

Annual Report



YORKSHIRE
AIR AMBULANCE

Registered Charity No. 1084305

Year ending March 2024



yaa.org.uk



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AIR AMBULANCE

Registered Charity No. 1084305



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.

Mike Harrop
Chairman, Yorkshire Air Ambulance

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Officers and Professional Advisors



The Board of Trustees

Mike Harrop
James Eastwood
Kevin Hynes
Mark Jones
Virginia Lloyd
Richard Marsh
Dr Judith Parker
Amarjit Singh
Paul Skelton
David Rose (appointed 28 March 2024)
Liz Dean (appointed 28 March 2024)
Peter Sunderland MBE, DL (retired 30 June 2023)

Company Secretary

Heather Goodwill

Registered Office

Caley House
10 South Lane
Elland, HX5 0HQ

Auditors

BHP LLP
New Chartford House
Centurion Way
Cleckheaton
BD19 3QB

Patrons

Sir Geoffrey Boycott, OBE
Gaynor Barnes
Jon Mitchell
Peter Sunderland MBE, DL

For a full list of all Charity staff, operational and medical staff, please visit our website www.yaa.org.uk

Chairman's Statement

Mike Harrop

I am delighted and proud to be able to present the Yorkshire Air Ambulance Annual Report for the financial year to 31st March 2024 – my first full year as Chairman of such an inspirational organisation.

As I reflect on the last twelve months I must start by paying homage to our dedicated crew, staff, trustees and volunteers without whom, the YAA would cease to exist. The many hours of fundraising in all weathers – manning stalls at community events, hosting educational talks and visits, supporting donors, countless meetings and planning are some examples of what our charity staff and volunteers get up to on a daily basis. Operationally there is the challenge of each shift – what will that day bring for our critical care crews? Their commitment and resilience to providing exceptional medical services is apparently tireless. Yorkshire Air Ambulance is like a giant turbine and each one of us being the essential small cog that keeps the engine turning and saving lives each day. A true team effort to ensure we can continue to provide the people of Yorkshire and its visitors the best possible care at that pivotal time.

This past year has brought its challenges as well as successes. Post pandemic, we are seeing a return to the 'new norm' and we continue to plan and build for the future of YAA. Income for the year stood at a record £11.3m which includes £4.9m of general income and £6.4m of Legacy income. This is up £2.5m from 2022/2023 (£8.8m). I am delighted with these figures and extend my sincerest thanks to all involved in getting us to this robust financial position. A more detailed outline of our income and expenditure can be found in the Financial Review section of the accounts.

One of YAA's unique appeals to our supporters has always been our community presence and engagement. Our fundraising staff not only work within their local communities, they live in them too. They build strong and loyal relationships with our supporters with many often becoming friends and longstanding supporters of YAA. Our staff thrive in the community, and this is shown in our income in this area which was £3.5m this last year. A testament to our fantastic fundraising team, the volunteers that support them and the office-based teams.

I would also like to pay tribute to our skilled and resilient team of operational and clinical staff, including our Specialist Critical Care paramedics, doctors, pilots and technical crew members (TCMs). They themselves have had a challenging few years whilst we've worked with our partners Yorkshire Ambulance Service NHS Trust (YAS) to review our service delivery. This is in the pursuit of supporting YAS with the challenges they face as an NHS service and ensure long-



term clinical delivery to our patients and supporters. Each day these valued members of our team arrive on base, not knowing what kind of incidents and traumatic events they will be faced with during their shifts – yet they do it with pride, dignity and commitment each time. My personal respect and thanks goes to each one of you for your decorum and resilience.

Our strong Senior Management Team (SMT) continue to drive the charity forward on a day-to-day basis and benefit significantly from a very close working relationship with our active trustee board who offer strategic support and mentorship to the SMT. YAA differs somewhat from other established charities who often have a CEO at the helm; however this alternative management model has proved successful for the YAA.



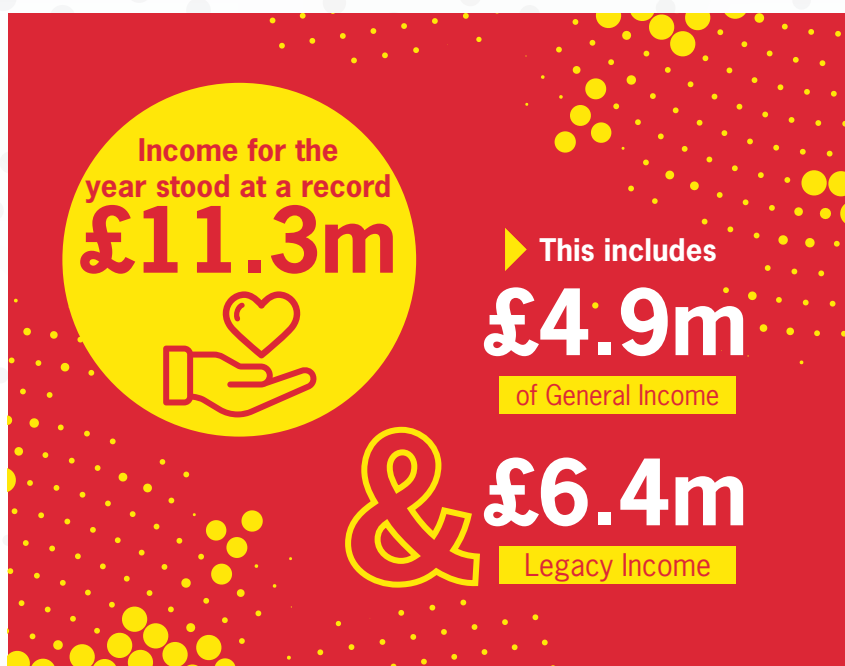
I am proud of the whole team who comprise the Charity's 'family'

As I look forward to next year, I am pleased to confirm some exciting plans to mark our 25th anniversary. It's sometimes hard to believe that YAA will have been operating for 25 years, after undertaking our first mission back on 25th October 2000. It's phenomenal to see just how far we've come in that time and to reflect on the seemingly countless lives that have been saved as a result of our work. The SMT, along with their dedicated teams have been busy collating an exciting calendar of events that will take place throughout next year, not only helping to bolster our income but also to help continue to raise vital awareness of our work. The pinnacle of the year will be a glamorous celebration fundraising ball aptly titled 'A Reyt Good Do!' This will take place on Friday 17th October 2025 at Aspire in Leeds. Please keep an eye on our website and social media channels for more information about tickets and our other plans for the year.

Looking to the future, I know YAA's lifesaving activities will continue to evolve and innovate so that we can deliver the most advanced clinical operations on board modern and cutting-edge helicopters. This includes the exciting arrival of our third Airbus H145 D3 helicopter which is due to be delivered to us in Winter 2024. Bringing a third helicopter into our fleet wasn't a decision we made lightly. After extensive research and evaluation we know that we are investing in the long-term future of YAA by ensuring that our operational availability remains as close to 100% as possible. The third helicopter will become part of a rotational fleet meaning we will always aim to have two helicopters operational during our available hours when one of the others is perhaps undergoing routine or unscheduled maintenance, training or attending other events. This redundancy and resilience should ultimately result in more missions undertaken and more lives saved.

We are also looking to continue to diversify our fundraising income streams to ensure we have the financial resilience needed to support all of our future operational plans. This has included re-branding and re-launching our lottery and launching a brand-new raffle – both of which are already proving popular.

Within the next twelve months, I hope to be able to announce plans for our lasting future in the North of the region. As most people are aware, we are currently based within the army barracks at RAF Topcliffe, near Thirsk, where we have been since 2012. We are extremely grateful to the Ministry of Defence for accommodating us on their site however our long-term aspirations have always been to mirror our facilities at Nostell and develop our own state-of-the-art base in the North of the



region. As such, we have been actively searching for appropriate sites in and around the Thirsk area. The project is developing and advancing at high tempo and I hope to be able to share details as soon as is appropriate.

In conclusion, this last year has been a year of transition and review whilst I settled into my new role as Chairman. I would like to extend my personal thanks to all those that have supported me including the SMT, my fellow trustees, all the staff (charity, clinical and operational), volunteers and our supporters; the advice and support I have received has been invaluable. I must say a special thank you to all our Patrons for their continuing support and advocacy for the charity but especially to Peter Sunderland, my predecessor as Chairman, who has settled seamlessly into his role as a Patron and continues to offer sage advice and guidance. I would also like to thank each and every one of our valued supporters and donors – too many wonderful people and organisations to list individually but you know who you are. Your support really is invaluable to YAA and together with the generosity of the kind people of Yorkshire mean we are able to provide value for money, state of the art HEMS across the whole of the County.

I am proud of the whole team who comprise the charity's "family" and humbled to be leading them in the charity's 25th year. Here's to many more wonderful years of saving lives across Yorkshire and, whilst living within our means, promising to be "always ready and always there".

With my personal and enduring thanks,

Mike Harrop
Chairman.

Date: 24 September 2024



Strategic Report and Trustees' Report for the Year Ending 31 March 2024

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 2024, 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).

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 needs by the provision, support and use of air ambulance helicopters and other ambulance provision including Rapid Response Vehicles (RRVs) and logistic support.



Every life we save, every patient we transport, and every emergency we respond to are all made possible by the incredible support of our donors.

At the heart of our activities is a profound intention 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 and deliver a highly trained Critical Care Team to scene. Our service is available to anyone within the Yorkshire boundaries whether they be born and bred, living in the region, holiday makers or those passing through. If a serious incident happens within Yorkshire boundaries and requires our intervention, the YAA will respond.

We aim to achieve this by having a helicopter stationed at each of our two Air Support Units – one in the Northern part of the region at Topcliffe near Thirsk, and one at our airbase at Nostell, near Wakefield. In Winter 2024 we will take delivery of a third helicopter which will form part of a rotational fleet meaning we will always aim to have two helicopters operational during our available hours, when one of the others is perhaps undergoing routine or unscheduled maintenance, training or attending other events. This redundancy and resilience should ultimately result in more missions undertaken and more lives saved.

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. Ultimately, we are an airborne intensive surgical care unit and provide 'intensive care in the air' carrying some of the most advanced medicines and technology administered by a team of specially trained medics.

Our main fundraising focus has always been to educate and inform the people of Yorkshire about the service we provide, and the fundraising practices we employ. We always aim to be transparent about this and we recognise that we are purely the custodians of the monies raised by our generous supporters.

Fundraising: Achievements, performance and best practices

Helen Callear, Director of Fundraising, North & East – Kerry Dwyer, Director of Fundraising, West & South –
Katie Roberts, Interim Director of Fundraising, West & South

With the Yorkshire Air Ambulance receiving no statutory funding, fundraising accounted for 100% of total income generated by the Charity.



raised a total of
£11.3m
(£8.8m in 2022/23)

from income generating activities.

This marks a record year for fundraising at the YAA and we are extremely grateful for the very generous contributions from donors, organisations and volunteers who – through their gifts of money and time and by donating gifts in kind – make our lifesaving work possible.

Every life we save, every patient we transport, and every emergency we respond to are all made possible by the incredible support of our donors.

Our principal fundraising income streams are focused across six areas:

1

Gifts in the last will and testament of supporters;

3

Soliciting gifts from trusts, foundations and philanthropists;

5

Supporting individual members of the public to conduct their own fundraising activities on our behalf

2

Building partnerships with businesses, schools, community groups and other organisations to support them in raising money on our behalf;

4

Running our own events and entering individuals into third-party events and activities;

6

The solicitation and stewardship of donations from individual supporters or entries to a lottery being paid either by direct debit or as cash gifts.

We also receive **Gift Aid** on monetary donations and event sponsorship. In 2023/24, payments from these sources totalled:

£218k

(2022/23 £120k)

giftaid

In 2023/24, we began the implementation of our Growth Strategy which sets out our aim to raise £10m by the end of 2024/25 through the introduction of new income streams and building on existing ones to generate additional vital funds for the charity. We moved the management of our lottery to an external lottery manager, Sterling, rebranded our lottery as the Saving Lives Lotto, and sent the charity's first piece of direct mail to recruit new lottery players.

Building on our in-memory giving offer, we have become a charity partner with Much Loved, a special memorial website where supporters can create a tribute to their loved one. In addition, we have created a garden as a tranquil space for reflection. Designed by York based Kate Smithson, we were delighted that our 'Reflection and Remembrance

Garden' was created and exhibited at The Harrogate Spring Flower Show in April 2024, winning "Best in Show". In September 2024, the garden moved to its permanent home as one of the specialist gardens at Roundhay Park, Leeds.

Over the coming year we will continue to introduce new fundraising methods, including our new raffle, rebrand our regular giving programme and build up our work with companies.

Throughout 2025/26, we will use the charity's 25th anniversary in October 2025 to generate additional income, raise our profile further across Yorkshire and share with supporters the impact their donations have had over the past 25 years.

Fundraising practices:

As a member of the Fundraising Regulator Scheme, Yorkshire Air Ambulance operates our fundraising activity in accordance with the Code of Fundraising Practice and is an organisation member of the Chartered Institute of Fundraising.

WHAT WE DO:



Actively use our **social media channels** as effective communication platforms. We aim to reply to all comments and messages received.



Ensure we **consent our donors** at the earliest opportunity regarding communications, in line with GDPR requirements.



Communicate using our donors preferred method which can include letters, emails and telephone.



Are **mindful of how often we communicate** with our supporters, trying to ensure we do not overwhelm our donors with too much information or too many asks.



Actively fundraise, with permission, in our local communities. You will often find us in public places such as supermarkets, shopping centres, at fetes & galas, community events, shows, concerts, shops, cafes etc.



Be polite and courteous at all times. Our staff and volunteers will always aim to help and inform in a considerate manner.



Our staff and volunteers **wear official branded clothing** enabling them to be easily distinguishable and recognised as reputable representatives of YAA.



Actively **look to engage with new corporate fundraisers** where we see synergies and strive to build strong working, mutually beneficial relationships.



Ensure we always **thank our donors** for their generous donations, using their preferred form of communication.



Give our donors a selection of **easy ways to donate**. Ensuring that their method of donation is suitable and convenient for their needs and preferred choice. This includes our website, online giving platforms, over the phone, in person and via post.



We aim to educate by informing our supporters **how their money has been spent** and what we are doing. We do this via working out in the community, face to face talks and presentations, via our website and social media platforms.

The Charity prides itself on its fundraising ethics.

This philosophy is deeply ingrained in how we interact with our donors. Our employees and volunteers help us to ensure that no one feels obligated or pressurised into donating to the charity. This founding principal has been kept in mind as we have developed our future fundraising plans and start exploring new income streams and opportunities.

WHAT WE DON'T DO: (X)



Forceful fundraising is not on our agenda. We have strong fundraising ethics and would never sell or profit from donor details.



Buy donor details from other organisations. Our donor database has grown organically over the years.



We don't use third party agents to sell any of our fundraising income streams.



We don't door knock. This kind of fundraising isn't in our remit.



We won't hound or pester our donors to increase their donations. We are grateful for whatever our supporters are able to donate.



We ensure our donors safety by having in place strict behavioural policies which are guided by the fundraising regulator and the law...

Our roots are in community fundraising. Our presence at fundraising events across Yorkshire defines the grass roots nature of our approach and consequently underpins the rest of our income streams. We are committed to the value of these face-to-face interactions and believe they will continue to be the cornerstone of our engagement with the community and income.

The charity operates a fundraising complaints policy and procedure which is available to view on our website. It is also registered with the Gambling Commission for the purposes of running a lottery, conducting a supporter raffle and to hold draws at local events.

During 2023/24, we engaged one commercial participator; Sterling, who are the external Lottery Manager for our Saving Lives Lotto. We monitor their compliance and there were no incidents to report in 2023/24.

We make sure staff and volunteers are subject to rigorous background checks before they are onboarded, and we currently work only with those 18 years old or older. We ensure our donor's safety by having in place strict behavioural policies which are guided by the fundraising regulator and the law, and these are reiterated in the employee and volunteer handbooks.

We work in groups where possible and ensure that for example, visits to schools or other young people are at all times chaperoned by their own staff. We have safeguarding leads at the charity (including a trustee with a specific responsibility for safeguarding) and have a full fundraising risk assessment which we regularly update, and training which covers amongst other things, lone working, manual handling, EDI, and Data Protection for all fundraisers and volunteers. We are proud to have those amongst us trained in CPR procedures and have four Mental Health First Aiders in the charity team.



Fundraising complaints and feedback:

During the financial year 2023/24, we received three complaints in relation to fundraising activity, each of which were investigated and followed-up. There were no instances where a complaint was required to be referred to the Fundraising Regulator, Ofcom, the Information Commissioner's Office, or any other regulatory body.

We take a robust approach to handling donor complaints and welcome feedback from supporters and the public. In January 2024, we proactively sought the views of our donors through our "donor survey" which elicited 193 responses and gave useful insight into which areas of our work most interests our donors, their motivations for supporting us, and how often and by which method they want to hear from us.

Our supporters:

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 and we achieve a mutual benefit. For this ongoing and committed support, we'd like to thank each of them.



We are grateful to receive donations of all sizes from members of the public, and private foundations, trusts, companies, and individuals.

'Ta very much' to our supporters:

In October 2023 we hosted our first 'Ta Very Much' day. Hosted at our Nostell Airbase, the day was designed to express our gratitude to donors for their generous contributions and for the instrumental part they play in YAA's operations.

YAA staff including the lifesaving crew of paramedics, doctors, pilots, TCMs and various head office and fundraising teams briefly stepped away from their daily duties to make the heartfelt calls. The team and trustees had the opportunity to directly connect with the donors and

make each supporter feel genuinely appreciated for their contributions, regardless of the amount.

Of the hundreds of donors who received a call, if anybody was not able to get through or received a voicemail, YAA staff went the extra mile, sending handwritten postcards bearing a personalised 'thank you' message, ensuring that no opportunity to say 'Ta Very Much' was missed.



Marketing and Communications:

P.R, design, brand and social media

Abby Barmby – Director of Marketing & Communications

Communication is key in any successful organisation and one of our core principles at YAA. We are purely custodians of the monies raised by our supporters and it's our responsibility to ensure that the wider public know how we are spending that money to benefit all.

We continually strive to ensure we are developing innovative communication platforms and channels where we can effectively tell our story, promote good news, inform, educate and update. We must also remain current and relevant to all which means careful consideration and analysis of our supporter demographics and following appropriate trends on some platforms. Using these key metrics, we can ensure that we keep people engaged and interested by planning our content accordingly.

Our social media platforms have become our key communication channels, engaging tens of thousands of people daily, our annual followings across each platform are:



85.6k



13.3k



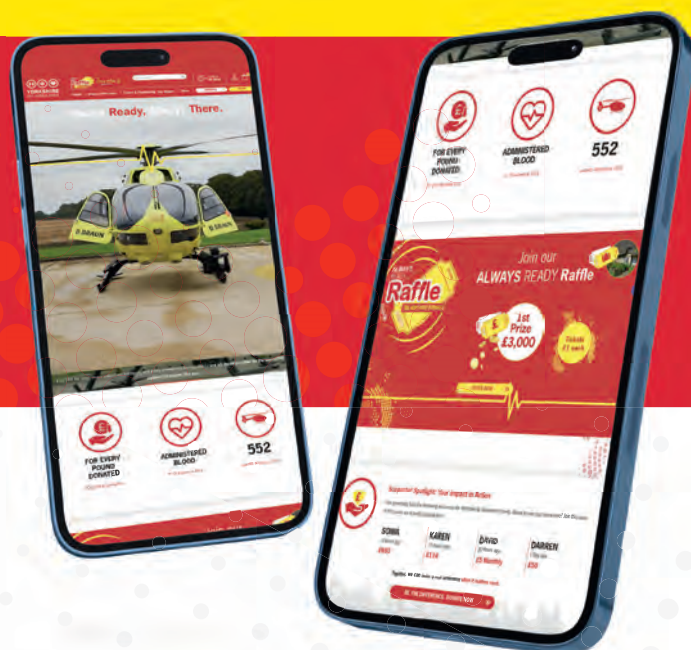
37.6k



1.9k



4.6k



A major focus for our team over the last twelve months was the development, build and implementation of our **brand-new website**. A significant project for us, the need to develop a new website had become apparent in recent years. As part of our marketing strategy, many of our key objectives all link into our website. These include income generation, product sales, brand awareness, open and transparent communication, positive news and publicity, strong social media presence and supporting the fundraising team with information and marketing collateral (however, this list is not exhaustive). The YAA website is the window to our charity, and it engages a huge variety of stakeholders. Ultimately it is a multi-purpose tool and is required to do many things (both internally and externally) for us. Led by our Digital Marketing Manager the project took around eight months to complete, from inception to launch. The new site has been very well received and we are already seeing the positive impact it's having, driving new and returning visitors to the site.

We continue to push forward with P.R prospects and are continually looking to promote YAA at key opportunities. As well as positive publicity, P.R is also a great way for us to help educate the wider public on our activities and developments. The arrival of our new P.R and Engagement Manager back in January 2023 has reinvigorated this area and we are seeing a continual stream of positive stories in circulation – all of which are contributing to support our income generation strategy.

This last twelve months has seen our brand image evolve too. We have been actively trying to refocus much of our imagery to be more reflective of the work we undertake. This is focussing on more gritty, moody and sombre type imagery that reflects the seriousness of our core operational focus. Much of our literature has been updated and condensed too.

We are delighted that we can continue our working relationship with AirTV with the production of a new documentary series about YAA. Under a new working title of 'Yorkshire Air 999' our TV programmes have had a refresh and update and will air from November 2024, with the voice-over being provided by esteemed actor David Morrissey.

Air Operations

Steve Waudby, Director of Aviation

Our two new H145 D3 helicopters are continuing to provide the charity with excellent serviceability. This has not only improved our overall operational availability but also increased the number of hours we have flown during the year.

Our two old aircraft (G-YAAC and G-YOAA) were successfully sold to Gama Aviation in 2023, which meant that we needed to lease an aircraft in 2024 to cover our new aircraft during their annual base maintenance checks.

Leasing an aircraft ensures that we maintain our operational availability, however, this role will be covered next year by our third helicopter which is due to arrive in Winter 2024. As we have previously touched on, having a third (spare) aircraft means that we have resilience and can rotate the fleet and provide a no-notice replacement during scheduled and unscheduled maintenance.

As the helicopters have the capability to automatically download engine parameters data from each flight, we have now signed up to the Safran Engine Life Customer Portal. This allows the engineers to keep a constant eye on all of our engines and track any minor changes in their performance – which is obviously vital and key to our successful operations and means we can act immediately if any action is needed.

In June last year we were presented with a unique and rare opportunity when we had four helicopters in our fleet. This was a brief window when we'd taken delivery of both G-YAAA and G-YORX, but just before G-YOAA and G-YAAC commenced their onwards journey to their new owners. Never one to miss an opportunity, we managed to arrange a brief formation flight to enable us to capture all four of our helicopters in the sky together – something that may never happen again. It provided a superb opportunity, not only capturing a historic moment in time, but also allowing us to reflect on just how far we have come as a charity since our humble beginnings in October 2000.

The UK aviation industry has been subject to a lot of regulatory changes since Brexit, and YAA has worked hard to maintain compliance with the



We are an airborne intensive surgical care unit and provide 'intensive care in the air' carrying some of the most advanced medicines and technology administered by a team of specially trained medics.

new rules and regulations. This work happens in the background but is necessary to maintain our own Air Operator's Certificate (AOC). This ensures that we continue to deliver a state of the art, pre-hospital, helicopter emergency medical service (HEMS) safely and efficiently whilst working alongside our partners at YAS.

As Director of Aviation, I am very proud of our operational team. The pilots, TCMS, doctors, dispatchers and specialist paramedics all do a wonderful job, often in hostile and challenging environments, and sometimes at great risk to themselves. But I'm sure they would all join me in saying a big thank you to our magnificent support staff, fundraisers and trustees who are all dedicated to keeping us flying over Yorkshire. Along with the generous daily support from the good people of Yorkshire, we are extremely grateful for your continued support as we continue to 'Save Lives Across Yorkshire'. Whilst living within our means, we continue to promise to be "always ready and always there" for anyone in the County.



A rare moment in history when we transitioned from the D2 to the D3 model of our H145 helicopters.

Operations:

Airbases, Office & I.T.

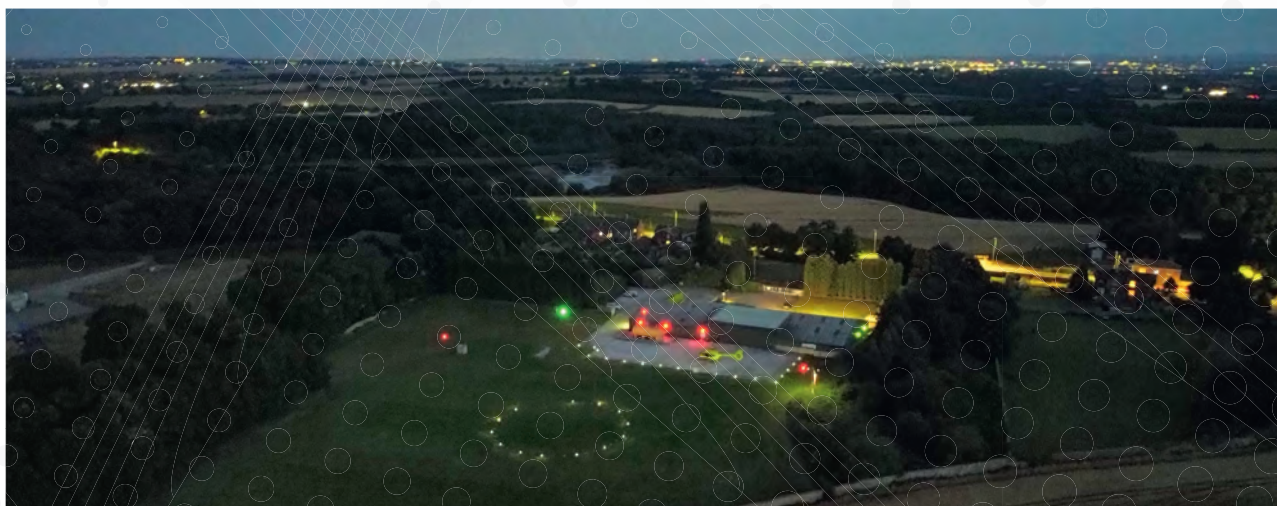
Neale Jacobs, Director of Operations

As an organisation which focuses around the operations of our helicopter fleet, our ground infrastructure is pivotal in the effective running of YAA. We must ensure our compliance with several trade bodies including the Civil Aviation Authority (CAA) through regular audits. Our flagship airbase at Nostell has seen several improvements in recent years and will provide us with a suitable base to cover the West/ South part of the region into the future.

Our Northern provision at RAF Topcliffe has continued to serve us well over the past twelve months. However, we are still in discussions with the Defence Infrastructure Organisation (DIO) to extend our lease there in the short term, whilst we explore our options for the future.

As you will be aware from Mike's opening comments, over the past 12 months we have been actively engaging with landowners and agents in the Thirsk area regarding identifying possible new sites to develop a new Northern Air Support base on. At the point of writing this report, I am pleased to confirm that a suitable site is currently in the pipeline, and we are actively working on securing it. This will allow us to future proof our operational set up for that area of the region in the long-term.

As an organisation, we are fully committed to ensuring our systems are robust, future proof and fit for purpose. To that end, we have recently undertaken a full cyber security review of all of YAA's I.T. infrastructure and provision. This has also included appointing an in-house I.T. Manager who now takes on the day-to-day management of this area. The remit of this role is to actively manage the review, then action and implement the recommendations and requirements outlined. This will ensure the charity continues to remain cyber secure and resilient in an ever-evolving critical area.



Human Resources:

Workforce, people, policies and initiatives

Laura Wilson – H.R Manager

Yorkshire Air Ambulance are committed to being a welcoming, respectful and fair employer. Our staff are at the heart of our organisation and all team members provide a vital function to ensure we can continue to save lives across Yorkshire daily. These are just some of the key areas we have been developing in the last twelve months.

We have continued our commitment to being a **Real Living Wage Employer** and the **Armed Forces Covenant**;

- The significance of the **Armed Forces Covenant** resonates deeply with the charity, which is proud to have a number of military veterans as part of its team. These veterans bring a wealth of experience, resilience, and dedication that aligns perfectly with YAA's core mission to save lives in our communities. Recognising the value of these individuals, YAA is committed to supporting their continued employment and career growth, actively considering their valuable military skills and qualifications during recruitment and selection processes.
- The Real Living Wage** is the only UK wage rate based on the cost of living and is voluntarily paid by thousands of other UK business who all believe their staff deserve a wage which meets every day needs – like the weekly shop or a surprise trip to the dentist. We recognise that paying this helps us to remain competitive, retain existing staff and attract new staff.



This year, we conducted an employee survey which gave us a great insight into what it's like to work for YAA. We have a number of ongoing projects from this ranging from Equality, Diversity and Inclusion (EDI), a benefits and recognition review, policy reviews, communication enhancement and team events/collaboration.



Yorkshire Air Ambulance are committed to being a welcoming, respectful and fair employer. Our staff are at the heart of our organisation and all team members provide a vital function to ensure we can continue to save lives across Yorkshire daily.

Like many organisations, compliance has been a huge focus for us this year, and best practice shows that awareness training for all those involved in YAA such as colleagues, volunteers and trustees, is key. We are continually focused on improving employee and volunteer experiences here at YAA – we are good at what we do already, but we want to aim for excellence and these courses will assist us with getting there, ensuring we have adequately trained people. There will be more courses to come over the next year and this includes a number of health and safety ones – everyone does such an important role for the charity, and we want to ensure they're kept safe at all times.

Our Remuneration Committee have worked through a number of new people policies this past year, ensuring we are transparent and consistent in the way we manage people across YAA, and making sure we are aligned with all current employment legislation.



With employee mental health being at the forefront of most businesses,



we are pleased that we have been able to train three of our employees from across all areas of the Charity to become qualified Mental Health First Aiders (MHFA's).

These colleagues are able to support their peers where necessary and are also trained to pick up signs of any potential mental health issues. Having one already trained MHFA, we are now pleased to have four within our staffing structure.



Financial Review

Total Income

for the year to 31 March 2024

increased
£11.3m

(2023 – £8.8m) ↑↑↑

Thanks to the continued generosity of our supporters, **Donations income** – from the general public, grants received, becoming the Charity of the Year for companies, groups and Mayors, the weekly lottery, corporation donations, and support in kind...

increased by

£0.3m
(7%)

on the prior year

After fundraising and publicity costs, the **net funds raised for charitable expenditure** for the year to 31 March 2024 totalled

£9.2m

(2023 – £6.8m)

The majority of the year-on-year increase in income relates to **Legacy income** which increased by **55%** to

£6.4m

to (2023 – £4.1m) ↑↑↑



Much of this increase can be attributed to an increase in legacies recognised in 2023/24 that had not yet been received.

Charitable expenditure for the year increased to

£5.5m

(2023 – £4.2m), the cross over of the old and new aircraft accounts for a significant proportion of this increase.



Fundraising activities account for **19%** of total income – including legacy income – leaving **81p in every £1 donated** to be used for charitable activities or building reserves.

The surplus achieved in the year of **£6.9m** (2023 – £1.5m) includes a **£1.3m investment gain** and a **£2.0m gain** on the sale of the two H145-D2 aircraft.

The net consolidated assets of the charity have increased by **16%** and now stand at

£51.1m

(2023 – £44.3m).

This significant increase has arisen from the timing of the sale of our two old aircraft and the purchase of our new third aircraft, the temporary increase in cash and investments will reduce following the payment of the balance for the new aircraft.

The charity continues to face considerable cost pressures against a period of challenge and global economic uncertainty. With prudent management and close budgetary control, the charity has managed to mitigate some of these impacts and remain in a stable financial position, building in resilience to the uncertain economic climate faced by the charity and its supporters.



Going concern

Together with a disciplined management of costs, 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 net 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 ensure the charity's long-term objectives are secure by setting aside helicopter funds 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.

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 RBC 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.

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 2024, the free cash balance amounted to £12.6m (2023 – £4.8m). This represents just over 19 months (2023 – 8 months) operating costs at the approximate running cost of £21k per day. During 2023 the new aircraft had been purchased but the old aircraft sale hadn't completed which resulted in a much lower free cash balance than the current and prior years.

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 RBC Brewin Dolphin and Redmayne Bentley. As at 31 March 2024, the value of investments stood at £20.7m (2023 – £14.8m).

The trustees are purchasing one helicopter in Winter 2024, funds for this purpose are held within the Helicopter Replacement Reserve and total £7.5m.

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, with the support and guidance of our HR Manager, 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. In 2023/24, our amazing volunteers supported the charity at over 2,370 events, talks and cash collections.

In March 2024, we held our first long-service awards to those of our volunteers who have given 5, 10, 15 and even 20 years' service to YAA. Hosted by our Chairman, this was a long overdue opportunity to bring our volunteers together and formally extend our gratitude to a very key part of the YAA team. It is worth noting that our trustees, who are also volunteers, were similarly recognised.

Risk Review

The risks and uncertainties of the charity are continuously reviewed and the principal risks that the charity and its subsidiaries face are:

RISK	Mitigating action
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 one base. Should the airbase not be operational in the longer term, we would look to operate one aircraft from another airbase in the region.
Reduction in income	The impact of economic and social changes may reduce fundraising opportunities. The fundraising team regularly review income streams and opportunities to ensure income opportunities are maximised.
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 are explicit about how we fundraise and how we manage our supporters data. 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 associated with the maintenance of our current helicopters and the purchase of our new helicopters, is regularly monitored and discussed at trustee board.

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 2024 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 2024, 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



Gift Aid is vitally important to us. For every £1 that is donated from a UK Taxpayer, we can claim an additional 25p from the Government. Last year that equated to £218,000

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 and 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 trustees 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.



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 strategic report and 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.

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.



We are purely custodians of the monies raised by our supporters and it's our responsibility to ensure that the wider public know how we are spending that money to benefit all

Auditor's responsibilities for the audit of the financial statements

We have been appointed under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

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. We also addressed the risk of fraud through management override of controls by testing a sample of journal entries, ensuring no entries were deemed to be outside the normal course of the charity's operations. 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.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at: <https://www.frc.org.uk/auditors/audit-assurance-ethics/auditors-responsibilities-for-the-audit>. This description forms part of our auditor's report.

Last year, our
volunteers gave

251
talks across
Yorkshire



We continually strive to ensure we are developing innovative communication platforms and channels where we can effectively tell our story, promote good news, inform, educate and update

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 2006, 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 and its trustees 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

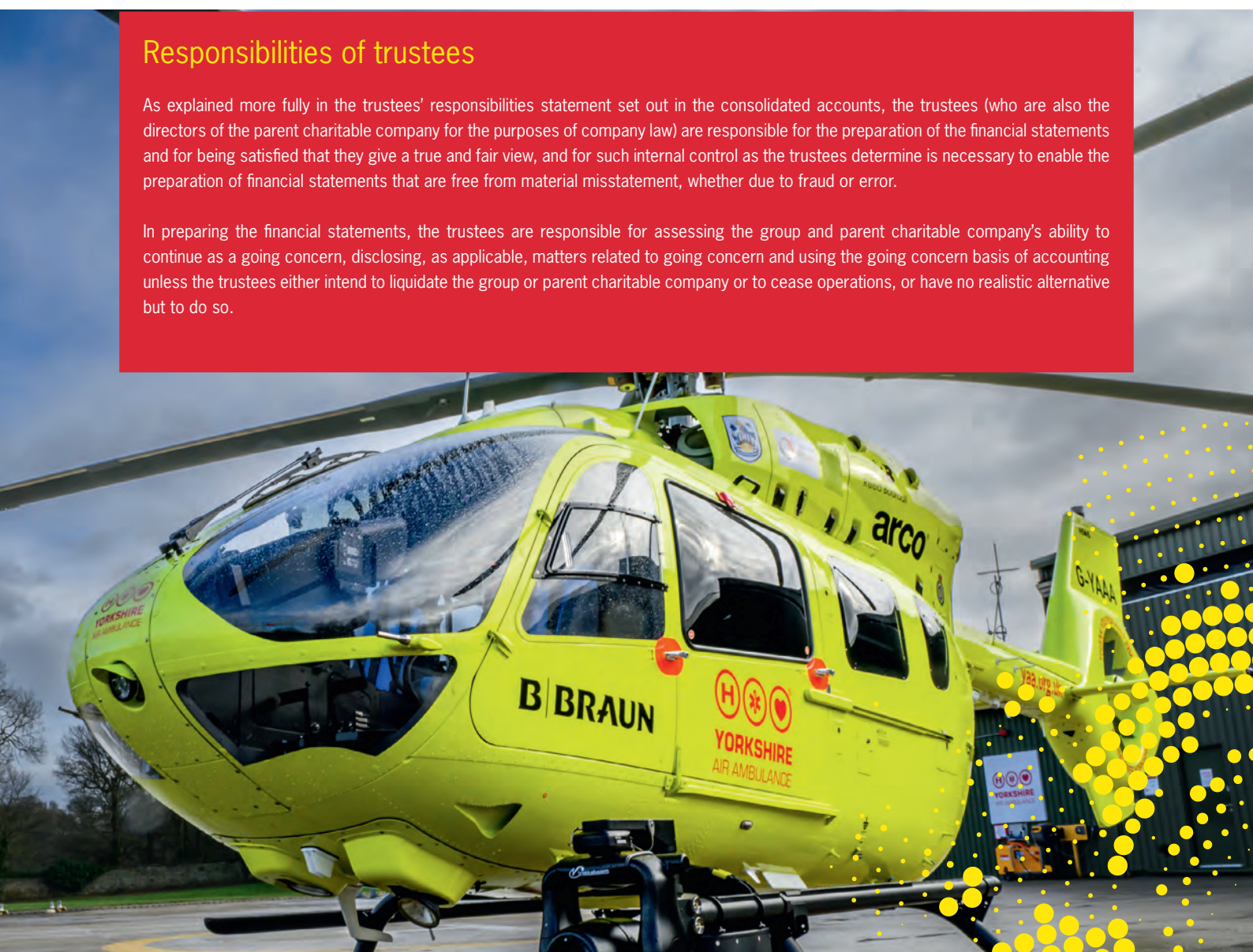
New Chartford House
Centurion Way
Cleckheaton
Bradford
West Yorkshire
BD19 3QB

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

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out in the consolidated accounts, the trustees (who are also the directors of the parent 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 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 parent charitable company or to cease operations, or have no realistic alternative but to do so.



Financial Results

Income & Expenditure

	2023/2024	2022/2023
	£000's	£000's
Income	11,298	8,759
Expenditure		
Cost of Generating Funds	2,144	1,921
Operational Costs	5,544	4,158
Total Costs	7,688	6,079
Investment Gains/(losses) and taxation	1,311	(1,224)
Gain on sale of aircraft	1,936	-
Increase in reserves	6,857	1,456
Total Reserves B/FWD	44,231	42,775
Total Reserves C/FWD	51,088	44,231

For accounting purposes Legacy income includes income received during the year and income the charity is highly likely to receive. We are fortunate to have had a significant increase in pipeline income compared to the prior year (£1.9m).

The timing and sale of aircraft was prudently planned to ensure we could continue operations, during the period of overlap, costs were incurred for all 4 aircraft resulting in higher operational costs in 2024.

Income includes a £1.9m gain on disposal following the sale of G-YAAC and G-YOAA.



Cashflow Statements

	2024	2023
	£000's	£000's
Cashflows from operating activities:		
Net cash provided by operating activities	3,102	6,195
Cashflows from investing activities:		
Dividends & Interest from investments	87	4
Purchase of Fixed Assets	(3,316)	(12,281)
Disposal of Fixed Assets	9,500	
Sale/ (purchase) of investments	(4,291)	3,695
Net cash used in investing activities	1,979	(8,582)
Change in cash and cash equivalents in the reporting period	5,082	(2,386)
Cash and cash equivalent at 1 April	2,698	5,084
Cash and cash equivalents at 31 March	7,780	2,698

The Purchase of Fixed Assets (£3.3m) includes the final payments towards G-YORX and the initial deposit for G-YAIR.

The Disposal of Fixed assets (£9.5m) has arisen from the sale of G-YAAC and G-YOAA.

In 2023 Investment funds (£3.7m) were released to purchase the new aircraft, In 2024 some of the proceeds from the sale of the old helicopters have been reinvested in our Investment portfolio.

With further payments for the 3rd aircraft due in the near future higher levels of cash are currently being held.

Balance Sheets

	2023/2024	2022/2023
	£000's	£000's
Fixed Assets	37,115	36,720
Current Assets		
Debtors and stock	7,116	5,295
Cash at bank and In Hand	7,780	2,698
Current Liabilities		
Creditors	(923)	(481)
Net Current Assets	13,973	7,512
Net Assets	51,088	44,231
Represented By:		
Restricted Funds	95	89
Designated Funds	17,100	13,800
Unrestricted Funds	33,893	30,342
	51,088	44,231

With further payments for the 3rd aircraft due in the near future higher levels of cash are currently being held

Designated funds are held for unscheduled helicopter maintenance, helicopter replacement and property development.



The Charity prides itself on its fundraising ethics. This philosophy is deeply ingrained in how we interact with our donors. Our employees and volunteers help us to ensure that no one feels obligated or pressurised into donating to the charity.



The following donors have all **generously and graciously donated over £10,000 in this last year**, for which we are truly grateful. We also kindly acknowledge all the compassionate people who thoughtfully left a gift in their will, whatever the size, and remember them with gratitude and respect. We also wish to thank our gracious donors who prefer to remain anonymous.

GRANTS & TRUSTS ORGANISATIONS

AAA UK
The Jack Brunton Charitable Trust
Sovereign Health Care
The Lodge of Prince Fredrick No 307, Hebden Bridge
Thornborough Lodge No 6434, Leyburn
Yorkshire Freemasons

CORPORATE & COMMUNITY SUPPORTERS

Abbey Sporting
ABI Ltd
Asda
Beadlam Tractor Run
Farmer Christmas Tractor Run
Fortlands Ltd
The Gaping Goose, Garforth
GoFundMe pages
Hawes Yarnbombers
HERCMA (Hull and East Riding of Yorkshire Caravan Manufacturers' Association)
Intake Developments Ltd
Jean Prior – The White Horse Quiz
K Home International Ltd
Knaresborough Young Farmers
Masham Sheep Fair
Next Plc
Point to Point Sheriff Hutton
Priory Rose Vintage Tractor Group
Rosemont Pharmaceuticals Ltd
Savills (Newcastle)
Scarborough Market Hall & Vault Shops
St Johns's Centre, Leeds
The Barn that Rocks
The Lion, Castleford
Wetherby Whaler
YorMed Ambulance Service Ltd
Yorkshire Housing
Yorkshire Garden Centres

PRINCIPAL PARTNERS & SPONSORSHIPS:

Air TV
Andy Sellars Golf Day/ Barclays Bank
B Braun Medical Ltd
Huddersfield Town Football Club
l'Anson Quality Feeds
Koris365
Recycling Solutions
Reed Boardall Transport Ltd
Shepley Spring
Yorkshire Charity Clay Days
Yorkshire Farmhouse Eggs

INDIVIDUAL & PERSONAL DONORS:

Claire Hartford, in memory of Patrick McDonough
C. Harmson
C.A Power
J. Harrison
J. Holden
J. Swallow
M. Haigh
N. Bell-Percy
P. Turner
S & Z Horner
V. Frankel



To those who graciously left us a **Gift in their Will** over £10,000, or those who have had money generously donated in their loving memory, we thank you and respectfully acknowledge your generosity:

Alan Phurlow	Allen Westerman	Anthony Ingham	Arthur Stott	Audrey Brennan	Audrey Pinder	Averill Allott
Bernard Layfield	Betty Frampton	Brenda Mawson	Brian Cooper	Brian Hey	Carlene Beaumont	Colin Crabtree
Donald Ashworth	Doreen Miller	Dorothy Deane	Eileen Pettit	Elga Balmford	Elwin Raistrick	Enid Greenan
Ethel Lowther	Florence Roper	Freda Edwards	Geoffrey Wood	Georgina Lockey	Gladys Cutts	Gweneth Wilson
Harry Goodhart	Hazel Pinkney	Heather Throup	Irene Gott	Janet Bulmer	Janet Chadwick	Jean Kilner
Joan Lindsey	John Fryer	John Kilner	John Marshall	John Nicoll	John Richardson	John Wilden
June Ellis	Kathleen Noble	Kathleen Hartley	Keith Barker	Keith Rowing	Linda Rothery	Margaret Marfitt
Margaret Migley	Margaret Dibb	Margaret Bower	Margaret Ruddock	Marie Johnson	Marjorie Cottom	Maureen Johnson
Maureen Paulger	Michael Hart	Monica Johnson	Nellie Jackson	Norman Goff	Olive Newman	Pamela Scott
Patricia Crompton	Paula Lonsdale	Richard Rennie	Richard Waddington	Rita Jones	Rita Pearson	Rosemary Miller
Sheila Gill	Sheila Herr	Stewart Rayson	Susan Halpin	Victor Holmes	Yvonne Allerton	and to everyone else who left a gift in their will

Annual Data and Statistics:

How our data is captured and regionally segmented:

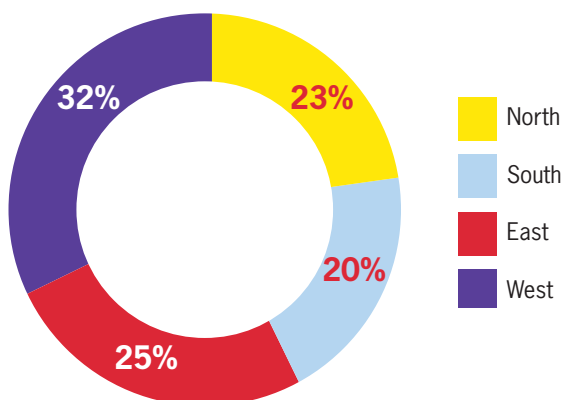
The fundraising regions of Yorkshire Air Ambulance are split into **four key geographical areas**. These areas are the communities where our fundraising team live and work.

However, you will notice, with particular reference to our East and Northern areas, that these are not geographical with respect to a standard map. Our YAA regions are split into specific postcode areas that each fundraising team is responsible for. Therefore, any statistics and data presented within this report is generated to correspond to our fundraising areas as depicted on this map.



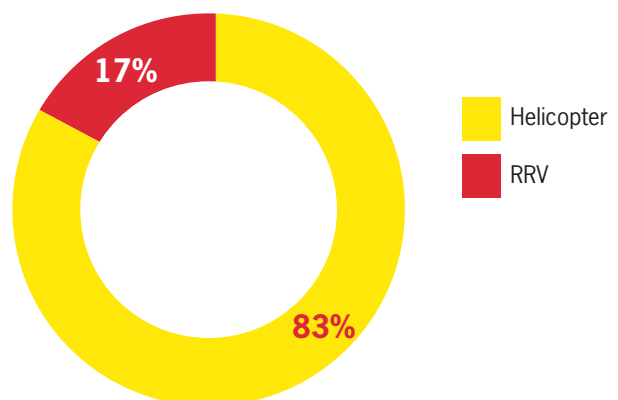
*Please note, our data featured is usually for a full financial year ranging from 1st April to 31st March. However, due to the introduction of a new clinical data system in the early part of 2023, this year's data falls slightly short (approximately six weeks) due to the implementation and integration of the new system. However the data continues to follow trend lines and what we would expect to see based on previous years.

Incidents Attended



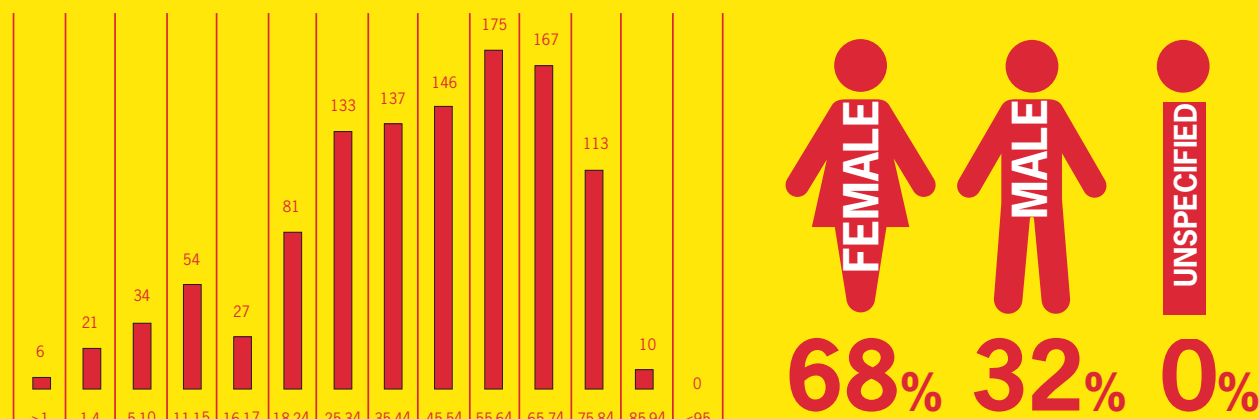
Last year we attended the most incidents in West region, but this was by a small margin. However it is the most densely populated part of Yorkshire and has the busiest road network. The chart clearly shows a very similar split across all 4 areas of Yorkshire highlighting a strong need and presence across all areas of Yorkshire.

Response Vehicle



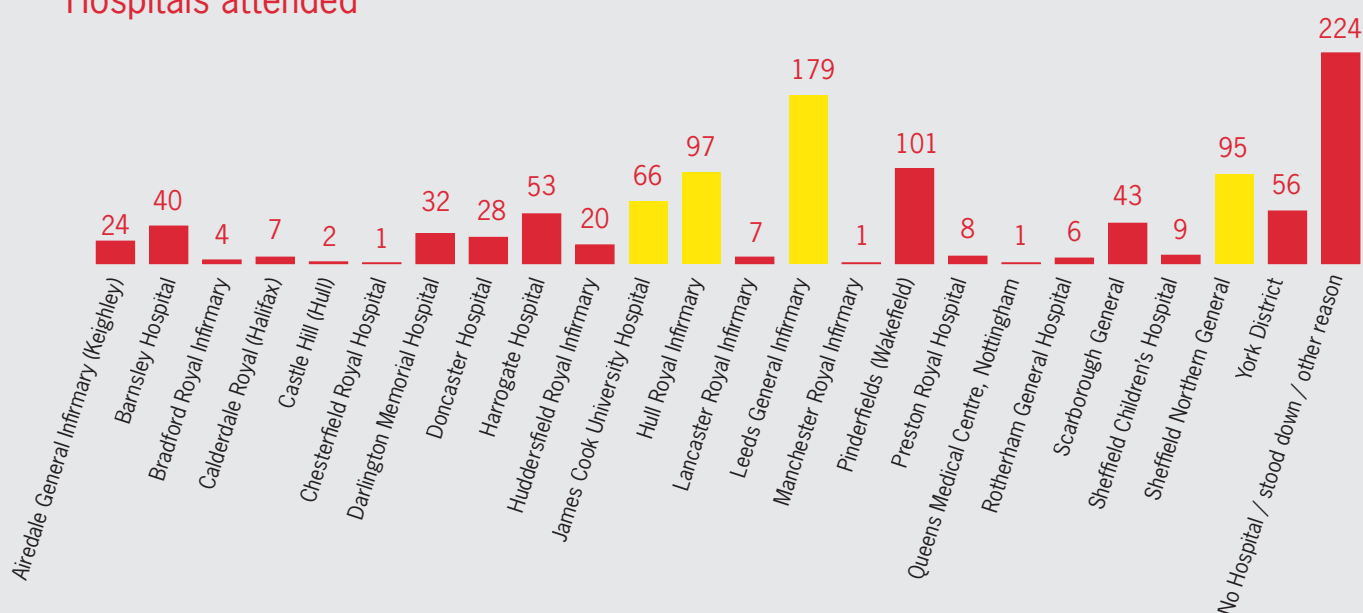
Over ¾ of the incidents we responded to last year were on one of our helicopters. The 17% of responses on our RRV's occurs when we are experiencing significantly bad weather (severe enough to prohibit us from flying), or when our helicopters are undergoing both scheduled and unscheduled maintenance.

Patient Age Bands and Gender



We can clearly see from this data that YAA responds to anyone in the region, no matter their age. Our data ranges from babies through to elderly patients in their 90's. We are there for all no matter what.

Hospitals attended

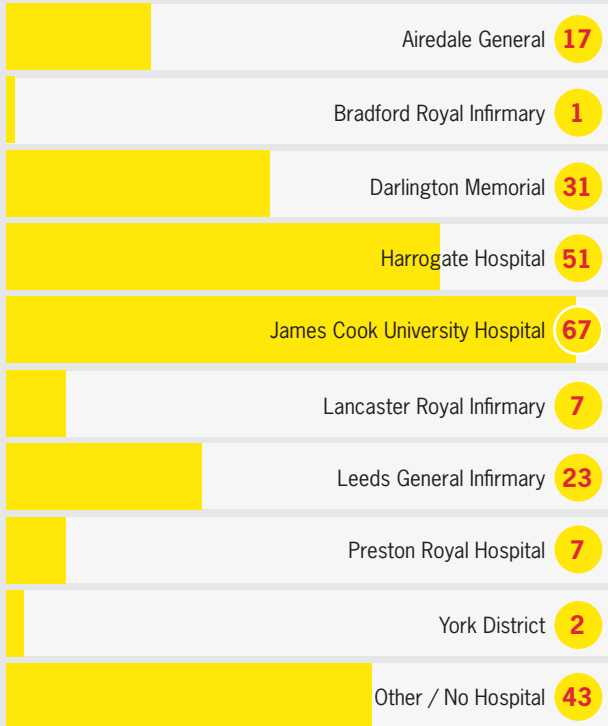


We routinely attend the four major trauma centre hospitals we have in our region (depicted in yellow on the graph). These are: Leeds General Infirmary, Sheffield Northern General, Hull Royal Infirmary and James Cook University Hospital. One anomaly of note is the increase in the number of visits to Pinderfields Hospital in Wakefield. Although not categorised as an MTC, Pinderfields is the regional burns centre and has an experienced and established A&E. Plus, it also has a primary landing site.

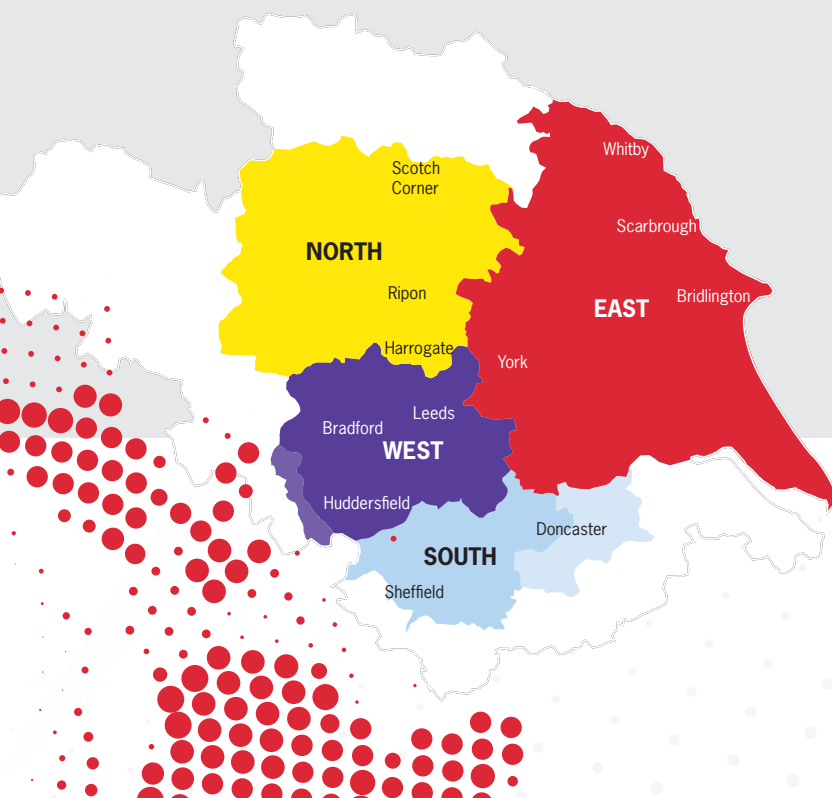
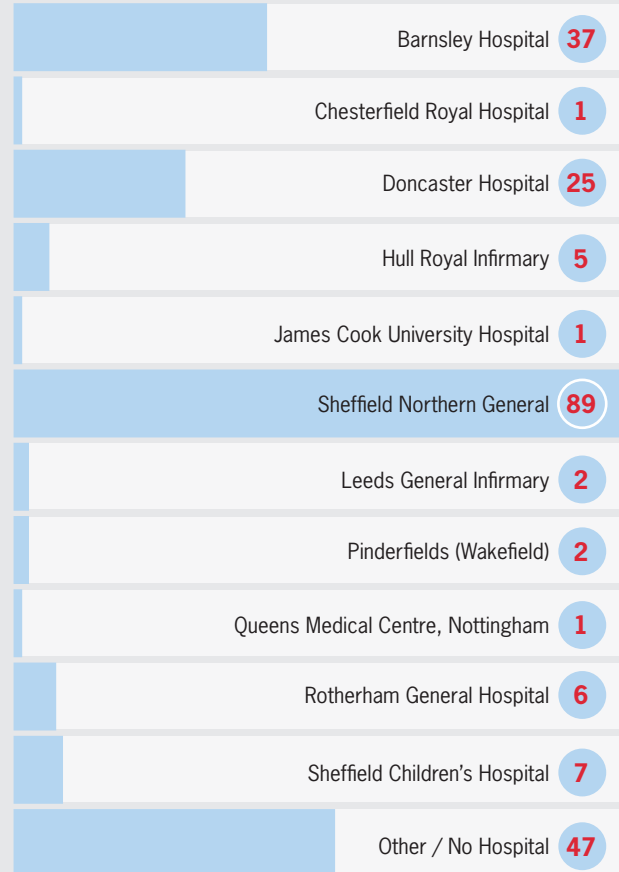
Where we show 'No hospital/ stood down/ other reason' this may relate to the patient travelling to hospital by road ambulance, where we've been stood down enroute to a job, or other reasons such as the patient refusing treatment. We are seeing an increase in this figure due to the changing clinical model of operations where we are delivering a higher calibre of clinician (a doctor and specialist paramedic team) to the incident, enabling us to commence treatment at the scene, administer more advanced analgesia and undertake more complex medical procedures before the patient travels to hospital for further treatment. We are seeing more often now that once the patient has been stabilised and started their treatment, they can sometimes travel to the destination hospital by road, freeing up our helicopter for the next emergency mission. Obviously where the need necessitates, we will still fly a patient to hospital.

Hospitals Attended Per Region

North – Destination Hospital



South – Destination Hospital

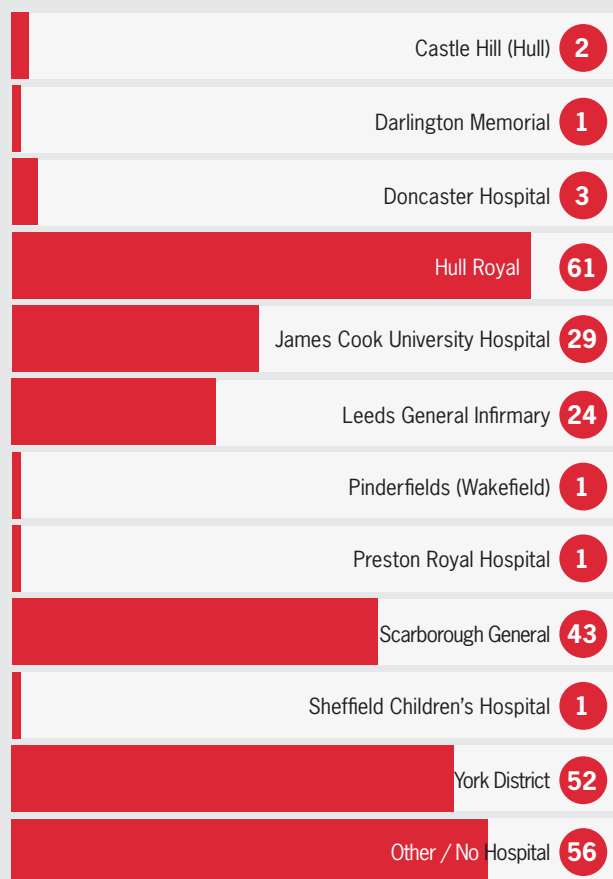


The following graphs depict which hospitals our patients have travelled to. The higher number in each region often refers to the Major Trauma Centre for that area or where the hospital in question has a primary landing site, or a larger A&E department. Where some hospitals don't look obvious to the region, it is most likely that they were the most suitable hospital for that specific patient to be taken to and in many cases, we will bypass the nearest hospital to get the patient to the best hospital for their injuries.

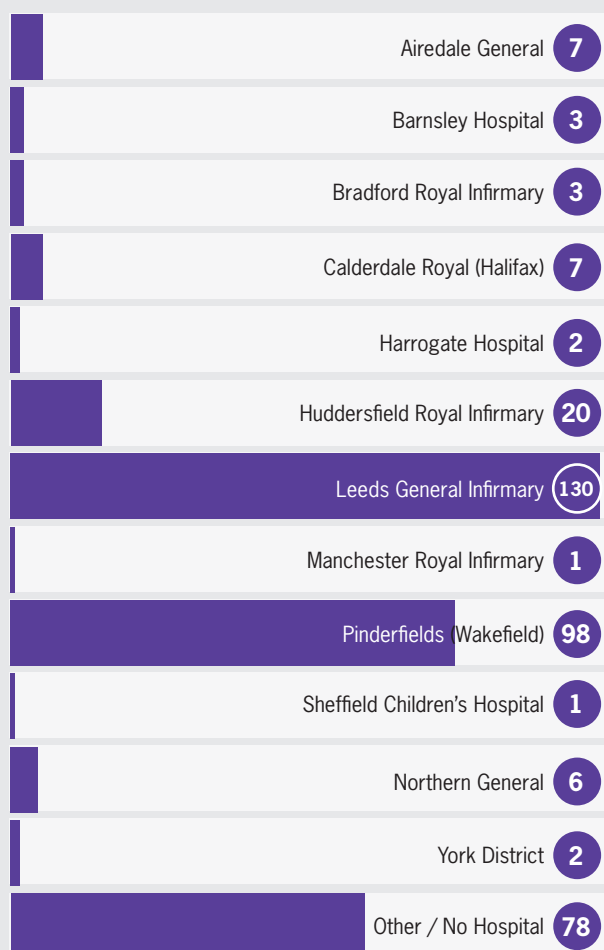


The UK aviation industry has been subject to a lot of regulatory changes since Brexit, and YAA has worked hard to maintain compliance with the new rules and regulations

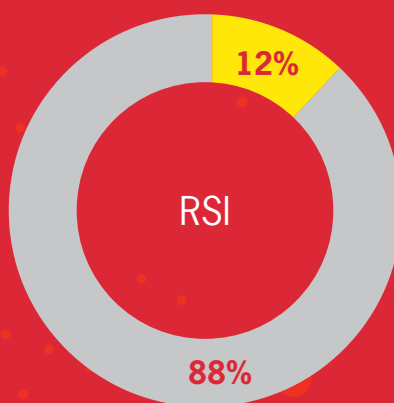
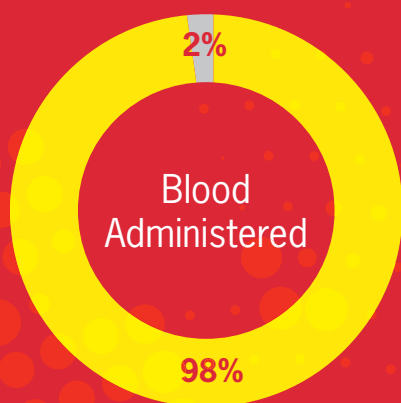
East – Destination Hospital



West – Destination Hospital



Medical Interventions



Last year we treated 890 patients at the scene of an incident. In some cases where our patients are in a critical condition we needed to administer blood or perform an RSI (rapid sequence induction) where the patient is put into an induced coma. This last year, 136 or 12% of our most critically ill patients required an RSI and 24 or 2% required blood.

What do our staff say about us?



People care about **each other** and genuinely look out for each other – **friendships** are made as well as being colleagues.



YAA has some **great people** working here



94%



feel they have access to the **learning** and **development** they need to do their jobs well.



I have always put 100% into my work. Yes working for a charity spurs you to do your best but as an individual my work ethic hasn't changed, I just enjoy what I do more.

100%
of staff think YAA is an **inclusive organisation**

82%

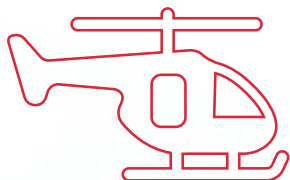
of staff rarely think about looking for a role elsewhere



“ ”

The flexibility YAA offers is great too – we are a trusting organisation that results in a positive workforce. We have a lot of working mums here and the support and flexibility offered is very much appreciated, resulting in a very dedicated and efficient workforce.

100%
of our staff are
PROUD
to work for YAA



100%
of staff feel they
are treated with
**fairness
& respect**
★★★★★



“ ”

I know everyone
works hard to get
things done on a
daily basis



Notes



yaa.org.uk

Cayley House | 10 South Lane | Elland | HX5 0HQ | Registered Charity No: 1084305
Tel: 01422 237900