% and now stand at £22.8M. With prudent management and close budgetary control, we have managed to maintain our administration and fundraising expenditure beneath budget and at 15.5% of income - leaving 84.5p 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 therefore took the decision to make Yorkshire Air Ambulance Services dormant and there were no trading transactions in this company during the year to 31 March 2017.

## RESERVES POLICY

The Trustees aspire to maintain a free cash balance which would be sufficient to sustain operations without any further funding for a period of 24 months. The free cash balance is the bank and investments balance net of restricted funds and the designated helicopter replacement and property improvement funds and net of current creditors/current debtors. At 31 March 2017, the free cash balance amounted to £3,809,045 (2016 - £3,003,513). This represents around 10 months operating costs at the approximate running cost of £12,000 per day. The Charity made the final payments on the two new state-of-the-art helicopters during the year whilst maintaining appropriate levels of free cash

balances. The Trustees continue to plan for the future and are prudently setting aside designated funds to further develop the airbases to ensure that the most efficient and effective service possible is provided to the people of Yorkshire in addition to beginning to plan for the next generation of helicopters which may be required.

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 2017, the value of investments stood at £2,583,551 (2016 - £2,165,792).

## INVESTMENT POWERS AND POLICY

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

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



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## RISK REVIEW

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

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

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

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

our operation and therefore how they perceive our service is critical to our continued success. Its 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 purchases in euros** – this risk is constantly evaluated and managed by entering into forward exchange contracts as detailed below.

## FINANCIAL INSTRUMENTS

The final payments were made during the year on the two Airbus H145 helicopters – these payments were covered by Fixed Forward Exchange Contracts and the related foreign exchange gains have been recognised in the accounts. Over the two years in which the deposits and instalments were made, these Fixed Forward Exchange Contracts saved the Charity £1,369,000 against the sterling price which would have needed to be paid had the Charity paid the deposit and instalments by buying euros at the spot rate on the date of

payment. During the year to 31 March 2017 the Charity entered into a SBH contract for the maintenance of the engines which is a monthly commitment payable in euros. To cover the risk of fluctuations in the Euro rate, the Trustees entered into monthly Fixed Forward Exchange Contracts to cover the value of our commitments for a period of 2 years. The fair value adjustment of these contracts at 31 March 2017 was a liability of £17,338 which is detailed in Note 24.

## 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 consolidated financial statements of the charitable company for the financial years ended 31 March 2017, 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 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 and Balance Sheet included in the Financial Results directly from the charitable company's full annual financial statements.

The Financial Results was approved by the Trustees and signed on their behalf on 22 August 2017 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 2017 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 2017.

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.

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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 2017.



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

October 2017



# Financial Results

## STATEMENT OF FINANCIAL ACTIVITIES

	2016/2017	2015/2016
	£000's	£000's
<b>INCOME</b>	8,251	8,174
<b>EXPENDITURE</b>		
Cost of Generating Funds	1,282	1,147
Operational Costs	3,552	3,436
<b>Total Costs</b>	<b>4,834</b>	<b>4,583</b>
<b>Investment gains/losses and taxation</b>	<b>1,011</b>	387
<b>Increase in reserves</b>	4,428	3,978
<b>Total Reserves B/FWD</b>	18,348	14,370
<b>Total Reserves C/FWD</b>	22,776	18,348

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



	2016/2017	2015/2016
	£'000	£'000
<b>CASHFLOW STATEMENT</b>		
<b>Cash flows from operating activities:</b>		
<b>Net cash provided by operating activities</b>	<b>6,162</b>	<b>4,387</b>
<b>Cash flows from investing activities:</b>		
Dividends, interest and rents from investments	70	70
Purchase of property, plant and equipment	(8,901)	(4,401)
Purchase of investments	(39)	(50)
<b>Net cash used in investing activities</b>	<b>(8,870)</b>	<b>(4,381)</b>
<b>Change in cash and cash equivalents in the reporting period</b>	<b>2,708</b>	<b>6</b>
Cash and cash equivalent at 1 April	6,496	6,490
<b>Cash and cash equivalents at 31 March</b>	<b>3,788</b>	<b>6,496</b>

## BALANCE SHEET

	2016/2017	2015/2016
	£000's	£000's
<b>Fixed Assets</b>	17,108	9,999
<b>Current Assets</b>		
Debtors and Stock	1,021	1,928
Bank Balances & Investments	5,188	7,007
	6,209	8,935
Current Liabilities		
Creditors	541	586
<b>Net Current Assets</b>	<b>5,668</b>	<b>8,349</b>
<b>Long Term Liabilities</b>		
<b>Net Assets</b>	<b>22,776</b>	<b>18,348</b>
<b>Represented By</b>		
Restricted Funds	50	1,115
Designated Funds	4,200	7,250
Unrestricted Funds	18,526	9,983
	<b>22,776</b>	<b>18,348</b>



# Roll of Honour 2016



These people and organisations were recognised for their continued support at the 2016 Recognition Awards

## **Volunteers**

Karen Collie  
Sue & Ed Green  
Richard Handscombe  
Ed & Wendy Brown  
Bob & Irene Hill  
Rob Scott

## **Individuals & Local Supporters**

Richard Brook (Game Fayres)  
Maria Lambourne, LA Fitness, Yeadon  
Boulby's Bakery  
Paul Gallagher, Harrogate Hospital  
Ambulance Station  
Ripon Grammar 6th Form  
Wombwell & District Darts League  
Lisa McManningwell, The Guide Inn  
The Handbag Ladies  
Denis & Muriel Foster  
Sarah Beeston, York University

## **Community Groups**

Penistone Agricultural Show  
The Farmstay Ladies

Val Wood, Whist Drives  
Priory Rose Vintage Group  
The Bush Beaters Ball

## **Corporate Supporters**

Armadillo Storage, Sheffield  
National Emergency Services Museum  
Brian Robinson Machinery  
Baldry's Coaches  
Next Distribution Centre  
Polyform North  
Sainsburys Yorkshire Stores

## **Media Support**

Paul Ogden, BBC Radio Leeds

## **Patient Fundraising Ambassador**

The Vicary Family

## **Outstanding Partnership**

SICL

## **Chairman's Award**

John Moore

# £10K Donors



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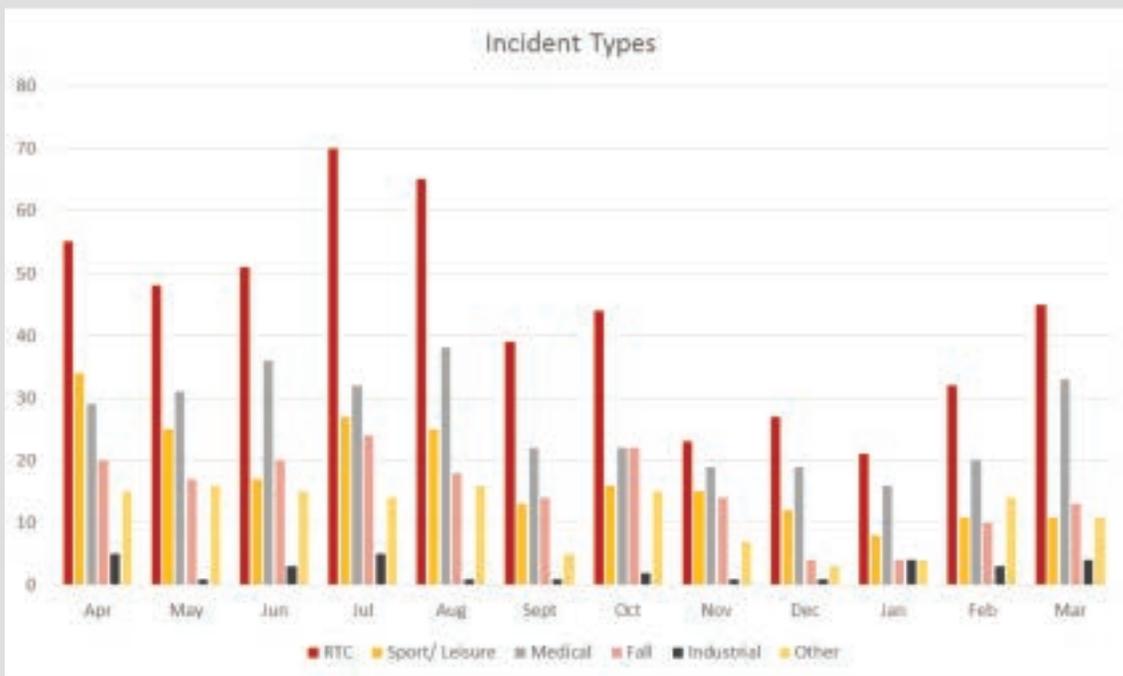
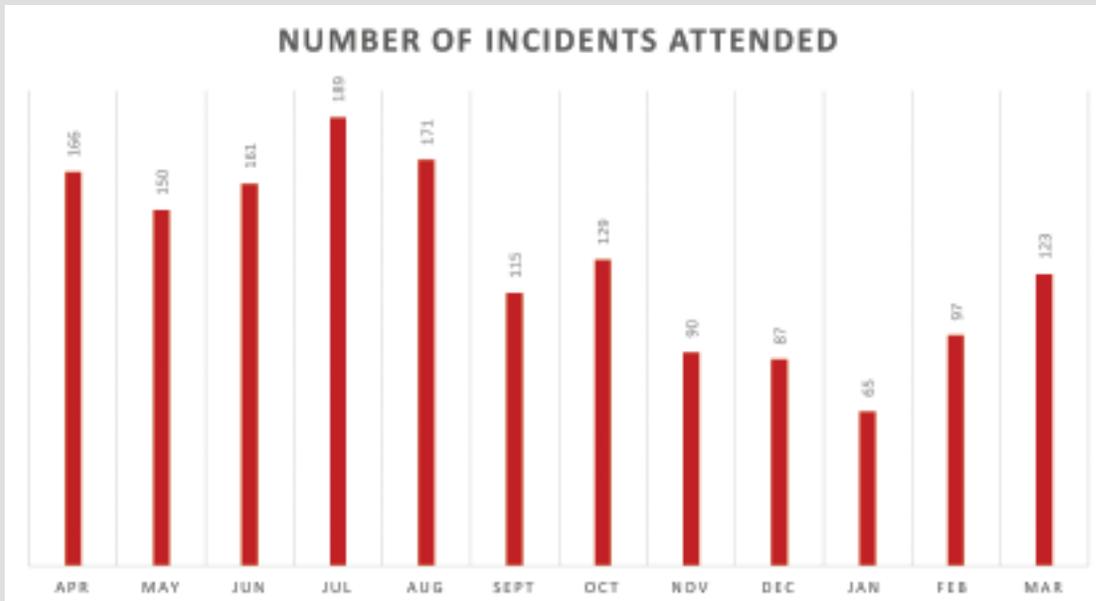
## Supporters who kindly donated over £10,000 during 2016/2017:

Arco  
B & M Homestores  
Bag It Up Group  
B. Braun Medical Ltd  
Bedlam Tractor Run  
C R Martin  
Cllr June Cliffe  
Dr Peter Sowerby  
Help for Health  
Henry Surtees Foundation  
Huddersfield Town Football Club  
Hobson Charity Ltd  
Jack Brunton Charitable Trust  
James Potters Eggs  
John Cotton Group Ltd  
Liz & Terry Bramall Foundation  
Marjorie Sergent  
Marks & Spencer Wakefield  
Moore Family Management  
Nigel & Rosemary Brain  
Point to Point Sheriff Hutton  
Auilter Cheviot  
Rachael & Geoffrey Boycott  
Ron & Jeanette Bean  
Rotary International

Sainsburys  
Shepley Spring  
Skopes  
SICL  
Sovereign Healthcare  
St Joseph's School, Pontefract  
The Boost Project  
Yorkshire Building Society  
Yorkshire Row's

## Significant Donations in Kind:

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

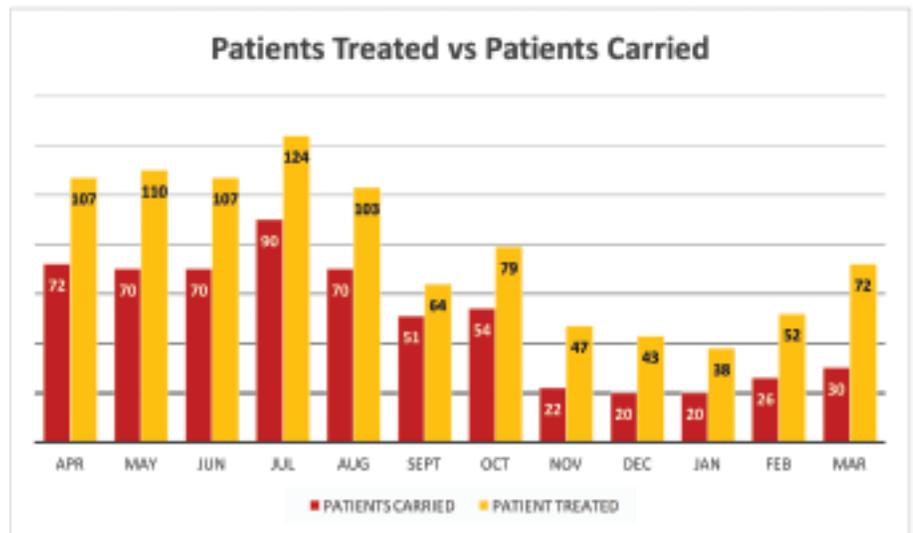




Statistics are recorded on the number of patients that are treated by YAA Paramedics and Doctors, regardless of whether they are flown to hospital or transported by land ambulance.

This highlights the vital role YAA plays in rapidly transporting clinical expertise to patients, be it that of the YAA Paramedics and Doctors or Embrace teams.

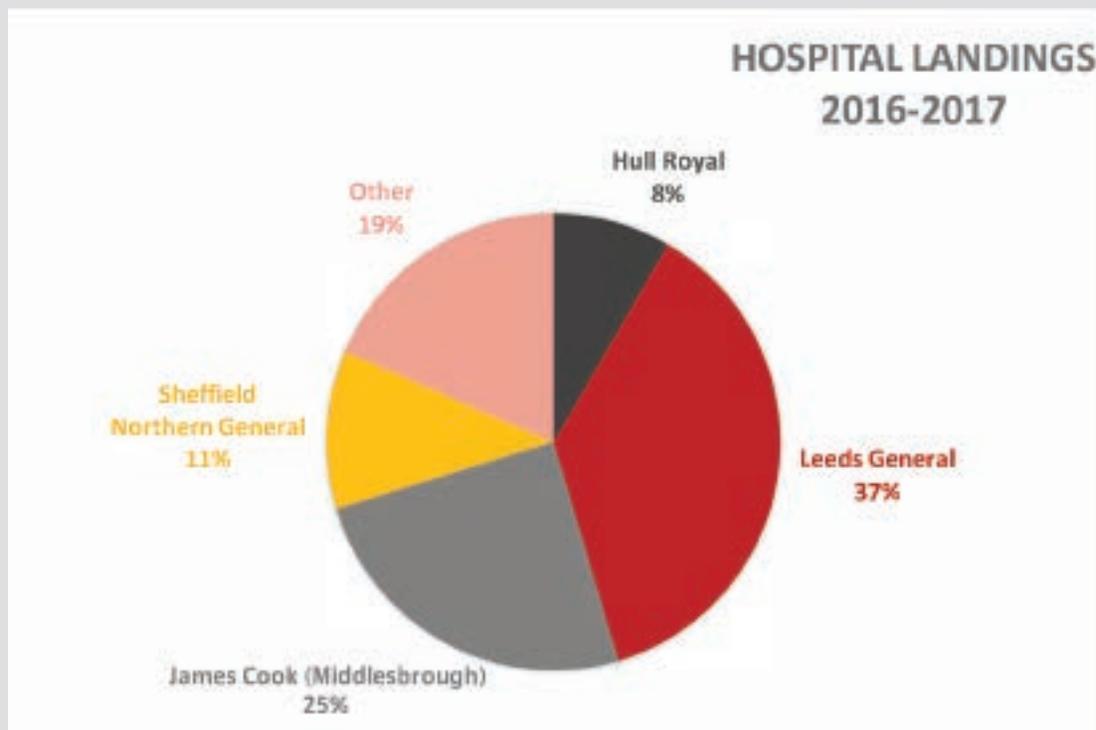
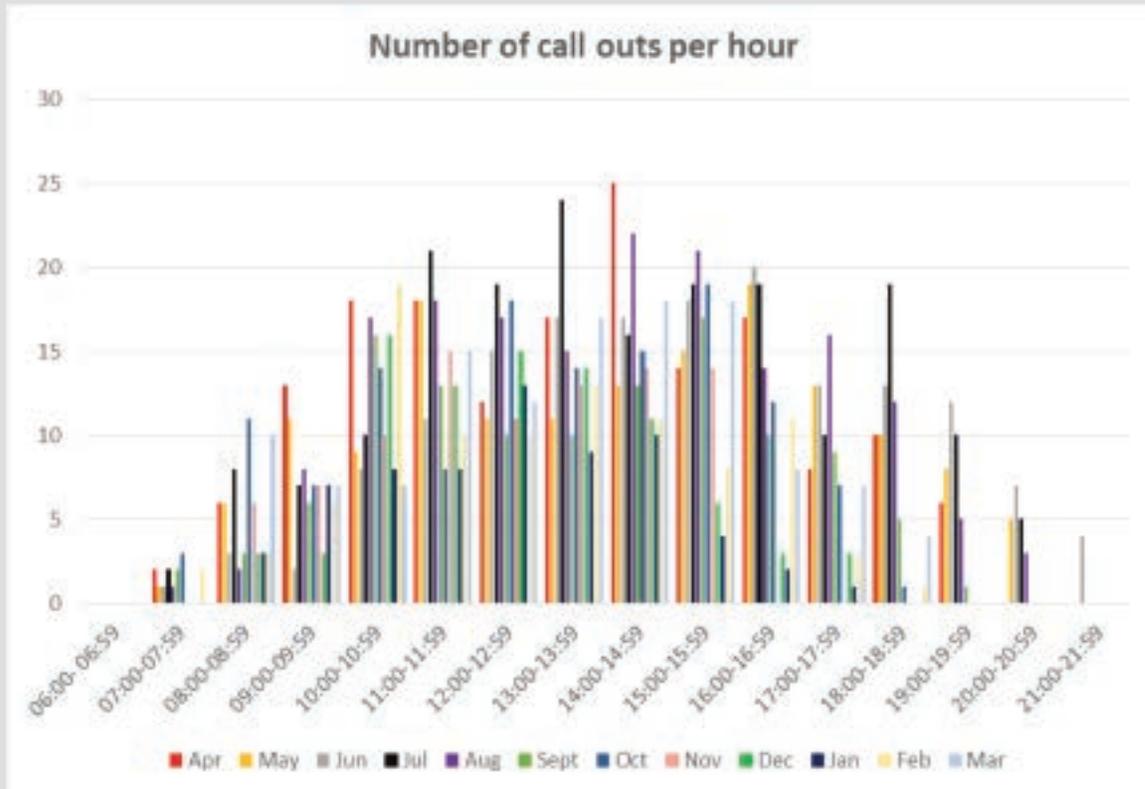
From April 2016 a Doctor plus two Paramedics fly every day on the helicopter based at Nostell ASU. The Doctors are Consultant level practitioners and together with the Paramedics on board will form a 'Critical Care Team'. Doctors provide additional clinical skills, particularly in airway management as Doctors can administer anaesthetic drugs to patients in need of rapid sequence intubation



The kinds of incidents that the YAA helicopters respond to falls within quite specific types of accidents – usually something which is going to cause life-threatening injuries which needs urgent medical attention. This graph illustrates the main categories of accident types we attend; **Road Traffic Collisions** (which can include cars, motorcycles and on occasion cycles when another vehicle is involved), **Sports/Leisure** (can include horse riding related incidents, cycles, walkers, and anything else recreational), **Medical** (incidents where a medical episode has happened such as heart attacks, strokes, breathing difficulties etc), **Falls** (to include falls from height and general falls), **Industrial** (these include any accidents which may have happened on work premises or within the working environment), and all other incidents which don't fall into any of the above categories would be listed as **'Other'**.

It is clear to see from the graph that Road Traffic related incidents are the most common type we are called to each month - Yorkshire having some of the busiest roads and motorway networks in the UK.





The Charity also has the ability to monitor the exact time of day the helicopters are called out. This enables us to identify trends or patterns as to when the busiest times of the day are for call outs, and in which months of the year we tend to see more activity.

Interestingly, last year, between 2pm and 3pm in April was our busiest time of the year. With the introduction of NVIS flying and the longer operating hours this year, next years statistics will give a greater breadth of information for analysis.



The Charity's primary focus is HEMS missions, with the vast majority of YAA flights being undertaken for this purpose.

A HEMS (Helicopter Emergency Medical Service) mission aims to facilitate emergency medical assistance where immediate and rapid transportation is essential. Deployment under HEMS is governed solely by medical need and the helicopters have special dispensation to land where necessary.

Just over 90% of YAA patients airlifted to hospital are flown to one of the region's four Major Trauma Centres (Leeds General Infirmary, James Cook University Hospital, Middlesbrough, Hull Royal Infirmary and Sheffield Northern General Hospital).





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







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[www.yaa.org.uk](http://www.yaa.org.uk)

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