

# Annual Report 20

Year ending March 2021

## Standing Together

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, which appears to read 'P. Sunderland', is positioned above the printed name.

**Peter Sunderland**  
Chairman, Yorkshire Air Ambulance





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# Yorkshire Air Ambulance



## Patrons:

Sir Geoffrey Boycott OBE  
Gaynor Barnes  
Jon Mitchell

## Trustees:

Peter Sunderland MBE, DL (Chairman)  
Brian Chapman (Vice - Chairman)  
James Eastwood  
Mike Harrop  
Kevin Hynes  
Viv Lewis (resigned April 2021)  
Richard Marsh  
Sarah Moore (resigned June 2020)  
Dr Judith Parker  
John Samuel  
Amarjit Singh  
Mark Jones (appointed June 2021)

## Senior Management Team:

Abby Barmby - Director of Marketing and Communications  
Helen Callear - Director of Fundraising, North & East Yorkshire  
Kerry Dwyer - Director of Fundraising, West & South Yorkshire  
Heather Goodwill - Director of Finance  
Neale Jacobs - Director of Operations  
Captain Steve Waudby - Director of Aviation

## Staff:

### Office:

Jill Pukacz - Executive PA  
Leanne Seward - Marketing & Brand Manager  
Angela Brearley - Digital Marketing Manager  
Jessica McDonnell - PR & Communications Manager  
Rebecca Martin - Marketing Assistant  
Louise Shorrock - Office & Administration Manager  
Tracey Bull - Administrator: West & South  
Marie McParland - Administrator: North & East  
Joanne Wells - General Administrator  
Irene Heap - Finance Manager  
Allison Turner - Finance Officer  
Ruth Crossley - Finance Officer (appointed November 2020)  
Dawn Rogers - Interim Finance Assistant (appointed July 2021)  
Heather Stansfield - Finance Clerk

## Fundraising Team:

Jenny Jones - Regional Fundraising Manager: West & South Yorkshire  
Vickie Bowden - West Yorkshire Regional Fundraiser  
Angela Vyas - West Yorkshire Community Fundraiser  
Helen Berriman - West Yorkshire Community Fundraiser  
Laura Lawton - South Yorkshire Community Fundraiser

Lin Stead - North Yorkshire Regional Fundraiser  
Tessa Klemz - North Yorkshire Community Fundraiser  
Clare Deacon - North Yorkshire Community Fundraiser  
Bob Smailes - Regional Fundraising Manager: East Yorkshire (retired October 2021)  
Rob Scott - East Yorkshire Regional Fundraiser  
Kevin Hutchinson - East Yorkshire Community Fundraiser  
Keiron Hardwick - East Yorkshire Community Fundraiser  
Katie Collinson - Corporate & Partnerships Manager  
Caroline Myers - Trusts & Legacies Manager

## Operational Team:

Captain Owen McTeggart - Chief Pilot  
Captain Garry Brasher - Pilot & Training Captain  
Captain Geoff Jones - Senior Pilot, Nostell  
Captain Harry O'Neill - Senior Pilot, Topcliffe & Safety Manager  
Captain Lee Holmes - Pilot  
Captain Colin Hawkesworth - Pilot  
Captain Jonathan Binnie - Pilot  
John Holden - Head of EPRR & Special Operations (Yorkshire Ambulance Service NHS Trust)  
Matt Syrat - Clinical Operations Manager  
Sammy Wills - HEMS Clinical Supervisor  
Paul Holmes - HEMS Clinical Supervisor  
Pete Rhodes - HEMS Clinical Supervisor



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Rachel Smith - HEMS Clinical Supervisor  
(Seconded)

Andy Armitage - Aircrew

Al Day - Aircrew

Lisa Dempster - Aircrew

Tyrone Thornton - Aircrew

Pete Vallance - Aircrew

Kit Von Mickwitz - Aircrew

James Allen - Aircrew (Seconded)

Andy Crow - Aircrew (Seconded)

Matty McCabe - Aircrew (Seconded)

Gav McCune - Aircrew (Seconded)

Gemma Richmond - Aircrew (Seconded)

Georgina Godfrey - Aircrew (Seconded)

Mikie Williams - Aircrew (Seconded)

Steven Dawber - Aircrew (Seconded)

## Doctors:

Dr Andy Pountney - Clinical Lead

Dr Jez Pinnell - YAA/ HART Medical Advisor

Dr Rob Anderson

Dr Tim Moll

Dr Sarah Milton-Jones

Dr Paul Onion

Dr Steve Rowe

Dr Neil Sambridge

Dr Jonny Scrimshaw

Dr Chris Srinivasan

Dr Brian White



# Chairman's Statement

Peter Sunderland



## In my report for the year ending 31 March 2020, I stated:

2019-2020 has been a good year for the Charity, however with the COVID-19 crisis ongoing, I do envisage a difficult year for the YAA for 2020/2021 in successfully raising the necessary funds, without having to resort to using our reserves. The strong financial base of the Charity, which has been built up over many years by prudent management of the funds so generously donated by the people of Yorkshire means that, unlike many other charitable organisations and businesses, YAA entered the COVID-19 crisis debt free. We can be confident that YAA will survive this challenging period in our lives and will continue to provide our life saving service for many years to come.

In March 2020 the UK COVID-19 pandemic arrived in the UK and with the Government decision for lockdown and social distancing, all our fundraising efforts had to be put on hold. Arrangements were made for our staff to work from home, and they have all done an excellent job of keeping the YAA Charity operations intact. I would like to record my thanks to all our staff and volunteers for their support during this very complicated and tough period.

An early decision was taken by the Trustee Board not to furlough any staff (except for two pilots over 3 weeks, when our paramedics were diverted to essential duties for the NHS in establishing the Nightingale Hospital facility in Harrogate). The Board felt it was essential for

the long-term sustainable benefit of the Charity to allow the team to keep the YAA operation fully functioning and to revisit all our planned activities for the whole year. This period also gave our teams time to plan for the future and take care of any projects which had been in the pipeline. During the lockdown period we have been able to keep our helicopters running (in line with Government advice and guidance) with their Critical Care Teams.

The use of "Teams" and "Zoom" meetings has been of unimaginable benefit and enabled successful management of all the Charity's operations. They became the new 'norm' to meet with and catch up with colleagues.

I will start my report with our key financial information. For the year ending 31 March 2021, our total income was a record £10.01M, split between donations and other income of £3.14M, and legacies of £6.87M. Legacies showed a significant increase of £3.68M from last year, but donations reduced by £2.09M. I must give a particular mention to our legacy income for this last year as we have seen a significant, unexpected but very welcome increase on previous years. This is mainly due to the volumes and values of legacies considerably increasing. Operational costs increased by 2.9% to £5.20M, whilst net income showed an increase over 2020 of £6.3M, largely due to the increase in the value of our investment portfolio of £3.55M. The net assets value of the Charity increased by 26.7% and now stand at £39.63M.

Administration and fundraising expenditure were under budget and at 15% of income, leaving 85p in every £1 donated to be used for charitable activities, or for building reserves to cover the replacement of the helicopters. Our reserves policy and our levels of overhead expenditure are closely monitored by the Senior Management Team and Trustee Board and continue to be reviewed monthly. We continue to build the Helicopter Replacement Reserve to ensure that our ability to provide the best level of life saving service to the people of Yorkshire is maintained.

Our Airbus H145 D2 helicopters are now five years old and are still invaluable in providing the Yorkshire region with two modern mobile trauma units. We also continue to fly night vision operations (NVIS) in the evenings and during the winter months when the days are darker earlier. We continue to be able to run one 12hr shift out of RAF Topcliffe and a two-shift operation [06:00 to 00:00 Monday to Friday and 09:00 to 21:00 on Saturday & Sunday] from our Nostell airbase every day over the whole year. The Nostell based aircraft is also staffed with a Consultant level Doctor on board from 09:00-21:00 every day. Charitable operational activities expenditure has over the year increased by 12.0%, but are still in line with budget expectations.

The warranty on G-YAAC and G-YOAA has now expired. However, we have negotiated a support package with Airbus Helicopters UK to cover all the parts on a power by the hour contract, which also helps with budgeting purposes.





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

We are also entering the 6th year of our 10-year fixed price maintenance contract with Airbus UK.

This will supplement our existing PBH contract which is already in place with Safran for our helicopter engines, and this ensures that our helicopters are maintained, cost effective and at a regular monthly defined cost.

During the year we entered into negotiations with Airbus UK re the planned replacement of both our helicopters and, following detailed discussions with them, we have placed an order for two new H145 D3 five bladed helicopters with improved avionics and medical fit and these are planned to arrive in March and September 2023. Although this is some two years earlier than we originally planned, the major benefits for patients and flight operations have been uppermost in our deliberations. Discussions are ongoing re the future sale of our existing helicopters and a cost study is being evaluated re the benefits of keeping one helicopter as a relief and to give extra resilience when our helicopters are serviced, or for unforeseen downtime.

Capt. Steve Waudby, our Director of Aviation and Accountable Manager has now retired from flying HEMS missions due to CAA requirements (HEMS Pilots must cease single Pilot operations from age 60) but has retained his duties as our Director of Aviation. Capt. Owen McTeggart remains in position in the role of Chief Pilot, effective from March 2020. We also appointed a new Line Pilot to join the team and Capt.

Jonathan Binnie took up his position with us in July 2020.

Simulator training facilities in Germany have been unavailable due to the pandemic, and training both new Pilots, and upskilling our existing Pilots and Paramedics who also fly as TCM's [Technical Crew Members] has had to be carried out on our own helicopters. Training such as this is a mandatory requirement, so it is vitally important it is all undertaken and kept up to date. Our operations are still carried out under our own AOC (Aircraft Operators Certificate) and include regular audits from the CAA Flight Operations and Flight Engineer Inspectors.

Our helicopters are crewed by very experienced medical teams of Critical Care Paramedics and Consultant level Doctors from Yorkshire Ambulance Service NHS Trust (YAS), and I would again thank YAS and their Executive team of Kathryn Lavery (Chair of the Board), Rod Barnes (Chief Executive) and John Holden (Head of EPRR & Special Operations) for their continued support. I also add our thanks to Dr Julian Mark, our Medical Director, for all his support, together with Dr Jez Pinnell (Medical Advisor), Dr Andy Pountney (Critical Care Doctor Team Lead) and Matt Syrat, our Clinical Operations Manager. This team have again worked tirelessly over the last 12 months ensuring the YAA/YAS partnership was able to safely deliver during the COVID-19 pandemic, the best possible speedy medical trauma care to all the people of Yorkshire.

Having our main Air Support Unit bases at Nostell and RAF Topcliffe is only possible through the support of many people. I would offer my thanks to The Lord St Oswald of the Nostell Estate and the Station Commander at RAF Linton-on-Ouse, Wing Commander Adey Hobson. I would also add thanks to the Commanding Officer Lieutenant Colonel Matthew Brocklesby and his team from the 4th Regiment Royal Artillery, Allenbrooke Barracks at Topcliffe for their continued support. Neale Jacobs, our Operations Director continues to give major support in the ongoing development and advancement of our two Air Support Units.

Abby Barmby our Director of Marketing & Communications and her team have done a wonderful job during the pandemic in keeping our operational events fully covered in the media and they have also taken the opportunity to update and expand our website and promotional documents. They also designed and implemented all the artwork and displays for our two new sponsored promotional units, rapid response vehicles together with the layout and design of our new reception area at our Nostell airbase.

On behalf of everyone at YAA, I would also sincerely thank our Patrons and Ambassadors who promote the work of the YAA across the Yorkshire region. I record our thanks to our Patrons; Gaynor Barnes, Sir Geoffrey Boycott OBE and Jon Mitchell, and our Ambassador Amanda Owen who have assisted the Charity in so many ways.



The financial support and benefit in kind support we receive from sponsors, businesses, and the people of Yorkshire and beyond is truly amazing [see the individual notations in the “Strategic & Trustee Report” section]. The Liz & Terry Bramall Foundation over many years has given the YAA much valued support, which has enabled the achievement of so many of our long-term strategic aims and objectives, and for that we sincerely thank the Foundation. I would also add our grateful thanks to the Yorkshire Charity Clays Days for again including YAA as benefactors of their annual event.

B. Braun Medical Ltd based in Sheffield has, over many years, both in sponsorship and the use of the valuable B. Braun team, given the Charity their most valued support. I would like to specifically thank Brian Chapman [YAA Vice-Chairman] for supporting me, the Senior Management Team, and the Trustee Board, bringing his valuable skills, time, and expertise to the Charity. I would also record a special thanks to David Oates, Group Managing Director for his continuing help and support.

Our Finance Director, Heather Goodwill, has been a valuable addition to the Charity and has much improved our financial function since her inception, and has concluded this her first-year end accounts. Helen Callear and Kerry Dwyer, our joint Directors of Fundraising for the two regions have continued to maintain and increase our incomes and to manage the fundraising staff and volunteers during the difficult COVID-19 lockdown period.

Again, during the year there have been many important events and I would highlight a few of them. We have undertaken many VIP visits to our Nostell Air Support Unit (outside of the national lockdowns). These have been extremely well received and have proved to be a very effective method of increasing still further, awareness of the Charity’s operations throughout Yorkshire.

This year our AGM was carried out via Zoom, but sadly our annual recognition dinner had to be cancelled due to COVID-19. It is hoped we will hold our 2021 AGM in November as planned and our recognition awards dinner will follow at a venue in York in February 2022.

A further Strategy Day is planned for October 2021 at our Nostell Air base.

Sadly, in January 2021, Viv Lewis retired from his position as a Trustee and has moved to live overseas in Portugal and I would, on behalf of all at YAA, wish to record our thanks to him for his help and support over his seven year tenure on the Board. I was also pleased to welcome Mark Jones in June 2021 as a new member to the Trustee Board.

I would like to congratulate AirTV on another successful year of their production of the award-winning Helicopter ER series which depicts many of the factual lifesaving trauma incidents which YAA attends. Further series have been confirmed and, as always, this increases the local and national awareness of the lifesaving work of the Doctors, Paramedics, and our aircrew.

Their commentary “Intensive care in the air” during the screening of each episode is also reinforced by our Mission Statement.

We are constantly reviewing incomes and cashflow against our budgeted expectations and after 4 months of our financial year from 1st April 2021 we are seeing incomes in excess of circa 49% plus compared to our budgeted expectations.

All our fundraising activities are slowly reverting to more normal levels and hopefully by the year end in March 2022, the Charity will be in a more positive position.

## CONCLUSION

It is impossible to look forward into the future until we reach alert level 0, however, I do have faith in all the Charity’s staff that they will work to achieve the best outcome possible and, as always, we are controlling our costs. Everyone involved with the Charity has given their tireless support and dedication to ensure that donations continue to enable the support needed to operate our life saving operational service across the Yorkshire region. I would also pay tribute to all our Trustees, medical crews, sponsors, volunteers, and supporters for their continuing and supportive involvement during this difficult time. Sadly, we had to cancel our 20th year celebrations and our annual recognition dinner in York planned for October 2020. We do, however hope to mark our 21st birthday next year instead.





## Did you know?



Was our busiest month,  
responding to  
**165** incidents

The new Rapid Response cars and two new Promotional Unit vehicles have now been delivered and are fully operational. The mobile promotional units have been generously sponsored by B. Braun Medical Ltd and The Yorkshire Freemasons. One of the RRV's has been sponsored by The Mark Benevolent Fund, and the other by The Henry Surtees Foundation, The Morrisons Foundation, Tesco's Bags of Help (via the York Clifton Moor store) and The Misses Barrie Charitable Trust. These new vehicles are proving very effective in both the treatment of patients and the promotional vehicles will assist in our fundraising and operational awareness throughout the Yorkshire region.

As always, I would note my personal thanks and those of all the YAA Trustee Board, to the Senior Management Team and staff, and to Matt Syrat [YAS] our Clinical Operations Manager for his help and support to YAA over the year.

2020-2021 has been a difficult year for the Charity – with the COVID-19 crisis still ongoing. The strong financial base of the Charity, which has been built up over many years by prudent management of the funds so generously donated by the people of Yorkshire means that, unlike many other charitable organisations and businesses, YAA entered the COVID-19 crisis debt free.

We can be confident that YAA will survive this challenging period in our lives and will continue to provide our life saving service for many years to come.

My sincere thanks to everybody who has supported the Charity over the last 21 years – you have all been instrumental in establishing the necessary funds to develop and maintain the Yorkshire Air Ambulance's facilities to "Save Lives across Yorkshire".

Please stay safe and continue to maintain your support for the Yorkshire Air Ambulance.

**Peter Sunderland** MBE, DL  
Chairman

28th September 2021



# Strategic Report & Trustee Report

for the Year Ending 31 March 2021  
Peter Sunderland

## Did you know?



We treated **89** children  
under the **age of 2**

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 2021, which are also prepared to meet the requirements for a Directors' Report and Accounts for Companies Act purposes.

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

### Our Purpose and Activities

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

The vision to support our activities is to provide a state-of-the-art air ambulance service where we can reach a critically injured patient anywhere within Yorkshire in the fastest possible time. We aim to achieve this by having a helicopter stationed at each of our two Air Support Units – one at RAF Topcliffe, near Thirsk, and one at our facility at Nostell, near Wakefield.

Our helicopters transport Yorkshire Ambulance Service NHS Trust (YAS) critical care teams to the scene of the incident and, where necessary,

transport patients to the most appropriate major trauma centre or other hospital in the region. Most importantly our teams are able to start medical treatment of the patient at scene, which can often mean the difference between life and death. We really are 'intensive care in the air' carrying some of the most advanced medicines administered by a team of specially trained medics, comprising critical care paramedics and Consultant level Doctors who specialise in trauma care and anaesthesia.

To sustain our operations, we need to raise in the region of £12,000 per day. Our main fundraising focus has always been to educate the people of Yorkshire about the service we provide, and the fundraising practices we employ.

We always aim to be transparent about this, as we are purely the custodians of the monies raised by our generous supporters.

We do not cold call, send unsolicited mail, door knock, chug or exchange donor details, and we are very clear about this in our marketing and communications. Finally, we aim to inform our supporters how their money has been spent. For every £1 donated this year, 85p was spent to meet our charitable purpose - which is saving lives across Yorkshire.

### Achievements and Performance - Fundraising

Fundraising has always been at the heart of everything we do – without the generous support of the people of Yorkshire, and other kind-hearted people who live further afield, we

wouldn't be able to keep our helicopters in the air and helping to save lives. As previously mentioned, the YAA has to raise approximately £12,000 each day of the year to keep the operation running. We have often said that if each adult in Yorkshire gave us just £1 each year, we would have sufficient funds to keep us operating.

Last year, despite the pandemic the charity achieved an income of just over £10.0M, which included legacy income. Excluding Legacy & In Memory income, and with community fundraising badly hit by the pandemic it was much lower than budgeted at £3.14M, unprecedented income from legacies helped us in this year when we most needed it.

Maintenance for our two Airbus H145 helicopters is budgeted for via plans through Airbus Helicopters UK and this allows us to control costs better and more accurately. Both helicopters are owned fully by the Charity, which has been reported previously.

We have also recently announced our intention to upgrade our fleet in Summer 2023 to the new 5-bladed, D3 version of the Airbus H145, and this will be paid for by planned savings, careful budgeting and the sale of the current fleet.

Normally our financial results are only achievable because of the outstanding efforts of our charity team throughout the year, in particular our Fundraising team, who are out in the region seven days per week, raising awareness and building community relationships for the YAA.





Not to mention the army of committed volunteers who support us by helping at the many, many community-based events we attend each year.

However, this year has been particularly difficult for the whole team, with many events cancelled, postponed or delayed. The Charity have reacted to this by embracing digital fundraising, online talks and meetings and hybrid event models where possible.

Our sincerest thanks go to all the Charity staff and volunteers for their resilience and resourceful adaptation to events beyond our control during this difficult time.

The charity prides itself on not using any “cold calling”, “chugging” or other direct methods of fundraising. This philosophy is emphasised to all of our employees and volunteers and helps us to ensure that no one feels obligated or pressurised into donating to the charity.

Our fundraising team and volunteers support individuals, businesses, clubs and organisations which approach us to organise fundraising events and activities. We do not use any third-party fundraising organisations to carry out fundraising activities.

The charity acknowledges and thanks in writing all individuals or organisations which donate to the charity and in doing so, may notify the charity of any issues which may have arisen and which should be brought to the charity's attention.

The YAA and its Trustees value the charity's reputation as critical to its future success and each month any complaints received by the

charity are reported to the Trustees and, where necessary, fully investigated.

We are pleased to report no formal complaints were received by the charity during either this year or the previous year.

Every year we continue to build strong relationships with our principal supporters. Many of these individuals, businesses and organisations have become like family over the years. Other newer and expanding relationships we know will develop further into lasting partnerships and we are excited to be working with them. The following is a summary of who we work very closely with:

**Air TV:** the production company behind our award-winning television series Helicopter ER, Air TV are long-standing supporters of the YAA, and are very much part of our Charity family. As well as the production of Helicopter ER, Air TV also support us with valuable film footage, video production and regular media training for our fundraising and marketing teams.

**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 9 years now, with the logo taking a prominent position on both our aircrafts as part of a sponsorship agreement. Arco have continued to support us with the procurement of Health & Safety equipment and materials and have recently reconfirmed their commitment to the Charity.

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

B. Braun Medical Ltd have this year also become proud sponsors of one of our promotional and educational vehicles.

**Huddersfield Town Football Club:** our partnership with Huddersfield Town Football Club continues and brings in valuable income from a variety of sources. Included in this is the annual and ever popular “Pedal for Pounds” bike ride. Income generated is shared equally between the Huddersfield Town Foundation and local charities chosen by the football club and the YAA, and has raised over £2M since inception.

Unfortunately this year, the bike ride was cancelled due to the pandemic but we look forward to working with the club on future Pedal for Pounds and Walk for Pounds Challenges.

**l'Anson Brothers Ltd:** Masham based l'Anson Brothers are one of the UK's leading manufacturers of animal feedstuff. Managing Director Chris l'Anson has become a great friend to the YAA and the company support us

## Did you know?



**108** missions were flown using Night Vision (NVIS) technology



where they can, including proudly carrying the YAA livery on their transport fleet. We are also delighted that they have committed to another 3 years of support with us.

**The Jack Brunton Charitable Trust:** The Trust was established in 1986 by local farmer and landowner, Jack Brunton. He gifted funds to benefit the rural villages, towns and communities within boundaries of the old North Riding of Yorkshire. Since 2012 the Trust has greatly donated towards buying essential helicopter and medical support equipment at both of our bases.

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

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

**Recycling Solutions:** RS are our new recycling partner, having taken over this valuable contract at the beginning of 2020. They have quickly grasped the concept and culture of the YAA and have proved a great partner to work with so far.

Recycling is a vitally important income stream for the Charity, and we know the scheme is in great hands with RS. We continue to work with them on growing and developing our network of sites where our recycling banks can be hosted. We are pleased to report that income for the first full year of the partnership exceeded £146k.

**Reed Boardall:** based in Boroughbridge, Reed Boardall is the newest principal partner to join the YAA corporate family. They are one of the leading temperature-controlled food distribution businesses in the UK. Reed Boardall have committed to a sponsorship package with us which sees their logo on our helicopters and they will also be carrying YAA branding on some of their fleet, helping to promote our Charity.

**Shepley Spring:** this Huddersfield based family business has been supporting the YAA for a number of years now. They support the Charity with donations of bottles of their Ice Valley water for the many events we 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.

**Koris365 (formerly SICL):** our IT and systems provider, Koris365 are another of our long-standing corporate supporters and came on board after seeing first hand our work at our old airbase over 15 years ago. Since then, they have provided our IT and network systems under sponsorship, saving the Charity hundreds of thousands of pounds over the years.

**Skopes:** We have been working with the Leeds based tailors for five years as part of a sponsorship agreement and they also supply our Fundraising and Senior Management Team with smart suits and formal uniform to wear when out in Yorkshire representing the Charity. We are delighted to have Skopes continued support.

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

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

In addition, we would like to thank **Lions International, Rotary International, and Yorkshire Freemasons** for their ongoing support. The Yorkshire Freemasons are to be thanked this year particularly as they have sponsored our second Promotional and Educational Vehicle, so huge thanks to them.

Although 2020's Yorkshire Charity Clay Days event at Duncombe Park was cancelled due to Covid, we thank the event organisers for their support of our charity by giving us the opportunity to attend the event and rolling it forward to the following year. Our relationship with the organisers has led to additional networking and fundraising events for which the charity is extremely grateful.









### Plans for Future Periods – Fundraising

The effects of the pandemic have continued to hit our community fundraising hard, and events are still being cancelled, postponed, or delayed due to many reasons, but all with the pandemic as the root cause.

We have developed offerings of digital fundraising, hybrid, and online events to mitigate this loss of our community income as well as keeping our supporters engaged, and have remained positive, promoting a pro-active approach to wellbeing, donor and volunteer stewardship during this time.

We have looked to our local communities, offered help in practical terms where needed, delivering groceries and prescriptions, and volunteering at vaccination centres. This has led to unexpected donations to the charity and a lot of gratitude from our supporters. Non-community fundraising, including online giving has performed with strength during this year, plugging some of the gap and ensuring that we have ridden out the storm in good shape.

We still do not know what the future holds for fundraising, but we do know that fundraising practises and activities are likely to change, we are prepared for that and will adapt.

We will continue to react accordingly, and in line with Government guidelines and advice. We must ensure the safety of our staff, volunteers, and our communities, whilst getting back out there in the communities to fundraise for our vital service.

We do know however that we have loyal supporters and are proud of and thankful for everyone who chooses to support the YAA. We know that when things fully return to a 'new normal' the YAA fundraising team will be ready and raring to go.

### OPERATIONS

#### Air Operations – Steve Waudby, Director of Aviation

Following on from last year's report which touched on the impact of COVID-19 on the Charity, it will be no surprise that COVID-19 has continued to influence our operations and that it has affected all of us in one way or another.

The Charity has been guided throughout the pandemic by NHS England and the Yorkshire Ambulance Service NHS Trust (YAS), who have supported the Charity in writing and updating our risk assessments.

This has enabled us to continue providing a much-needed pre-hospital critical care service to the people of Yorkshire and the surrounding areas, whilst ensuring that our Pilots, Paramedics and Doctors were properly protected against the virus. Long before the vaccination programme began, we took the precaution of fitting COVID-19 barriers to our helicopters, to reduce the risk of cross-contamination within the aircraft.

This was in the form of a plastic screen which separated the cockpit from the main fuselage of the aircraft where our medical personnel sit and treat their patients. Level 3 PPE was issued

to all crew members and we introduced strict levels of PPE when in contact with a patient. We also regularly use a fogging machine to decontaminate each helicopter and to reduce the spread of the virus by contact, and our crews were some of the first personnel to use the Lateral Flow testing kits prior to reporting for work.

During the Winter months we temporarily reduced our shift timings to provide additional resilience, and of course, as front-line care workers our crews were the first to receive both doses of the vaccine in the new year. These control measures have enabled the Charity to mitigate the associated risks and have enabled us to keep flying throughout the year.

As with most operators, we have on occasions, had a couple of staff members self-isolating, but we have been fortunate that this has not impacted on the Charity as a whole. Even though the country is seeing a lifting of the lockdown restrictions we are still proceeding with caution, as this virus will be with us for some time to come.

In the latter part of 2020, the Charity started looking at replacement helicopters for the future. Our two current helicopters, G-YAAC and G-YOAA have served us well since 2016 and will continue to do so for another few years yet.

However, the typical lifespan of an air ambulance helicopter is somewhere between 7 to 10 years, so we have placed a timely order now for delivery in 2023 whilst taking advantage of early Airbus



## Did you know?



**Leeds General Infirmary**  
was our most visited  
hospital – **140** flights to  
it's elevated helipad



production line slots, as this helicopter has become very popular within the air ambulance community and manufacturing lead times have increased considerably. Advancements to the new model include a 5-bladed rotor head which will provide a smoother flight for the flight crew and patients, on board Wi-Fi to allow patient records to be updated inflight, and a cutting-edge secure communications system which will allow the crew to send patient data ahead to the destination hospital, allowing Doctors and Nurses to start evaluating and assessing the patient before they arrive.

There will also be an improved medical fit alongside some of the most advanced and innovative equipment for treating patients at scene and in-flight. The first of the two new helicopters is expected to arrive in Yorkshire in Spring 2023, with the second following shortly after in Summer 2023.

Throughout the pandemic and especially since Brexit, we have noticed an increase in the time it takes to get spares and other aircraft related items delivered to our bases. Lockdown restrictions, a shortage of delivery drivers and customs delays at our borders have all led to difficulties in getting spare parts delivered on time.

This has been reflected in our annual operational availability which took a dip to just below 90% for the first time in many years. Whilst this is frustrating, we have no control or influence unfortunately.

Brexit has also seen a significant change to the rules and regulations that govern HEMS operators like ourselves. Now that we have left the European Union, the UK CAA has taken on the role of the governing authority.

This has led to a great deal of work behind the scenes to ensure that YAA is still compliant with the changes to the regulations; not least of which was the introduction of our new Safety Management Manual and submission of our Part CAMO application (Continuing Airworthiness Maintenance Organisation).

During the Winter period discussions were held with Gama Aviation to secure the lease of a stand-in helicopter whilst our own aircraft were away on their annual maintenance. The first lease period was successfully completed in March 2021 which enabled the Charity to maintain full cover whilst G-YAAC was away.

In summary – yet another very busy year! The crews have battled through this pandemic with remarkable stoicism; their skill, professionalism and determination to get the job done has shone through during this unprecedented year and sets a shining example to us all, and that makes me incredibly proud.

Once again I would like to thank the Board of Trustees, our Senior Management Team, the fundraising team, Charity support staff, our colleagues at YAS and all our supporters and contributors for your continued support.

### Ground Operations – Neale Jacobs, Director of Operations

In this report last year, we commented that a new visitor reception area at our Nostell Airbase, which would provide us with the space we need to welcome people to the base and view the facility, as well as being able to provide much needed extra meeting & learning space for our teams was in progress. This has been completed in Summer 2020.

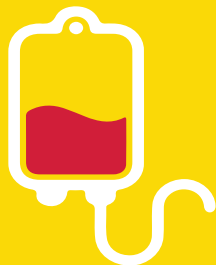
The space has proved invaluable during the pandemic as although for a large period of time, we have not been able to welcome visitors to the base, it has enabled the operational teams to ensure they were able to “socially distance” when not responding to calls where they were having to wear their full PPE.

However, I am delighted to say that as we return to the new “normal” we have been able to host fundraising visits and external agencies in line with our risk assessments. We are also upgrading our video conferencing facilities at Nostell to ensure we have flexible options to utilise going forward.

We also applied for planning permission to build a double garage at the Nostell Airbase to safely store the Promotional Vehicles in when they are not in use. This permission was granted in June 2021 and works should be completed by October 2021.

Throughout the pandemic, the Charity has regularly been reassessing its risk assessments to take account of any changes announced

## Did you know?



**33 patients required  
blood administering at  
the scene**



by the UK Government and NHS England, and we have engaged with all stakeholders as required. As a result of this we have invested in air purification technology across our three sites to try and protect our staff and visitors as much as possible. In addition, all staff have been undertaking regular lateral flow tests and visitors have been asked to complete these before attending meetings.

The two new rapid response vehicles (RRV's) came into service in January 2021 and have proved a valuable addition to our operational fleet. They ensure that the paramedics and doctors are able to continue to respond to incidents as required, should either aircraft be offline for any reason.

In addition, the branding on the RRV's ensures we continue to maintain a high profile across the region. We are grateful for the support from a number of generous organisations who jointly funded the purchase of these two vehicles.

As expected, we, like most organisations, have experienced some supply chain issues due to the pandemic. There has been delays experienced in getting hold of new or replacement IT equipment that was required and items required as part of the servicing of some operational equipment including aircrew helmets, as well as building materials for the new garage.

However we are pleased to advise that this has not resulted in staff not being able to carry out their duties and business has continued as normal. In addition we took the decision to

replace/upgrade the flight suits for both pilots and medical crew which again has proved a challenge due to supply chain issues, but does prove that despite such obstacles we have not sat still, but continued to ensure we provide the best kit available for the teams.

Unfortunately, and sadly the company who supplied and maintained our Heli lifts (the equipment we use for moving the helicopters in and out of the hangars) when into liquidation.

Such equipment needs regular servicing and is without doubt key to our daily operations, despite some worrying times, we managed to ensure that provision is in place to continue to service these as required. We have also purchased additional backup equipment should it be required.

RAF Topcliffe continues to serve us well as our Northern Airbase, however as the lease is due for renewal we are looking at our options to futureproof the operation and hope to be able to report on this in due course.

The Head Office in Elland (Cayley House) continues to serve the Charity well. This is where the administration, finance, HR and marketing functions operate from on a daily basis. Unfortunately due to COVID-19, and in line with the national government advised lockdown, we had to close Cayley House to the staff from March 2020, with them continuing their roles from home.

Such upheaval does prove a challenge for these teams, but the staff have shown great flexibility and patience during this period and we pass on our thanks to them for this. It is pleasing however, to report that more staff are returning to the office in line with the risk assessments and we expect to have all office based staff back at Cayley House by Autumn 2021.

We also continue to meet monthly with the Yorkshire Ambulance Service NHS Trust (YAS) at our Safety Action Group meetings and Operational Board meetings – during the pandemic these have been maintained via Zoom. The primary focus of the meetings is safety, patient care and future enhancements to the service we operate, and provide great value to both the Charity and YAS.

### Financial Review

Income for the year to 31 March 2021 totalled £10,008,054 (2020 - £8,305,879). 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 2021 totalled £8,491,316 (2020 - £6,542,154). Charitable expenditure for the year totalled £3,678,448 (2020 - £3,284,484).







This expenditure allowed the YAA helicopter service to be available 365 days of the year apart from maintenance requirements, and during April 2020 when the Paramedics were redeployed back to frontline duties for a short three-week period to bolster COVID-19 resources in the NHS and YAS operations.

The net consolidated assets of the YAA Charity have increased by 26.7% and now stand at £39.6M. With prudent management and close budgetary control, we have managed to control our administration and fundraising expenditure at 15% of income - leaving 85p 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].*

### Going concern

Despite the impact of Covid-19 causing a material reduction in the Charity's income from donations in the year ending 31 March 2021, income from Legacies, Grants and Non-Charitable Trading all increased. The increase in Legacy income more than offset the reduction in donations.

Together with a disciplined management of costs, this strong income performance has enabled the Charity to increase its net assets substantially.

As a result, the Charity has sufficient liquidity in the form of both cash resources and realisable investments to maintain operations for the foreseeable future.

The Charity has reported cash inflows over a number of years and these have been used to fund the replacement of the helicopters.

The Trustees continue to plan for the future and are prudently setting aside funds both to acquire new helicopters and to develop the airbases to ensure that the most efficient and effective service possible is provided to the people of Yorkshire, whilst maintaining reserves for the ongoing operations and planning for the next generation of helicopters.

The strength of the Charity's balance sheet including its liquid resources enable the Board to continue to adopt the going concern basis of accounting in preparing the annual financial statements.

### 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 development funds and net of current creditors/current debtors.

At 31 March 2021, the free cash balance amounted to £6,848,404 (2020 – £7,145,875).

This represents just under 19 months operating costs at the approximate running cost of £12,000 per day.

The Trustees continue to plan for the future and are prudently setting aside designated funds to further develop the airbases to ensure that the most efficient and effective service possible is provided to the people of Yorkshire.

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 2021, the value of investments stood at £18,610,937 (2020 - £14,805,986).

The Trustees are planning to replace the helicopters in approximately two years time, funds for this purpose are held within the Helicopter Replacement Reserve and have been increased to £15,000,000.

### 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. The funds managed by Brewin Dolphin are held in two separate portfolios with different investment criteria.





Both portfolios are regarded as cautious with one having a longer time horizon of up to ten years and the other up to only three years.

In addition, Redmayne Bentley manages a share gift scheme on behalf of the charity and manages the portfolio of investment arising from these donations.

### Risk Review

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

Aircraft on Ground (AOG) – we constantly evaluate the risk of our helicopters being grounded due to incidents occurring with the aircraft type or where maintenance is required on our own aircraft.

In addition, during the year we have continued to operate a Service by the Hour (SBH) contract for the maintenance of the aircraft engines.

This contract enables us to have quick access to spare engines and parts ensuring that the helicopters are back up and running, flying life-saving missions, in the quickest time possible following either scheduled or unscheduled maintenance.

Airbase not Operational – should one of our airbases not be operational, both of our helicopters could still be dispatched using the other air desk facility (i.e. we have an air desk at both bases) and in the short term we would temporarily operate both aircraft from the other base.

Should the airbase not be operational in the longer term, we would look to operate one aircraft from another airbase in the region.

Damaged Reputation – YAA relies solely on the generosity of the people in Yorkshire to fund our operation and therefore how they perceive our service is critical to our continued success.

Our fundraising strategy is to educate people about our Charity and how money would be spent. We do not cold call, mail shot, door knock, chug or exchange donor details.

In addition, with the backdrop of social media which can provide information in seconds across the region, we have a PR and Social Media Policy and key staff members are media trained.

We have an Emergency Response Plan which is regularly tested to ensure that an incident of any nature is dealt with in the most appropriate way.

### Significant expenditure in foreign

**currencies** – this risk, which relates to certain costs related to the helicopters, is regularly monitored and managed by entering into forward exchange contracts.

### Staff remuneration

The Trustees have formed a remuneration sub-committee which considers the appropriateness of the levels of remuneration of all of the charity's employees including the Senior Management Team.

This sub-committee takes into account the competitiveness of the entire remuneration package, including bonus arrangements and compares them to industry and specialist benchmarks to ensure that the charity is able to retain and attract a suitably skilled team to deliver the charity's objectives.

### 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.

## Did you know?



**30** of our patients were so critically ill that they required a **surgical procedure** at the incident scene

# Auditor's Statement



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

### Opinion

We have audited the financial statements of Yorkshire Air Ambulance Limited (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 March 2021 which comprise the Consolidated Statement of Financial Activities, Consolidated Balance Sheet, Company Balance Sheet, Consolidated Cashflow Statement and related notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and parent charitable company's affairs as at 31 March 2021, and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and

- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011

### Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group and parent charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the group's or parent charitable company's ability to continue as a going concern for a period of

at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

### Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.





### Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report (incorporating the strategic report and the directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report have been prepared in accordance with applicable legal requirements.

### Matters on which we are required to report by exception

In the light of our knowledge and understanding of the group and parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Act 2011 requires us to report to you if, in our opinion:

- adequate and sufficient accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or

- the parent charitable company's financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or

### Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group's and parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

### Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

We gained an understanding of the legal and regulatory framework applicable to the group and the sector in which it operates and considered the risk of acts by the group that were contrary to applicable laws and regulations, including fraud.



We designed audit procedures to respond to the risk, recognising that the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

We focused on laws and regulations, relevant to the group, which could give rise to a material misstatement in the financial statements. Our tests included agreeing the financial statement disclosures to underlying supporting documentation, enquiries with management, review of minutes and review of legal expenses. There are inherent limitations in the audit procedures described and, the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

#### Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act, and to the charitable company's trustees, as a body, in accordance with Part 4 of the

Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose.

To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

*Lesley Kendrew (Senior Statutory Auditor)*  
For and on behalf of BHP LLP, Statutory Auditor

New Chartford House  
Centurion Way  
Cleckheaton  
Bradford  
West Yorkshire  
BD19 3QB

**BHP LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.**







# Financial Results



## STATEMENT OF FINANCIAL ACTIVITIES

	2020/2021 £000's	2019/2020 £000's
<b>Income</b>	10,008	8,306
<b>Expenditure</b>		
Cost of Generating Funds	1,517	1,764
Operational Costs	3,678	3,284
	<b>5,195</b>	<b>5,048</b>
Investment gains/ (losses) and taxation	3,541	(1,205)
<b>Increase in reserves</b>	<b>8,354</b>	<b>2,053</b>
Total Reserves b/fwd	31,276	29,223
Total Reserves c/fwd	39,630	31,276

Despite the impact of Covid-19 causing a material reduction in the Charity's income from donations in the year ending 31 March 2021, income from Legacies, Grants and Non-Charitable Trading all increased. The increase in Legacy income more than offset the reduction in donations. Together with a disciplined management of costs, this strong income performance has enabled the Charity to increase its net assets substantially. As a result, the Charity has sufficient liquidity in the form of both cash resources and realisable investments to maintain operations for the foreseeable future.

The Charity have seen a significant jump in their investment portfolio this last financial year. This was predominantly due to the markets being significantly hit in March 2020 (end of the last financial year) when the Covid-19 pandemic began to envelope the world. However the investments began to bounce back in April/ May 2020 and remained strong throughout the rest of the financial year, resulting in a robust result for the close of the year.

## CASHFLOW STATEMENT

### Cash flows from operating activities

Net cash provided by operating activities

### Cash flows from investing activities

Dividends and interest from investments

Purchase of property, plant and equipment

Sale/(purchase) of investments

Net cash used in investing activities

Change in cash and cash equivalents in the reporting period

Cash and cash equivalent at 1 April

**Cash and cash equivalents at 31 March**

	2020/2021 £'000's	2019/2020 £'000's
<b>Net cash provided by operating activities</b>	<b>2,869</b>	<b>4,007</b>
Dividends and interest from investments	1	7
Purchase of property, plant and equipment	(304)	(213)
Sale/(purchase) of investments	72	(7,699)
<b>Net cash used in investing activities</b>	<b>(231)</b>	<b>(7,905)</b>
<b>Change in cash and cash equivalents in the reporting period</b>	<b>2,638</b>	<b>(3,898)</b>
Cash and cash equivalent at 1 April	3,235	7,132
<b>Cash and cash equivalents at 31 March</b>	<b>5,873</b>	<b>3,235</b>





## BALANCE SHEET

	2020/2021 £000's	2019/2020 £000's
<b>Fixed Assets</b>	30,250	27,337
<b>Current Assets</b>		
Debtors and Stock	4,087	1,244
Bank Balances & Investments	5,873	3,235
	9,960	4,479
<b>Current Liabilities</b>		
Creditors	(580)	(540)
	9,380	3,939
<b>Net Current Assets</b>		
<b>Long Term Liabilities</b>		
<b>Net Assets</b>	<b>39,630</b>	<b>31,276</b>
<b>Represented By:</b>		
Restricted Funds	83	107
Designated Funds	19,492	11,492
Unrestricted Funds	20,055	19,677
	<b>39,630</b>	<b>31,276</b>

## Did you know?



For the first time in over 10 years, **Cardiac Arrests** were our most common incident type (historically Road Traffic Collisions have always been most common)



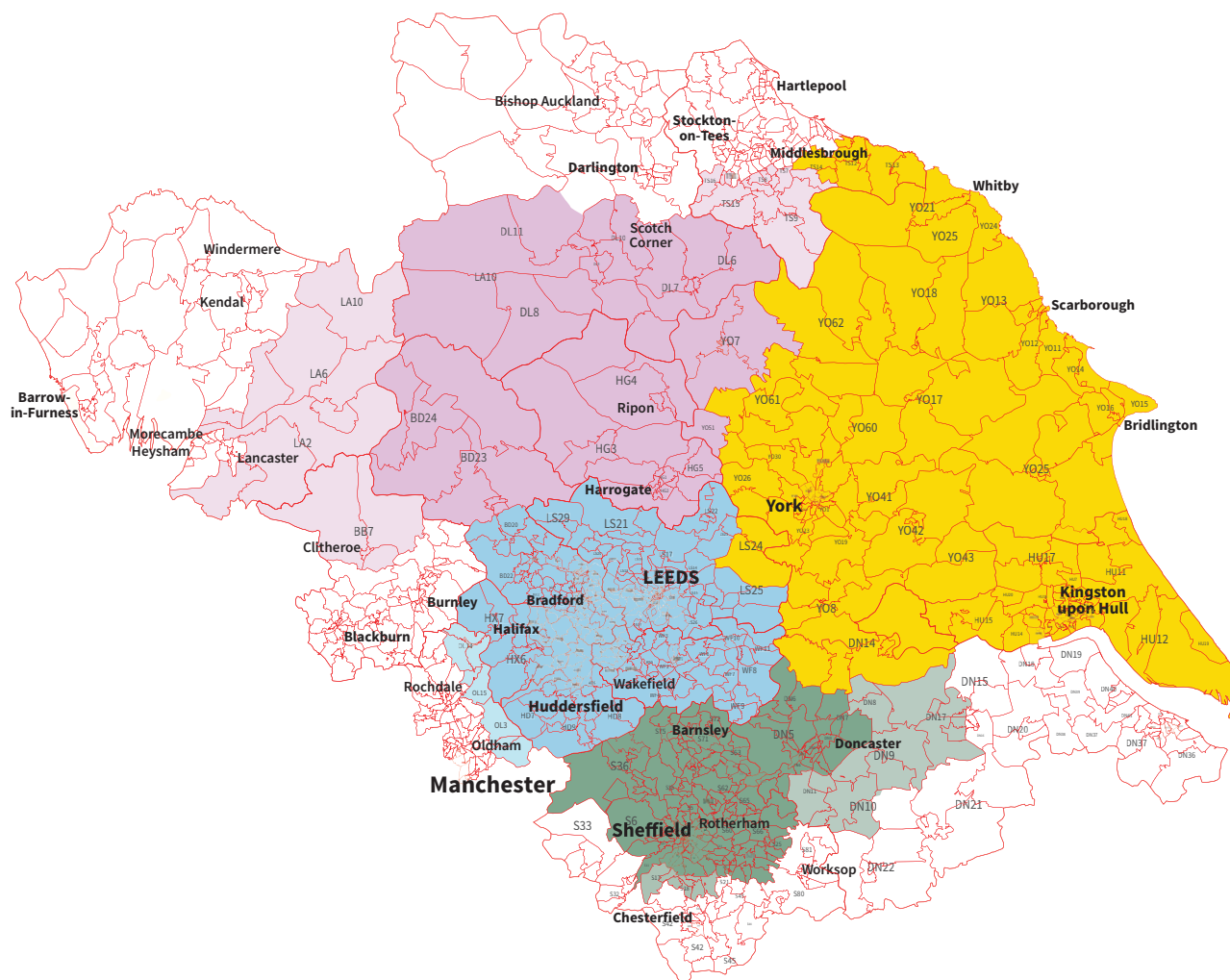
The Charity has reported cash inflows over a number of years and these have been used to fund the replacement of the helicopters.

The Trustees continue to plan for the future and are prudently setting aside funds both to acquire new helicopters and to develop the airbases to ensure that the most efficient and effective service possible is provided to the people of Yorkshire, whilst maintaining reserves for the ongoing operations and planning for the next generation of helicopters.

The strength of the Charity's balance sheet including its liquid resources enable the Board to continue to adopt the going concern basis of accounting in preparing the annual financial statements.



# Where We Cover



Yorkshire is a vast and beautiful area of the United Kingdom – they don't call it Gods own County for no reason! Yorkshire Air Ambulance, as our name suggests, covers the whole of the Yorkshire region. We also support our neighbouring Air Ambulance Services in the North West, North East, Derbyshire and Lincolnshire if they require our assistance at any time too.

These maps represent our fundraising regions, rather than geographical regions as this is how our fundraising teams are split. Each region, or team in the Charity, is split into four main regions; North, South, East and West. Each region then has specific postcodes that they cover, as you can see depicted on the map. Individual fundraisers have certain postcodes they are responsible for, allowing them to build and nurture relationships with supporters in their communities.

The white and paler areas on the map indicate 'Out of Area' places which are technically not within our Yorkshire boundaries, but are perhaps areas that we attend incidents regularly or places where fundraising often takes place.

## Did you know?



**11% of our patients required high-grade specialist analgesia at scene**



# £10K Donors



**The following donors have all very kindly donated over at total £10,000 in this last year, for which we are truly grateful.**

## **Grants & Trust Organisations:**

The Jack Brunton Charitable Trust  
Tesco Bags of Help  
West Riding Masonic Charities Ltd

## **Partnerships & Sponsorships:**

Air TV Ltd  
ARCO Ltd  
B Braun Medical Ltd  
The BIU Group  
I'Ansons Quality Feeds  
Reed Boardall Transport Ltd  
Recycling Solutions (North West) Ltd  
Shepley Springs Ltd  
Yorkshire Farmhouse Eggs Ltd

## **Corporate & Community Supporters:**

Air Ambulances UK Charity  
Anglo American  
B&M (Distribution Centre)  
Bettys and Taylors (Northallerton)  
Knaresborough Young Farmers  
Leeds Building Society (Head Office)  
Leeds Bradford International Airport  
Ripon Cathedral  
Rockwood Events  
Rosemont Pharmaceuticals Ltd  
Scarborough Market Hall & Vaults Shops  
Sky Betting and Gaming  
Martin Stuart (previous Mayor of Harrogate)  
Mr & Mrs S Horner  
Vanda Theakston

## **Those who kindly left Gifts in their Wills, and in special loving memory of:**

Barbara Allum  
Margaret Barker  
Ethel Bell  
Rhona Bennett  
Barbara Betts  
Mary Biggs  
Mary Blashill  
Regina Bradley  
Patricia Briggs  
Joyce Burdett  
John Leslie Carr  
Dorothy Carroll  
Margaret Ann Clark  
John Cotterill  
Joan Crabtree  
Shirley Debling-Grainger  
Barry Enoch  
Hannah Fairhurst  
Mabel Foster  
Anne Longmore Gillespie  
Bernard Graham  
Sylvia Harrison  
Margaret Hawkins  
Robert Kell  
Hillary Kings  
Anthony Lund  
Doreen Lund  
Kathleen Lumb  
Stella Munby  
Patricia Parker  
Arthur Pennington  
Kathleen Poad  
Jennifer Reilly  
Jacqueline Rimmer

Beatrice Robinson  
Peggy Robinson  
Yvonne Robinson  
Raymond Ross  
Angela Scott  
Edgar Scurrah  
Donald Sharp  
David Roy Smith  
Moira Maria Smith  
Alan Taylor  
Doris Thomas  
Jennifer Thompson  
Keith Tissiman  
Colin Walker  
Helen Watson  
Doreen Whitaker  
Eric Whittaker  
Helga Whitfield  
Olga Whitfield  
Arthur White  
Mary Wildman  
Audrey Wilson  
Eileen Wilson  
Margaret Patricia Wood

***Thank you also to our generous donors who wish to remain anonymous, those who have donated in memory of a loved one, and to those who have left us a lasting Gift in their Will.***

# Looking ahead...

**Although the last eighteen months have been some of the most challenging for us as a Charity, we must now focus on the future and what the next twelve months has in hold for the YAA.**

We are slowly seeing a return to a 'new normal' with many of our postponed or cancelled community fundraising events now taking place again. It's great for our fundraising team and volunteers to be back out again in local communities, engaging face-to-face (all be it, socially distanced!) with supporters and the public.

Events look slightly different, with the addition of facemasks, sanitiser, social distancing and safety measures in place, however we will continue to follow the latest Government guidance to ensure we keep our staff and volunteers as safe as we can.

It's been great to also see some of our organised Charity events back up and running again such as Total Warrior at Bramham Park, our sky dive days over at SkyDive GB in Bridlington, runs such as the Yorkshire Marathon, the Great North Run and more local Run for All events, as well as our annual St Leger race day at Doncaster Racecourse.

Financially we've had a strong start to this next financial year, with the first six months looking promising and on budget. However we are not complacent, and will use our experience and learning from the previous eighteen months if we have to change our working practises again at any point in the not too distant future.

We entered the pandemic unsure of how what our financial position would look like at the end of it.

Several scenario's were thought through, with the worst case scenario meaning dipping into our reserves to keep the Charity operating. Very fortunately we did not end up being faced with this prospective as an unusually strong legacy



income year has sustained our income levels and allowed us to close the year in a very robust position.

Legacy income is a vital income stream for the YAA, but none more so than it has been in the last year and we are so very grateful to each person who selflessly left us a gift in their will.

We look forward to 2022 with hope and willingness, for a more stable and typical year for us.

Our regional events calendars are beginning to fill with familiar event bookings for next summer, and we keep everything crossed that things continue as they are and all scheduled events are able to take place as planned.

A final thank you to everyone who has continued to support us through a most difficult and challenging year – your loyalty doesn't go unnoticed and for this we are grateful.

Please do continue to follow what our teams are getting up to via our social media channels, and our website where you can find all the latest news and information about the YAA.

Here's to what we hope will be a more stable 2022, not just for the YAA, but for everyone.

## Did you know?



*We attended nearly **50% more** male patients, than female patients*



**YorkshireAirAmbulance**



**@YorkshireAirAmb**



**@yorkshireairambulance**



**Yorkshire Air Ambulance**







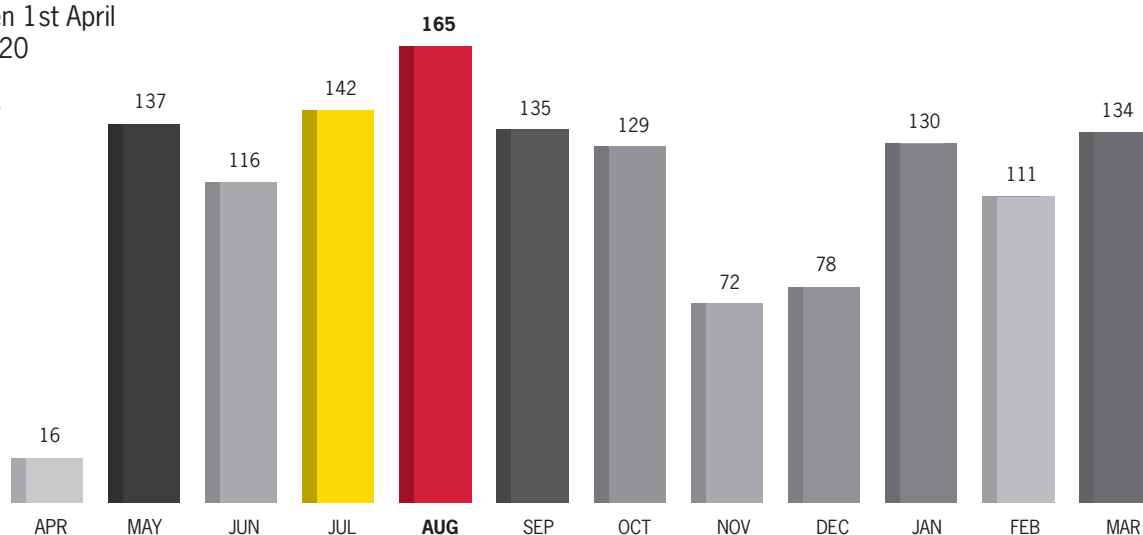
# Operational Statistics

**KEY**

- Highest occurring
- Second highest

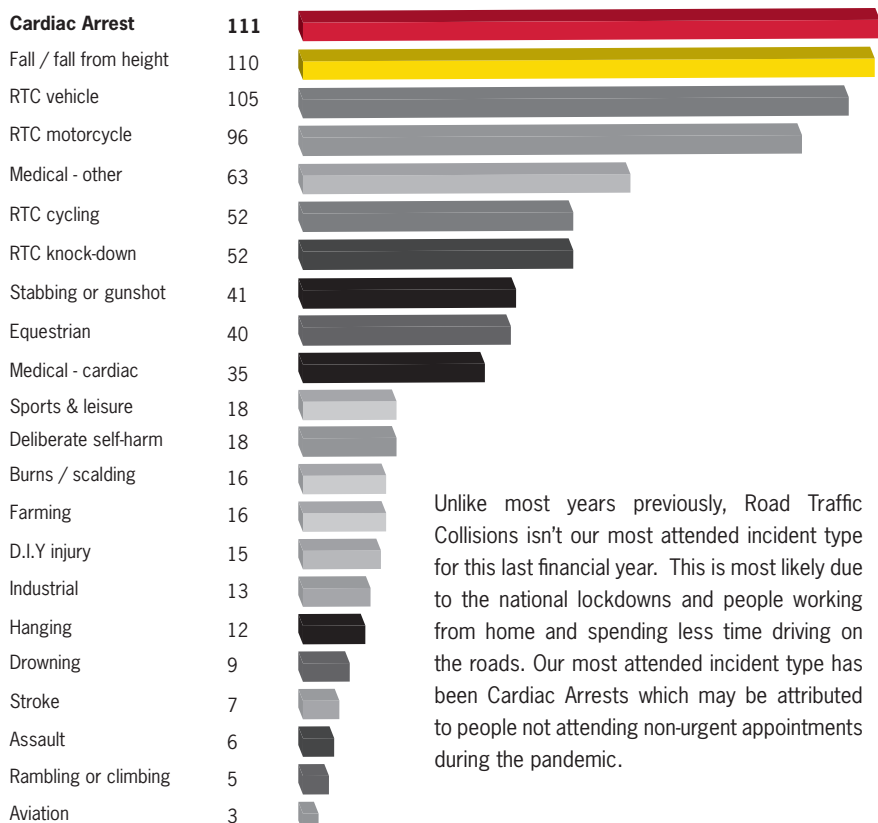
Statistics collated between 1st April 2019 and 31st March 2020

## MONTHLY OVERVIEW



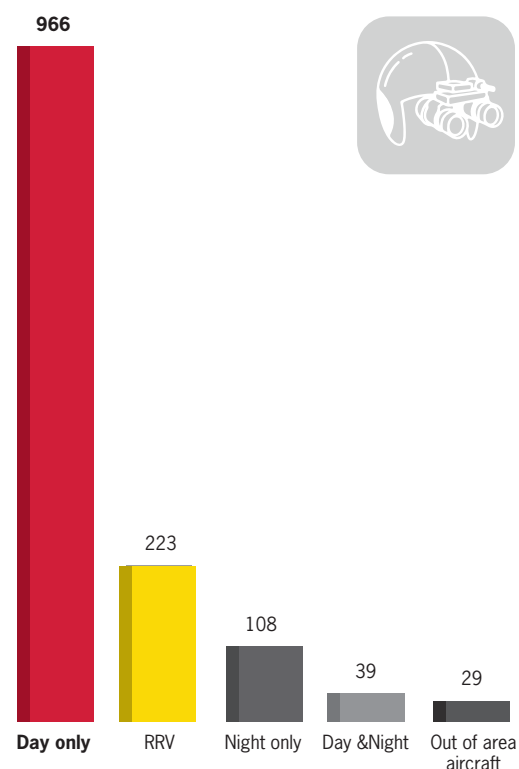
This last year, August was our busiest month, attending 165 incidents, compared with 123 the year prior. This is quite a jump from the next busiest month which was July, with 142 incidents being attended. This last year you can see a correlation in our busiest and quietest months alongside the periods of the national lockdowns. April was our quietest month (16 incidents) however this was the start of the first lockdown and also when our crews were seconded back to the frontline for a period of 3 weeks to support the fight against Covid-19

## INCIDENTS ATTENDED



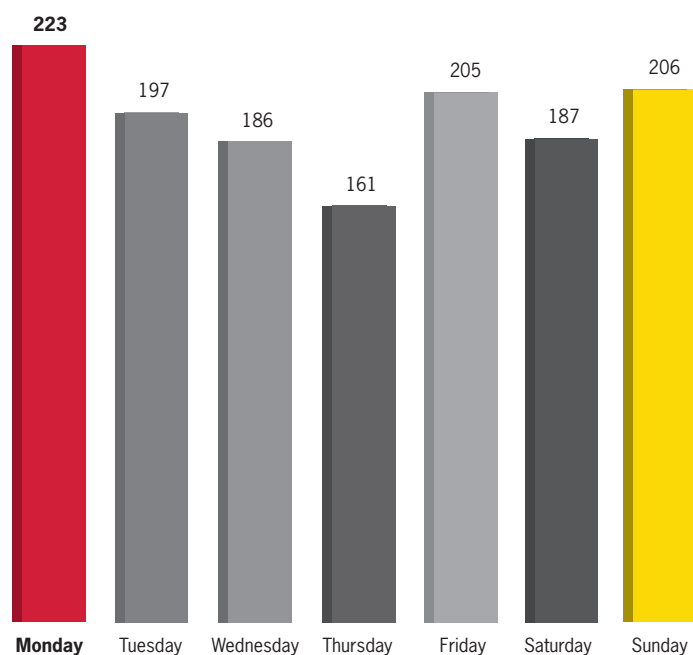
Unlike most years previously, Road Traffic Collisions isn't our most attended incident type for this last financial year. This is most likely due to the national lockdowns and people working from home and spending less time driving on the roads. Our most attended incident type has been Cardiac Arrests which may be attributed to people not attending non-urgent appointments during the pandemic.

## NVIS MISSIONS

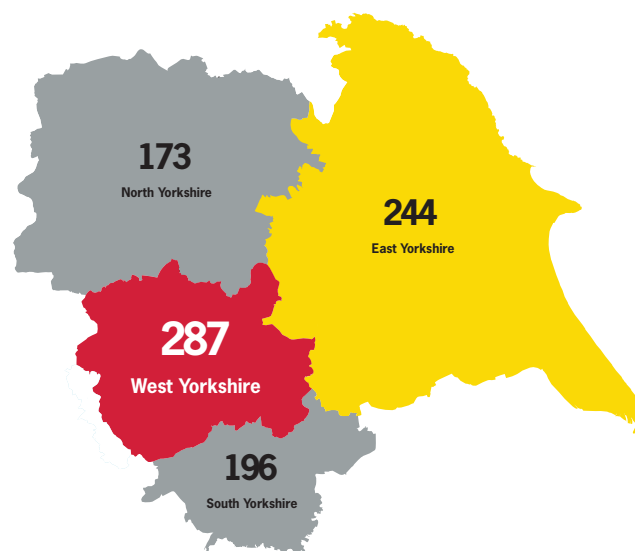




## DAYS OF THE WEEK

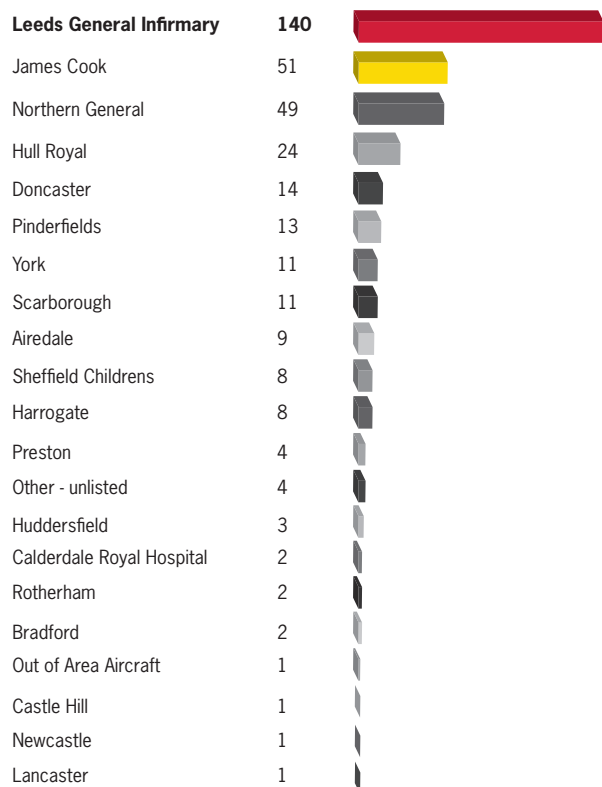


## REGIONAL OVERVIEW

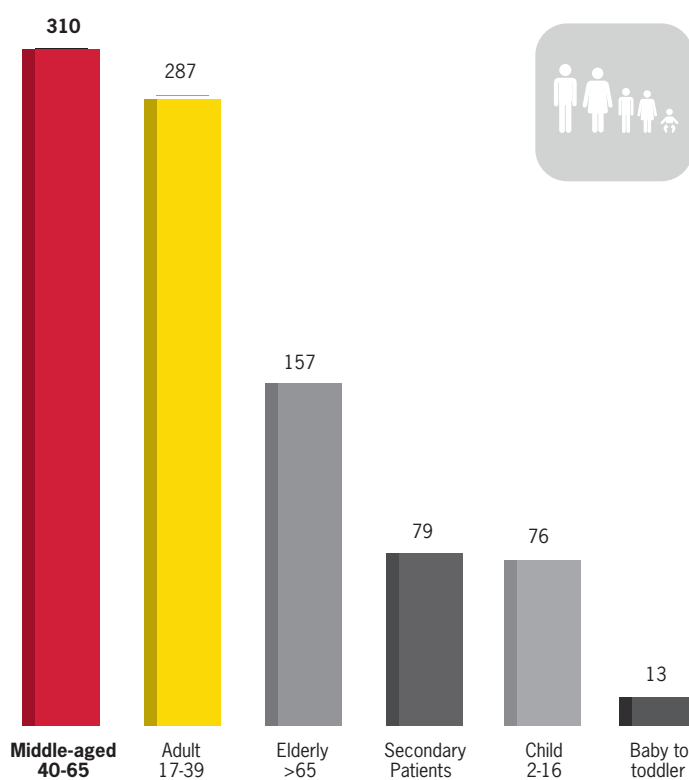


**West Yorkshire** was our most attended region.  
We attended 22 incidents outside of the Yorkshire region

## HOSPITALS ATTENDED



## PATIENT AGE RANGES





**YORKSHIRE**  
AIR AMBULANCE



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