EAST ANGLIAN AIR AMBULANCE

England & Wales · Charity number 1083876

Details

Other names	ANGLIA ONE, ANGLIA TWO, EAAA
Status	Registered
Legal form	Charitable company
Company number	04066700
Registered	2000-11-30
Register	View on the Charity Commission register

Contact

Address	East Anglian Air Ambulance Helimed House Hangar 14 Gambling Close Norwich NR6 6EG
Phone	03450 669999
Email	info@eaaa.org.uk
Website	www.eaaa.org.uk

Activities

Objects: THE RELIEF OF SICKNESS AND PHYSICAL INJURY BY THE PROVISION OF EMERGENCY MEDICAL SERVICES AND EQUIPMENT AND IN PARTICULAR BY THE PROVISION OF A HELICOPTER AIR AMBULANCE SERVICE OR OTHER EMERGENCY TRANSPORTATION WHOLLY OR MAINLY WITHIN THE AREA SERVED BY THE EAST OF ENGLAND AMBULANCE NHS TRUST. FOR THE BENEFIT OF THE PUBLIC AND THE ADVANCEMENT OF HEALTH, THE PROVISION OF TRAINING, RESEARCH AND EDUCATION IN THE FIELD OF PRE-HOSPITAL MEDICINE AND THE TREATMENT OR PREVENTION OF SICKNESS AND PHYSICAL INJURY; AND THE PROVISION OF OTHER HEALTH RELATED SERVICES BY OR INCLUDING THE PROVISION OF POST-HOSPITAL SUPPORT FOR PATIENTS.

Activities: The relief of sickness and injury by the provision of emergency medical services and equipment and in particular by the provision of a helicopter air ambulance service or other emergency transportation wholly or mainly within the area served by the East of England Ambulance Service NHS Trust.

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Classification

- **How:** Provides Services
- **What:** The Advancement Of Health Or Saving Of Lives
- **Who:** The General Public/mankind

Geography

- **Area of benefit:** AREA OF THE EAST OF ENGLAND AMBULANCE NHS TRUST
- Bedford
- Cambridgeshire
- Central Bedfordshire
- Essex
- Norfolk
- Suffolk

Finances

Period end	Income	Expenditure	Assets	Employees
2025-06-30	£18,824,169	£18,336,214	£33,003,532	135
2024-06-30	£18,974,978	£17,887,218	£32,826,729	125
2023-06-30	£18,609,681	£16,752,450	£31,192,264	119
2022-06-30	£18,112,677	£15,619,756	£29,326,440	102
2021-06-30	£14,233,440	£13,217,393	£27,153,078	102

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Trustees

Name	Role	Appointed
Sarah Evans	Chair	2019-12-17
Charlotte Cowling		2023-12-14
David Gordon Richardson		2022-06-23
Dr Thomas Davis		2023-12-14
Duncan Astill		2014-09-11
Eilish Midlane		2025-12-16
Marie Sigsworth		2023-12-14
Roger Steven Holden		2016-12-13
Thomas Franey Wells		2017-09-21

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EAST ANGLIAN AIR AMBULANCE

England & Wales - Charity number 1083876

Accounts

East Anglian
Air Ambulance



ANNUAL REPORT & FINANCIAL STATEMENTS

2024/2025



THE VERY BEST CARE, WHEN THE VERY WORST HAPPENS.

ANNUAL REPORT 2024/25



We're more than a yellow helicopter.
It's Nicola. And it's Luke, Henrietta and Martin.
Four highly trained people.
Which is good, because it's 3am. And very dark.
It's also a blood transfusion.
It's an ultrasound. Defibrillator. Heart surgery equipment.
A mechanical chest compression system.
Nicola and Luke's wine gums.
And it's all airborne in three minutes.

We're more than a yellow helicopter.
It's two air ambulances, flying 24/7/365.
It's four critical care cars, research and training.
Two state of the art bases.
Stocked with the most innovative equipment.
Funded by the communities we serve.

Staffed by experts and volunteers.
From the call room, to the stockroom.
Trained to treat children. Attend motorway accidents.
Help those that are trapped, injured, in cardiac arrest.

It's six people we help everyday, having the worst day.
It's the most serious 1% of 999 calls.
It's our full support afterwards.
We can do all this.
Because we're more than a yellow helicopter.

We're here to give the very best care, when the
very worst happens.

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WELCOME AND YEAR IN REVIEW

Welcome to our annual report for the year ended 30 June 2025.

We would like to start by thanking the community, staff, crew, volunteers and everyone involved with East Anglian Air Ambulance for their unwavering support in the last 12 months. This charity is fuelled by supporter donations, and everyone continues to play a pivotal role in keeping the air ambulance flying and saving lives. This has been especially important in the last year, as we overcame a multitude of challenges, and had to adapt to the changing environment, both in which we fundraise and in which we operate our service. The charity remains in good financial health though; our income for the year was down from the previous year by 0.8%. The current economic headwinds, performance of our investments due to the volatile global markets and less income from gifts in wills than we initially predicted were all contributary factors to the financial out-turn for the year.

Our community continued to astound us, going above and beyond to help raise funds in a difficult time. Lap of Anglia, an annual four day 435-mile bike ride round East Anglia broke multiple records and has now raised over £300,000 for the charity. Record numbers took part in our Only The Brave mud run, which raised an incredible £191,000 and our volunteers funded the equivalent of 59 missions with the time they donated, roughly equating to £252,000. We welcomed new corporate partners, new lottery players and new supporters and together, we raised £18.8m in 2024/25. You can read more about our income and expenditure from the last 12 months on pages 44-47.

Over the past 12 months we experienced some turnover among long-serving pilots as colleagues moved to new opportunities. Our aviation partner Babcock recruited successfully in a highly competitive UK pilot market; however, because pilots must complete extensive training and development to become fully qualified Helicopter Emergency Medical Services line pilots, there was a lead-in period before new joiners could be rostered for full operational duties. As a result, aircraft availability was intermittently affected. Whenever helicopter operations were temporarily constrained, we were able to deliver our lifesaving teams to emergencies using our critical care cars. We are pleased to confirm that we now have a full roster of qualified line pilots, ensuring robust operational resilience going forward.

We continued to work closely with the East of England Ambulance Service Trust (EEAST) on the future of our paramedic workforce model. The charity is reliant on a dedicated and professional cohort of specialist paramedics, and many of our long-standing paramedics, who are seconded from EEAST, will come to the end of their secondment within the next year. We will continue to review the best approach to a workforce model which supports our operations and charity strategy.

We have worked hard to navigate and overcome these, and other, challenges this year, and despite the rapidly changing landscape operationally and financially, the charity has had some great successes.

At the heart of everything we do is our patients. In 2024/25, we were able to treat

Matthew Jones
Chief Executive Officer

Sarah Evans
Chair Of Trustees





1,846 people in life-threatening situations including 156 children. Alongside this, our aftercare service connected with 665 patients and their families, providing essential support during their recovery journeys.

Over the lifetime of the charity, we have been tasked to over 42,000 missions and are averaging eight taskings to medical and trauma emergencies every day. We celebrated our 25th anniversary on 6 September 2025; a significant milestone only made possible by our community over a quarter of a century, and we were delighted to mark the occasion with our supporters, volunteers and former patients.

We are finalising plans for the relocation and build of our new Cambridge air base due to the planned closure of Cambridge City Airport. To deliver this ambitious project, we launched the early stages of our £8m Cambridge Air Base Appeal and submitted our planning application for the new base in November 2025.

Finally, we trained over 32,000 people in CPR and defibrillator use, delivered our biennial research conference (which focused on out of hospital cardiac arrest and traumatic brain injury), launched new research trials, bolstered our infrastructure with more efficient systems (including launching a new website, a new finance management system, a new lottery system and operations management software), and developed a new brand strategy to ensure we continue to communicate with our supporters and community effectively.

As we look forward to the next 12 months, we are excited by the opportunities – a new charity-wide strategy to address the ever changing environment, ensuring East Anglian Air Ambulance stays at the forefront of prehospital emergency medicine, further work towards building our new air base in Cambridge, expansion of our community CPR training in schools, and continued development of our patient aftercare service and research activities.

On behalf of every patient we treat and the many lives we touch, we would like to once again offer our heartfelt thanks to our volunteers and supporters for their incredible generosity during a time of economic uncertainty. Countless lives have been saved and families kept together, thanks to you.

Together we save lives.

Matthew Jones, CEO & Sarah Evans, Chair of Trustees



WHAT WE DO

We are East Anglian Air Ambulance. A charity providing advanced critical care 24 hours a day, 365 days a year to the most seriously ill and injured people in Bedfordshire, Cambridgeshire, Norfolk and Suffolk, by air and road. We care deeply about the work we do and the people we help. And we do more than you might think, providing aftercare to our patients and their families, delivering community lifesaving training programmes and undertaking clinical research too. We rely almost entirely on public donations to do our work and receive no regular government funding.

Fuelled by supporter donations, we partner the ambulance service in responding to the most serious of incidents, including road traffic collisions, cardiac arrests and other medical emergencies. When someone needs us, it's usually the worst moment of their life, and their family's. That's why our specialist doctors, critical care paramedics and pilots bring the advanced skills, equipment and medicine directly to the patient's side in the fastest time possible, providing care normally only found in a specialist emergency department.

The equipment carried by our helicopters and critical care cars enables enhanced care at the incident scene – when the patient needs it most – such as blood transfusions, advanced pain relief, sedation and anaesthesia, and surgical interventions. This, combined with quick onward transfer to the most appropriate hospital for their needs, gives every patient the best possible chance of surviving and recovering a life-threatening emergency.

ANNUAL REPORT 2024/25

Our Intent

Together with our supporters, we will reach the highest possible standards of excellence and pioneer advances in out-of-hospital critical care to measurably improve patient outcomes across East Anglia.

East Anglian Air Ambulance's five-year strategic aims:



1. Deliver outstanding 24/7 out of hospital critical care



2. Support patients and families with their recovery journeys



3. Educate, raise awareness and train the community in lifesaving skills



4. Deliver groundbreaking research to evolve patient care



5. Collaborate and develop mutually beneficial partnerships



6. Guided by our values, enhance EAAA's reputation through integrity, good governance and by striving for excellence in all that we do

Statement of public benefit

The Trustees confirm that they have had due regard to the Charity Commission's guidance on public benefit under the Charities Act 2011 and that the Charity meets the requirements in the advancement of its objects. The board considers that the activities undertaken during the year are in line with EAAA's charitable objectives and deliver both the 'public' and 'benefit' aspects of public benefit; EAAA's critical care service is delivered to anyone who needs it free of charge and brings benefit through the provision of advanced critical care to patients at the scene of their injury or illness and rapid onward transportation to the most appropriate hospital for their needs.

Our values 'RAISE'

Reasoned

Our actions and decisions are evidence based and with others' views in mind

Accountable

We accept ownership and deliver on that acceptance

Integrity

We are honest and ethical

Synergy

We work with others to create a better outcome

Evolution

We are constantly working to improve



OUR IMPACT

“ Thank you for saving my life. Thank you feels so insufficient and does not and cannot express my gratitude. My friends at the scene described how your calm leadership helped everyone cope and ultimately save my life. Thank you again. ”

Former patient

ANNUAL REPORT 2024/25



ANNUAL REPORT 2024/25

Every day, lives changed: The impact of our crews in 2024/25

In 2024/25, our Anglia One (Norwich) and Anglia Two (Cambridge) crews were there when they were needed most, treating, on average, five patients every single day. Whether by helicopter or critical care car, they delivered lifesaving care directly to the scene of emergencies across the region.

Of all the missions we were tasked to, 53% were flown by helicopter and 47% responded to by car, a near-even split between our Norwich and Cambridge bases. This balance reflects the agility and reach of our service, ensuring patients receive the fastest and most appropriate care, wherever they are.

Across all age groups, men made up nearly two-thirds of our call-outs, highlighting a consistent trend in the types of emergencies we attend. The leading causes for our interventions remained medical cardiac arrests, road traffic collisions, and other serious medical emergencies.

Cardiac arrests, in particular, continued to rise and are now the most common reason we're called to help. These are among the most time-critical emergencies, and our crews bring hospital-level expertise and equipment to the patient's side, often making the difference between life and death.

Meanwhile, road traffic collisions have seen a slight decrease over the past year, but they still represent a significant portion of our work, requiring rapid response and advanced trauma care.

YEAR IN NUMBERS

Our impact in 2024/25

£18.8m
Raised to deliver and develop East Anglian Air Ambulance's lifesaving service

5
People treated every day

1,846
Patients attended

156
Children treated

£4,250
Cost of a tasking

289
Regular volunteers

59
Missions funded by volunteer hours

1,483
Helicopter taskings

1,304
Critical care car taskings

975
Night-time taskings

665
Patients and families supported with aftercare

32,109
Trained in community CPR

16 taskings in one day
(2 September 2024)

114,767
supporters

" I would like to thank East Anglian Air Ambulance, from the bottom of my heart, for saving my life. I recall being attended by a critical care paramedic, Sally, and a doctor, James, who were part of the East Anglian Air Ambulance crew. Although I don't recall much after that, I know I received exceptional care and strong pain relief before being flown to hospital. "

Former patient

IAN AND WENDY'S STORY

It was the night of October 18, 2023, and Ian and Wendy Gausden had just returned home to Stowmarket, Suffolk, after a holiday. Ian, 58, mentioned he felt tired and headed to bed.

But just after midnight, Wendy was jolted awake by a terrifying sound: Ian was making strange, laboured noises. She quickly realised he wasn't breathing properly. Ian was in cardiac arrest.



With incredible courage and composure, Wendy began CPR and kept going for 18 long minutes - alone - until a Community First Responder and three land ambulance crews arrived. But Ian's condition was critical, and he needed advanced medical care immediately.

That's when our Anglia One crew, Dr Toby and Critical Care Paramedic (CCP) Luke, were dispatched to bring hospital-level treatment directly to Ian's side. They arrived swiftly and began working with precision and urgency.

Using a mechanical chest compression device called a LUCAS machine, they ensured Ian received consistent, high-quality CPR. Recognising the severity of his condition, Dr Toby and CCP Luke placed Ian into a medically induced coma and connected him to a ventilator to take over his breathing. But something wasn't right. Ian wasn't ventilating properly.

Using point-of-care ultrasound, a powerful diagnostic tool they carry onboard, they discovered a dangerous build-up of air between Ian's lung and chest wall, preventing his lungs from inflating. Without hesitation, they performed a thoracostomy, a surgical procedure to decompress the chest. When they realised the same issue was affecting the other side, they repeated the procedure.

Only after both interventions did Ian begin to ventilate effectively. But time was still critical.

Ian needed to get to hospital fast - and safely. With the help of the Fire and Rescue Service, the crew carefully manoeuvred him down the narrow staircase of his home, still on a stretcher, and flew him to Norfolk and Norwich University Hospital.

Thanks to the extraordinary care and skill of everyone involved, and the advanced interventions delivered by the air ambulance crew right there in his bedroom, Ian made a full recovery.

In Spring 2024, Ian bravely shared his story to help raise awareness and support for the charity that helped save his life.



> "You never expect it to happen to you. The chain of survival fell into place that night, but the person who had it the hardest was Wendy - the impact of incidents like this on partners and loved ones is huge."
>
> **Ian,** former patient.

WHO WE TREAT

Our patients in 24/25

> “ The crew offered reassurance, medication, and were extremely calm and kind. Thank you so much for everything. An extremely professional service. ”
>
> Former patient

1,846
Total patients

888
Trauma patients

958
Medical patients

1,215
Patients receiving HEMS intervention

73
Blood transfusions

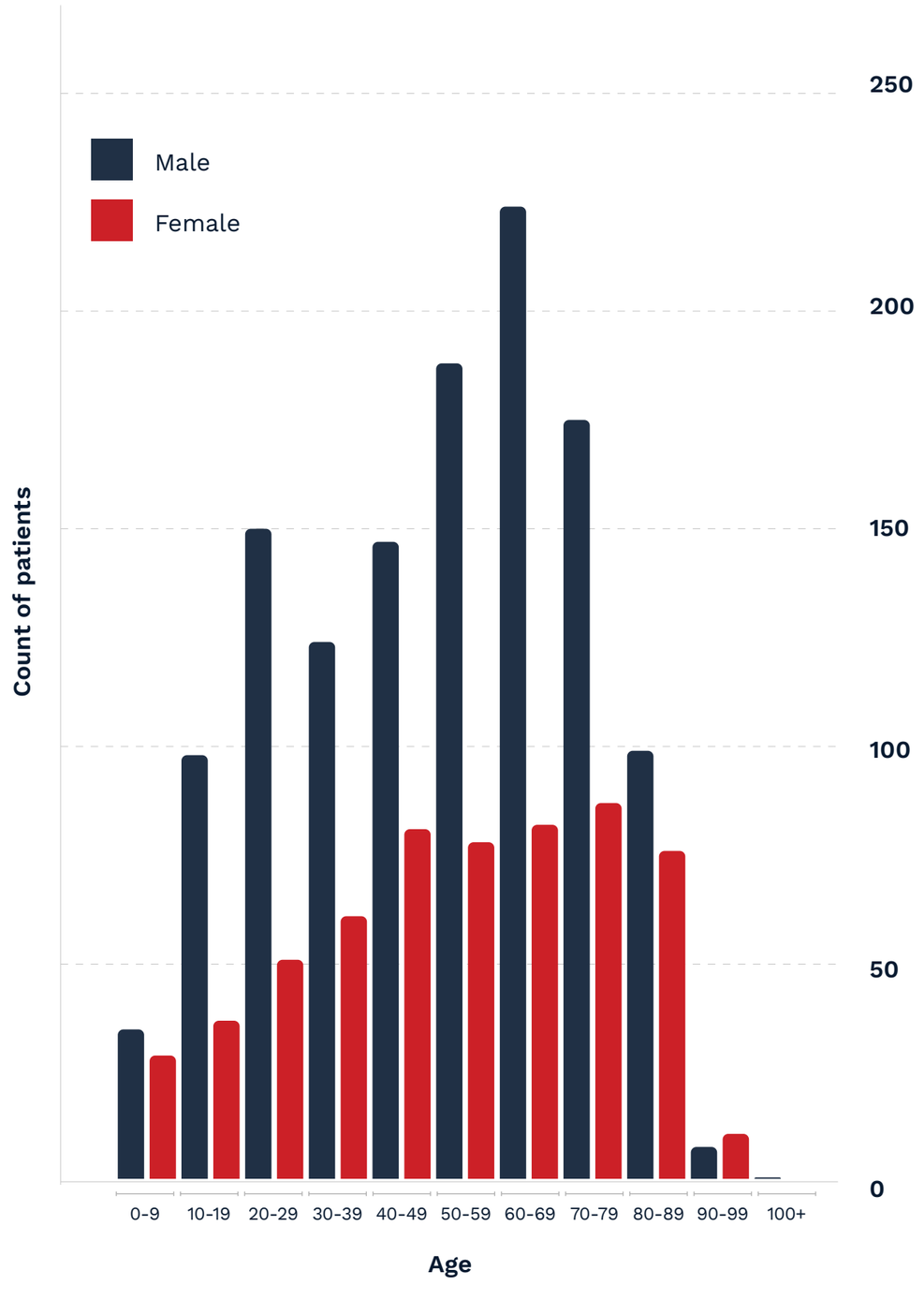
665
Patients and families supported with aftercare

156
Children under 18 treated

261
Prehospital Emergency Anaesthesia (PHEA)

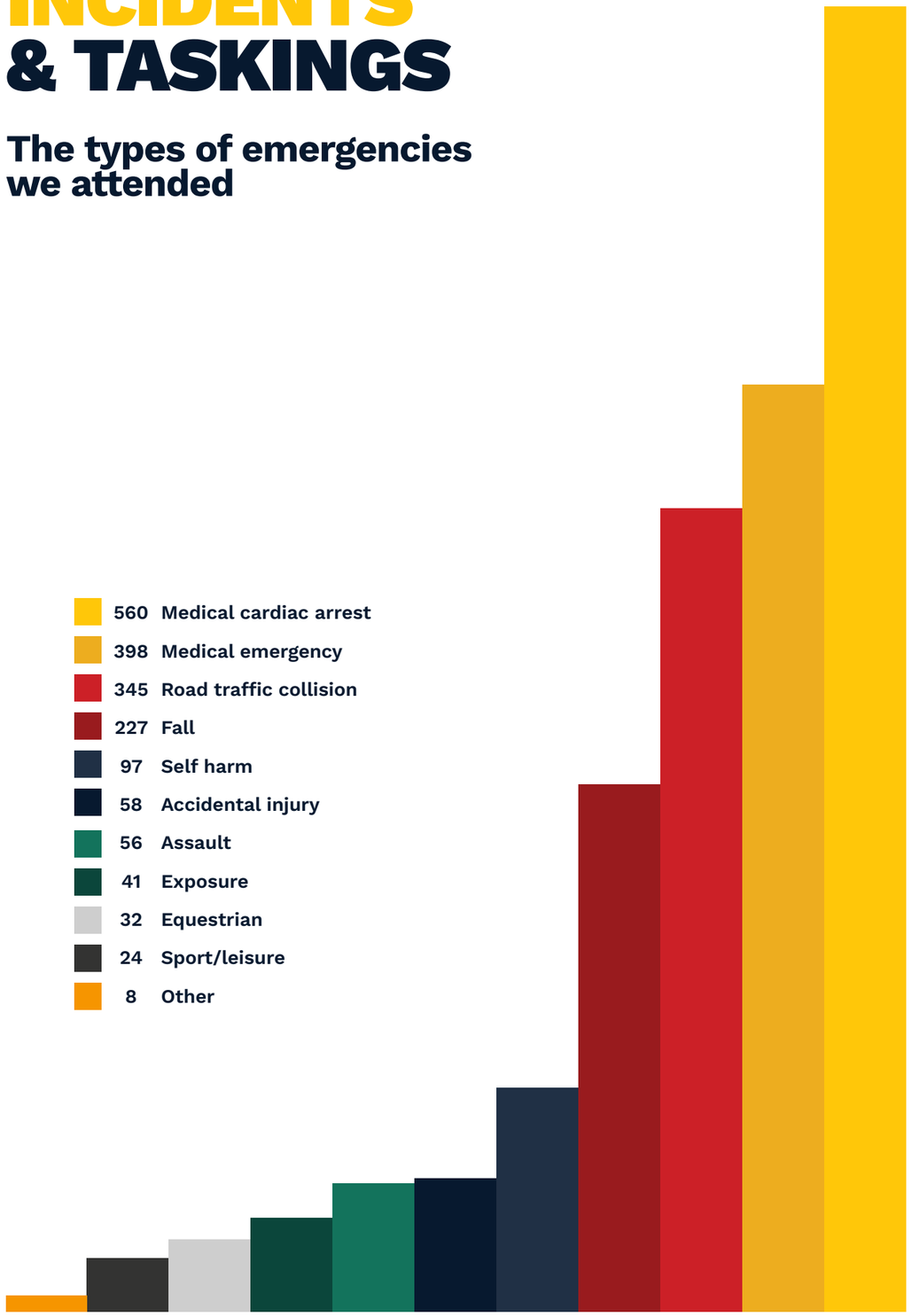
61
Patients receiving surgical interventions

Patients age/ Gender breakdown



INCIDENTS & TASKINGS

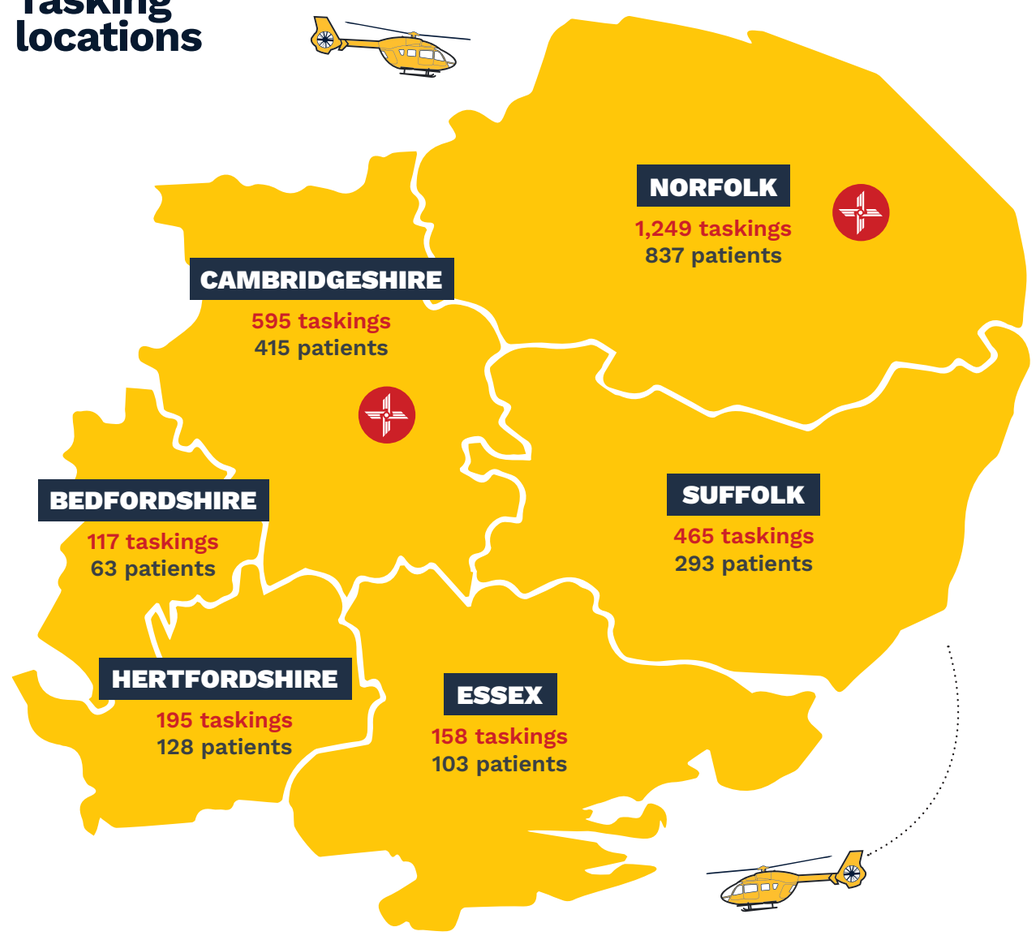
The types of emergencies we attended



1,812 Day taskings

975 Night taskings

Tasking locations



Norwich
Helicopter taskings
713

Cambridge
Helicopter taskings
770

Norwich
Critical care car taskings
704

Cambridge
Critical care car taskings
600

SUPPORT THAT LASTS BEYOND THE EMERGENCY

Our Aftercare service

At East Anglian Air Ambulance, our care doesn't end when the helicopter leaves the scene. We're not just there for the moment of crisis but also for the journey that follows. For patients and families facing the aftermath of a life-changing medical emergency, our Aftercare Team helps navigate the difficult road ahead.

Made up of specialist clinicians, the Aftercare Team provides vital emotional and practical support to those recovering from traumatic incidents. Whether it's helping patients adjust to life after critical illness or injury, guiding families through the shock of what's happened, or simply being a compassionate presence during an incredibly turbulent time - the team is there.

Support is tailored to each individual's needs. Sometimes it's direct help; other times it's signposting to other charities or services that can offer specialist care. Crucially, this service also extends to bereaved families and even members of the public who may have witnessed a traumatic event. No one is left to cope alone.

The Aftercare Team also plays a key role in gathering feedback from patients and relatives about their experience with East Anglian Air Ambulance. Many choose to meet the crew who treated them - a powerful moment that can bring clarity, closure, and connection. For our clinicians, these reunions offer a rare and meaningful insight into the outcomes of their care, helping to continually improve the service we provide.

Over the last year, the aftercare service connected and supported with 665 patients and their families, a significant increase on the previous year's 391 contacts. We also welcomed a new Head of Aftercare and look forward to launching a refreshed aftercare strategy within the next year.







COMMUNITY CPR AND DEFIBRILLATOR TRAINING

Training our communities in lifesaving skills

East Anglian Air Ambulance attends, on average, 1.5 cardiac arrests each day. When someone suffers a cardiac arrest outside of hospital, every second counts. We can get to these emergencies fast – but not as fast as someone already at scene. It is therefore our goal to train more people in our community in essential lifesaving skills.

When someone suffers an out of hospital cardiac arrest, immediate CPR can dramatically improve their chances of survival and if a defibrillator is also used within the first 3-5 minutes, the chances of survival can more than double, yet the current survival rate in the UK is just 8%.

Because when someone collapses in cardiac arrest, it's not just the air ambulance crew who can make a difference - it could be a colleague, a passer-by, a friend, or a child who's been trained to act.

We are therefore committed to training over 100,000 people in our region each year in CPR and defibrillator use by 2029 to try to increase cardiac arrest survival rates in the East of England. It's a bold target - but we're making strong progress.

In the 2024/25 financial year, East Anglian Air Ambulance trained 32,109 people across the region, through a mix of paid training staff and volunteer-led sessions - that's 5,746 more than the previous year.

We're also expanding the reach and impact of our training programme. One of the most exciting developments is our 'train-the-trainer' initiative in schools, which encourages young people to teach their peers. The aim is to ensure entire generations grow up with these lifesaving skills as second nature.

Together, we're building a region where more people survive cardiac arrest, not just because of what we do in the air, but because of what we teach on the ground.

RESEARCH AND EDUCATION

Our commitment to saving lives beyond the care we deliver at scene

Our commitment to saving lives goes beyond the care we deliver at the scene. We continue to play a leading role in shaping UK and international thinking in prehospital emergency medicine - driving innovation, education, research, and best practice across the sector.

Ground-breaking research

Our clinical focus on key areas such as out-of-hospital cardiac arrest, traumatic brain injury, blood transfusion, and aftercare is helping us push the boundaries of what's possible outside of hospital walls. By investing in these areas, we're not only improving outcomes for our patients today - we're helping to define the future of critical care.

Every insight gained, every procedure refined, and every life saved brings us closer to our goal: delivering truly outstanding out-of-hospital care to the communities we serve.

In January 2025, EAAA's Research, Audit, Innovation and Development Group (RAID) launched BRAIN-FIRST, a UK-first research project exploring whether a simple blood test undertaken at the scene of an emergency can help detect serious head injuries more quickly. By spotting signs of bleeding in the brain before a patient reaches hospital, this innovation could help our clinical teams make faster decisions and get patients to the right specialist care, such as a neurosurgical or major trauma centre, sooner.

The RAID team continues to publish and present research that is shaping the future of emergency care. Over the past year, we achieved ten publications in leading academic medical journals and showcased our work at national and international conferences, including winning the prize for 'Most Innovative Use of Routine Data' at the 999 EMS conference.

In November 2024, we hosted the RAID Conference at Downing College, University of Cambridge, bringing together leading experts in emergency medicine to explore the latest innovations in prehospital care. The programme covered a wide range of topics, including advances in brain injury diagnostics, novel approaches to cardiac arrest treatment, and support for both survivors and clinicians.

This year, we said farewell to Dr Rob Major, who served as the inaugural Chair of RAID. Rob's leadership was instrumental in establishing the department and shaping the RAID brand, which is now recognised internationally as a leader in advancing prehospital care. During his tenure, he guided the team through its formative years, building a strong research culture and forging collaborations that continue to drive us forward. His vision helped ensure that RAID became not only a hub of academic excellence but also a catalyst of meaningful improvements in patient care. We remain grateful for his dedication, expertise, and the enduring legacy he leaves within RAID and EAAA.

HOW WE ACHIEVE OUR AIMS

People and governance

We're proud to share that our staff retention is strong, with voluntary turnover down to just 7.7%, well below the national average of 19% for the not-for-profit sector, reflecting a positive and committed workforce. Our team is growing steadily, with a 2.56% increase in directly employed staff, and the average length of service has risen to over four years, showing long-term dedication. While sickness absence has slightly increased to 3.5 days per employee, it's still significantly lower than the national average, and we're actively supporting staff wellbeing to bring this down. Our full-time and part-time staff balance remains stable, helping us maintain a flexible and resilient team.

Volunteers

At East Anglian Air Ambulance, we simply couldn't do what we do without the dedication of our volunteers. From those who give their time regularly to those who support us occasionally, each person plays a vital role in helping us deliver our lifesaving mission.

In 2024/25, 289 regular volunteers and 347 occasional volunteers gave an incredible 16,315 hours of their time, a contribution valued at £252,000, and equivalent to 59 taskings. That's four more than our target, marking an unprecedented achievement and a powerful testament to the generosity and commitment of our volunteer community.

Our volunteers support the charity in countless ways, from serving as trustees and delivering clinical and community training, to offering expert advice across our operations and welcoming visitors at our headquarters. Their roles are as diverse as they are essential.

Recognising that people want more flexible ways to make a meaningful impact, we've also introduced micro-volunteering opportunities. These bite-sized tasks - like sharing social media posts, flagging local fundraising events, or simply spreading the word about the charity, allow more people to get involved in ways that suit their lives.

Whether it's a few minutes or many hours, every contribution helps us reach more people, save more lives, and build stronger connections with the communities we serve.

To every volunteer: thank you. You are the heartbeat of East Anglian Air Ambulance.

Executive Team

After a long period of stability and continuity within our executive team, this year has brought some significant changes, each marking a new chapter in the charity's journey.

We said farewell to Rachel Spencer who departed after nearly five years to join a national charity. Rachel led our finance team through a period of transformation, strengthening its capability, controls, and processes. Her legacy is one of resilience and progress, and we are deeply grateful for her leadership.

During the search for a permanent successor, we were fortunate to have Mark Trenavin-Body and Wynne Beaumont step in as Interim Finance Directors, providing steady guidance and continuity. In January 2025, we were delighted to welcome Gina Hardingham as our new Finance Director. Gina brings a wealth of experience from her time in the education sector and has already made a strong impact, successfully overseeing the implementation of our new finance system in July 2025.

We also bade a fond farewell to Sarah Atkins, Director of People & Culture and Deputy CEO, in July 2025. Sarah joined EAAA in 2015 and was the driving force behind a cultural transformation that reshaped the charity. Tasked with making East Anglian Air Ambulance a place where people truly wanted to work, Sarah delivered on that vision - culminating in EAAA being named a Best UK Charity to Work For by Best Companies in 2020, and earning further regional and national recognition for staff engagement. Her creativity, warmth, and dedication have left a lasting legacy, and we thank her deeply as she moves on to a new role in the charity sector.

Finally, we are proud to celebrate the appointment of a 'home-grown' leader. Nicki Blake, who joined EAAA in 2017, became part of the executive team in 2024 and was appointed Director of Brand & Marketing Communications in June 2025. Nicki's career progression in EAAA reflects the strength of our internal talent and our commitment to nurturing leadership from within.

Board of Trustees

There have been no changes to the Board since the last annual report.

Clinical governance

Over the past 12–18 months, East Anglian Air Ambulance has undergone significant transformation within our clinical workforce, responding to evolving demands across the organisation and setting a new vision: to deliver a nationally recognised prehospital clinical governance framework.

To support this ambition, we've reviewed and refined both our clinical governance and workforce structure, adapting current roles within the organisation to ensure we're equipped to lead the way in prehospital emergency medicine.

With the departure of some of our long-standing consultants, who left for exciting new opportunities, we were delighted to appoint seven new consultants, some with specific remits around education, training and research. These highly skilled clinicians play a vital role in delivering advanced critical care in high-pressure, prehospital environments. Their expertise is central to developing our clinical workforce and shaping the future of our governance programme.

To further strengthen our governance, two of our existing consultant team took on further responsibility within our Clinical Governance Steering Group (CGSG). The CGSG oversees the quality and safety of our clinical care, ensuring we remain safe, effective, caring, responsive, and well-led.

Finally, we've introduced two new full time paramedic clinical leads to the team. These roles replace previous roles within the organisation and provide expert oversight and leadership of our paramedic team, ensuring clinical standards are upheld and continually improved, supporting our commitment to excellence.

PATIENT FEEDBACK

At East Anglian Air Ambulance, we know that delivering outstanding care doesn't end at the scene of an emergency. That's why we're deeply committed to understanding the experiences of our patients and their families, not only to improve our service, but to ensure we continue to offer compassionate support in the difficult aftermath of a life-changing incident.

In 2024/25, we received:

- 99 heartfelt thank you messages from patients and families. These messages often reflected:
    - Exceptional care and professionalism
    - Lifesaving interventions
    - Kindness, empathy, comfort, and patience
    - Ongoing gratitude, with many expressing a desire to support EAAA in return
- 82 clinical feedback forms from former patients and their families. These were in response to the question "Overall, how satisfied were you with the treatment you received?" — with an average score of 5 out of 5.
- 63 aftercare feedback forms, covering three key questions about the support received. The overall satisfaction score was an impressive 4.82 out of 5.

We also achieved an over 85% distribution rate for our Aftercare and Bereavement cards, which include QR codes to make sharing feedback easier and more accessible.





OUR PARTNERS

East of England Ambulance Service Trust (EEAST)

We are tasked by EEAST's Critical Care Desk (CCD) to support paramedics at life-threatening medical or trauma emergencies across the region. The majority of our critical care paramedics are seconded from EEAST and we continue to work closely with them on the future of our paramedic workforce model and will review the best approach to a model which supports our operations and charity strategy.

Babcock Mission Critical Services Onshore

Babcock is our aviation partner which provides our aircraft, pilots and engineering support, and holds the Air Operators Certificate (AOC) from the Civil Aviation Authority for the charity's service by air.

We have partnered with Babcock for 15 years and our current contract runs until April 2028.

Hospitals

We work extremely closely with specialist hospitals in our region, such as Trauma Units, Cardiac Centres, Burns Units and the Major Trauma Centre. These hospitals regularly receive East Anglian Air Ambulance's patients and we continue to share information between the organisations in order to measure and optimise our collective impact on patient outcomes.

Other partners include:

- Other air ambulance charities, particularly those in the East of England: Essex & Herts Air Ambulance Trust and Magpas Air Ambulance. Collaboration across the air ambulance sector in all disciplines is increasing and delivering huge benefits through sharing of beneficial practice and acceleration of innovation.
- National guardians of health data such as the Trauma Audit & Research Network (TARN) who we can work with to measure its relative performance.
- Specialists in helicopter emergency medical service (HEMS) research such as the National HEMS Research & Audit Forum (NHRAF) and the Prehospital Trainee Operated Research Network (PHOTON), with whom we can increase the significance of its research through larger datasets.
- NHS and third sector organisations that provide specialist support services and who we can signpost its patients and their families towards during their recovery or as they adapt to life after their incident.
- Academic partnerships with the University of East Anglia (UEA), St Mary's and others to deliver both research and training programmes where there are complementary skills, knowledge and/or expertise.
- Corporate partners that support the charity's work through a combination of fundraising and increasing awareness of East Anglian Air Ambulance's lifesaving work to their stakeholders.
- Abbot in connection with our BRAIN-FIRST study (see page 27).

CUTTING-EDGE TOOLS AND INFRASTRUCTURE

Helipads

A comprehensive, 24/7 lit helipad network remains a vital part of East Anglian Air Ambulance's ability to deliver rapid, lifesaving care across the region. As part of our commitment to continuous improvement, we've maintained a strong focus on supporting hospitals as they upgrade or rebuild their helipad facilities.

In 2024/25, we've actively engaged with three regional hospitals beginning the process of redeveloping their helipads:

- James Paget Hospital, Gorleston is still in the planning phase, exploring options for relocating its helipad to a more suitable site.
- Queen Elizabeth Hospital, King's Lynn has chosen a new location for its helipad. While this will require a secondary patient transfer, the site will be a permanent solution built to Civil Aviation Authority standards.
- West Suffolk Hospital, Bury St Edmunds will retain its current helipad location, and we're working closely with the hospital to ensure lighting is installed as part of its wider redevelopment plans.

We've also maintained regular contact with the New Hospital Programme, contributing to the development of a national policy for the provision and operation of hospital helipad landing sites, a crucial step in standardising and improving access across the UK.

Closer to home, we continue to collaborate with Addenbrooke's Hospital, the region's major trauma centre, to safeguard its helipad amid nearby construction. With the development of the new Cambridge Children's Hospital expected to render the current helipad unviable by mid-2027, we are actively working with the Addenbrooke's estates team, Essex & Herts Air Ambulance, and Magpas Air Ambulance to identify a suitable new location.

These efforts are essential to ensuring our crews can continue to deliver critical care quickly and safely.

HEMSops

In 2024/25, East Anglian Air Ambulance, in collaboration with Intelogy and Devon Air Ambulance, launched a new equipment and operations oversight system: HEMSops, which has been shortlisted for the Tech Impact Awards 2025 in the category of Best Tech Innovation to Promote Health.

HEMSops is a digital app designed to improve governance, efficiency, and crew situational awareness. It features a front-end crew app paired with an administrator dashboard, enabling seamless communication and oversight between frontline teams and operational leads.

The system's reporting capabilities also offer valuable insights into operational trends, such as equipment serviceability and adherence to governance checks, helping us identify areas for improvement and maintain the highest standards of care.

New website

In October 2024, the charity launched a new website enabling us to fully integrate our payment and CRM systems, remove manual handling of data, and improve our data security and agility. It also formed part of our digital transformation, improving digital engagement journeys with our supporter base in line with our income strategy.



New financial management system

We launched a new finance management system which has allowed integration with other charity and external systems, improving and streamlining our processes, as well as future proofing. This has enabled more time to be spent on adding value rather than admin workarounds, and access to more live data to inform charity decision making.



ComBee lottery system

After two years of planning, we launched ComBee in July 2025, our new internal lottery system from Bee Ethical. It is secure, integrates smoothly with our supporter database and payment systems, and gives both the Lottery and Supporter Engagement teams more control and a simpler way to manage supporter records.

ComBee©
Customisable lottery software

PayPoint

Over the past year, we've moved all payment services to PayPoint, covering Direct Debits, online, and phone donations. It's streamlined our systems, improved security with SMS and open banking, and connected payments to our supporter and lottery databases. We've also expanded our lottery prizes from 18 to 118 with new voucher options.

PayPoint

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ENVIRONMENTAL SUSTAINABILITY



Our pledge – East Anglian Air Ambulance aims to eliminate its negative impact on the environment by committing to achieve a net zero, zero waste to landfill operation by 2040 and thereafter, where possible, operate as a climate positive organisation.

This pledge is underpinned by a series of sustainability objectives over the next 15 years. As part of this, in 2024/25, we delivered the following initiatives to minimise our impact on the environment:

Solar Panels at Helimed House

We installed solar panels on the roof at Helimed House in August 2024. These will generate nearly half of the building's electricity needs annually (before EV chargers are factored in), helping us save significantly on energy costs.

New Electric Vehicle Charging Points
At a similar time, eight EV chargers (11–22kW) were also installed at Helimed House. These are available for both staff and visitors with electric cars to use.

Sustainable Aviation Fuel trial

In July 2024, we became one of the first air ambulances in the UK to trial Sustainable Aviation Fuel (SAF). The one-off trial supports the charity's pledge to become carbon neutral by 2040, providing an opportunity to take learnings and positive steps towards becoming a more sustainable organisation.

EAAA operates two Airbus H145 helicopters. SAF was trialled in our Norwich-based H145 aircraft earlier this year and was refuelled with 470 litres of SAF from Norwich Airport, which was a blend of 30% SAF with 70% conventional Jet A1 fuel. The trial resulted in 90 minutes of flying time, covering two medical emergencies: a night tasking in West Norfolk, and a task the following day near the Norfolk/Suffolk border.

While almost chemically identical, SAF is made from renewable biomass and waste resources and can result in a reduction in carbon emissions by up to 80%. Currently, the aviation industry is heavily dependent on traditional fuel, but more steps are being taken by the industry to explore other options.

SAF restricted fund

SAF is currently more costly than traditional fuel, but the expectation is that this won't always be the case as investment increases, technology advances and volumes increase, and the benefits of SAF become more widely recognised. As a publicly funded charity, we must use supporters' funds wisely and we recognise that not everyone will want their donation currently used in this way, i.e. to fund more expensive fuel, so we are exploring the creation of a SAF restricted fund, which will enable those wishing to support the air ambulance in a greener way to donate their money directly towards covering the higher costs of sustainable aviation fuel.



Carbon emissions report

Since 2022, East Anglian Air Ambulance has been recording and monitoring our carbon footprint to help achieve our sustainability goals. The following areas have been measured for this assessment year's carbon footprint:

- Scope One – Helicopter Fuel, critical care cars (Hybrid and Petrol) and General Transport, Kerosene
- Scope Two – Electricity
- Scope Three – Waste, Water and Sewerage, Paper

The total carbon emissions for the charity in 2024/25 (covering the period July to June) was 737.96 tCO2e, compared to 841.69 tCO2e in 2023/24 (covering the period July to June), a 12.3% decrease in emissions.

Last financial year's reduction in emissions was influenced by key factors. The installation of solar panels at Helimed House contributed to a meaningful drop in electricity-related emissions. Alongside this, a small decrease in the total hours flown by the Norwich aircraft led to lower helicopter fuel consumption.
The table below shows how our carbon footprint is broken down by item in the last three years.

Item	2022/23 tCO2e	2023/24 tCO2e	2024/25 tCO2e
Helicopter fuel	731.75	738.45	619.17
Critical care car (Hybrid and petrol)	-	9.77	7.82
General Transport	28.66	17.87	22.68
Heating oil (Cambridge base)	22.71	17.36	17.22
Electricity	41.96	50.90	38.68
Waste	4.88	6.16	5.28
Water and Sewerage	0.26	0.22	0.21
Paper	0.67	0.95	1.11
Other Travel	-	-	25.80
Total	830.88	841.69	737.96



PLANS FOR THE FUTURE

“I am so, so grateful to the East Anglian Air Ambulance doctor James and critical care paramedic Pete. Their early intervention in cannulating at the place of seizure, meant he was able to have the anti-seizure medication running whilst en route to the hospital. I have no doubt this played a massive role in settling the seizure and avoiding intubation.”

Former patient

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PLANS FOR THE FUTURE

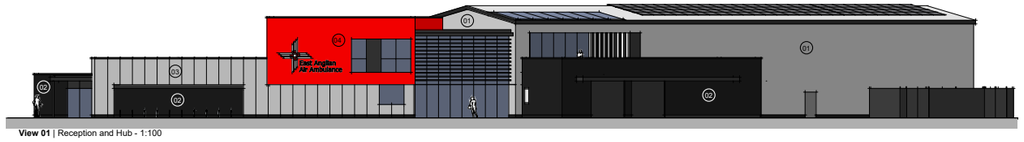
New Cambridge Air Base

Since 2007, East Anglian Air Ambulance and the owners of Cambridge City Airport, Marshall, have worked together to ensure that Anglia Two can swiftly attend people in their moment of greatest need. In the last year alone, the helicopter and medical team based at Cambridge City Airport brought lifesaving care to 929 people. However, due to the planned closure of the airport, we must urgently relocate our Cambridge-based operation.

A new base will not only safeguard the continuity of our lifesaving service, but also enable much needed improvements in training, public engagement, and crew welfare, allowing us to evolve to meet future critical care needs.

Following extensive research and assessment, a site 2km southeast of Fulbourn has been identified as the most suitable option available to the charity. This location offers similar response times by both air and road to the charity's current Cambridge base and has good road links for effective response of the critical care car to surrounding communities.

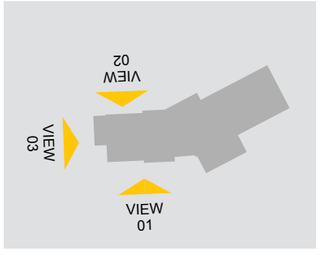
We agreed heads of terms for the purchase of the land in March 2025 and exchanged contracts in October 2025. We submitted our planning application to South Cambridgeshire District Council in November 2025.

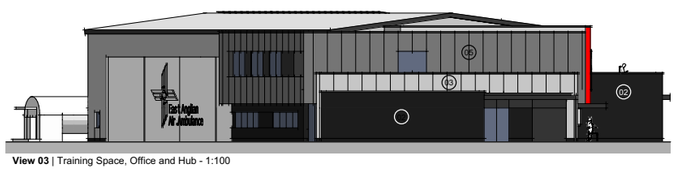


View 01 | Reception and Hub - 1:100



View 02 | Training Space and Hub - 1:100





View 03 | Training Space, Office and Hub - 1:100



Cambridge Air Base Appeal – Bring us in to land

We estimate the cost of securing the land and constructing the new base will be £14 million and have set aside £5.8 million from our reserves in a designated planned capital expenditure fund in preparation. To realise this lifesaving vision, therefore, we must raise £8.2 million by the end of 2026. The appeal will be the biggest fundraising campaign in East Anglian Air Ambulance's history, involving the valued support of both new and existing donors to make this important project a reality.
We have an active Cambridge Air Base Campaign Committee supporting the fundraising team, who are working tirelessly to secure significant gifts from individuals across the region and helping to establish a Navigators giving group, with 100 members committing to donate a total of £50,000 each over three years. Our entire community will have the opportunity to support the appeal when we launch a public campaign in Spring 2026.

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REPORT, ACCOUNTS AND ADMINISTRATIVE DETAILS

End of year results

With ongoing economic headwinds and global uncertainty, it has been a more challenging year for East Anglian Air Ambulance than recent years, but overall we remain financially stable.

Our income was less than budgeted and a reduction on the prior year, primarily due to lower-than-expected gifts in wills income, with total income for the year of £18.82m (2024: £18.97m). Of this, £18.19m was unrestricted and therefore available to spend on funding day to day charitable expenditure and fundraising activity. Income of £0.63m received has been restricted for a specified purpose, primarily being the Cambridge Air Base Appeal Fund (£0.4m) and medical equipment fund (£0.2m).

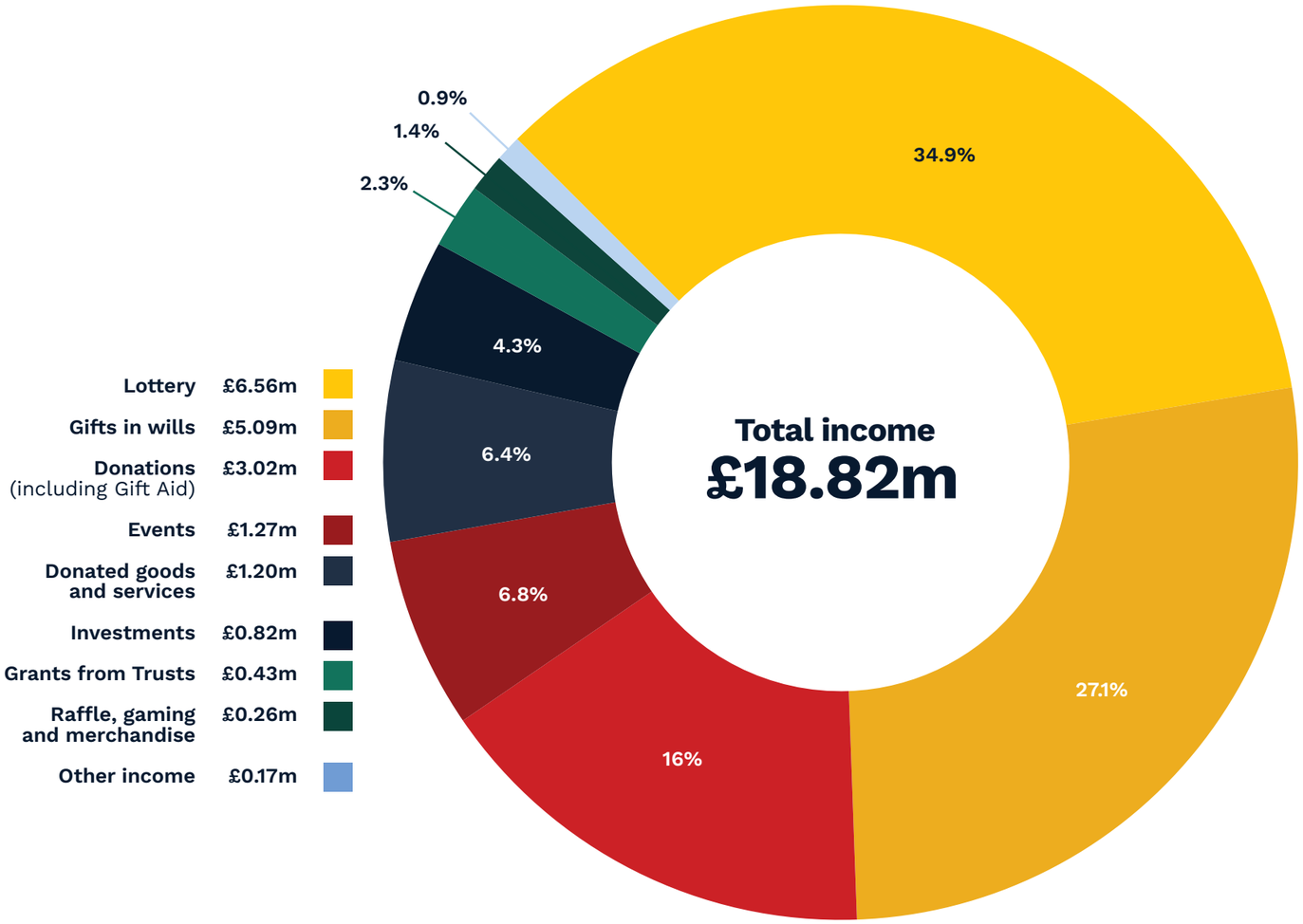
Our increased expenditure, which totalled £18.25m (2024: £17.64m), reflects increases to staff costs as well as other inflationary pressures, offset by reduced aviation costs.

Whilst we hold investments for long term financial security, market volatility during the period resulted in a loss on the valuation of our investments of £0.3m (2024: £0.5m gain).

The overall result, after the loss on the value of investments, was a surplus for the year of £0.2m (2024: £1.6m surplus). The impact of this on our reserves can be seen in note 18.

INCOME

Our income sources are set out in detail in notes 2-5. Despite the challenging economic environment our supporters generously provided 87% of our total income for the year with the balance (13%) being made up of donated goods and services (£1.2m), bank interest and dividend income (£0.8m) and training course and miscellaneous income (£0.1m).



Lottery

The charity's weekly lottery continues to be our most significant income stream, generating revenue of £6.6m, representing 35% of total income in 2025. Recruitment of new players remains challenging in a competitive charity lottery market, and this is reflected by income remaining at the same level as in 2024.

Gifts in wills

Gifts in wills contributed £5.1m of income, which is below what we had budgeted and a reduction on last year (2024: £5.7m). Whilst we believe our legacy income will continue to be an increasingly important income source, it is also less predictable and can fluctuate significantly year to year, reinforcing our need to have a diverse mix of income streams to mitigate against this risk.

Donations

In a challenging fundraising landscape, income from donations remained relatively stable year on year, reducing 0.5% to £3.02m (2024: £3.03m). Included within donations is £0.1m of income restricted for the new Cambridge Airbase.

Grants from Trusts

Grants from Trusts increased significantly in 2025, generating income of £0.5m (2024: £0.1m). £0.3m of this income relates to supporting the new Cambridge air base project, specifically being a grant for the construction of the helipad from the HELP Appeal (which is restricted income.)

Community, corporate and events

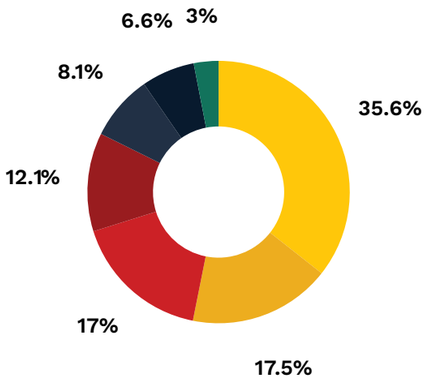
Both our own East Anglian Air Ambulance events, Only the Brave and Trek 24 series, plus the hundreds of community events across the region organised in aid of the charity, has seen event income remaining consistent year on year at £1.3m.

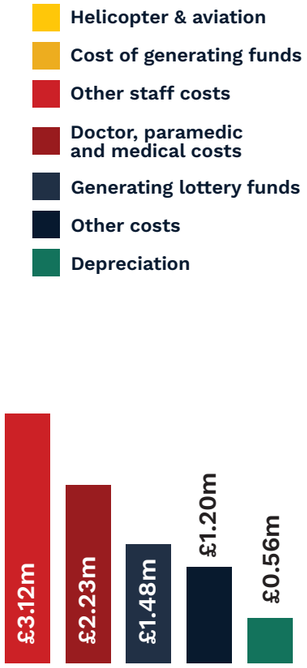
Our newly expanded Corporate Team has seen great results in their first full year, with businesses across the region generating over £344K.

Donated goods and services

Donated goods and services of £1.2m continue to primarily represent clinical staff seconded to the charity free of charge. The value of volunteer hours is not captured within this figure, but we recognise the value of our volunteers as part of our internal reporting.

EXPENDITURE & LIQUIDITY





Expenditure

Total expenditure for the year was below budgeted levels, but increased by 2.2% from the previous year, with the impact of an 11% increase in expenditure on raising funds, offset by a small reduction in expenditure on charitable activities.

Operating the charity's two helicopters and associated aviation costs remain our most significant areas of expenditure. These costs were lower in 2025 (£6.5m) compared to 2024 (£6.9m), and below budget due to reduced flying time, reflecting temporary operational constraints during the year. Whenever our helicopters were unavailable, we ensured our lifesaving teams continued to reach emergencies using our critical care cars, which carry the same state-of-the-art equipment and deliver an identical level of clinical care at the scene.

Our increased costs for raising funds have been primarily impacted by increased staff costs in this area, which have risen by 20% on the prior year. Whilst some of this additional cost relates to increased headcount, including temporary fundraising roles in anticipation of the demands of raising the required £8m for the replacement Cambridge Air Base, we have also been impacted by legal increases to the national minimum wage, changes to national insurance, as well as our decision to apply charity wide pay awards. Our cost of living and appraisal pay awards ensure our employees continue to receive a fair wage as the cost of living continues to rise and is deemed necessary to attract and retain high quality staff.



Liquidity

Although the charity holds healthy reserves, it is important to manage cash flow effectively. This is particularly significant for the following reasons:

- Our income is comprised of both regular and seasonal inflows of cash, whilst our operating costs generally remain broadly similar each month.
- A large proportion of our current assets comprises accrued legacy income, where we have recognised in our accounts the value of a gift in a will we are due to receive, but for which the timing of the cash receipts is often difficult to predict.

As at 30 June, 2025, the charity held £13.2m of cash compared with £14.3m in 2024. An additional £2m was invested over the course of the year, but with increasing volatility of global financial markets and interest rates remaining high, it was deemed sensible to continue to hold significant cash funds.

We also recognise the significant cash outlays that will be required during the construction of the new Cambridge air base and have considered this in our liquidity positioning.

FUNDS

Restricted funds

These are primarily donations made for specific purposes, including the Cambridge Air Base appeal, as well as for replacing medical equipment and delivering CPR across our communities.

Restricted funds at 30 June 2025 amounted to £0.51m (2024: £0.13m), primarily relating to the Cambridge air base. Details of these funds are shown in note 18 to the financial statements.

Unrestricted funds

General fund

The Trustees deem that it is appropriate to hold reserves within a range, allowing the charity to safeguard service delivery during potential periods of reduced income or increased costs, as well as the flexibility to respond to new opportunities that would benefit the charity in meeting its charitable objectives. The range also ensures we do not hold excessive funds without a clear intention for their use.

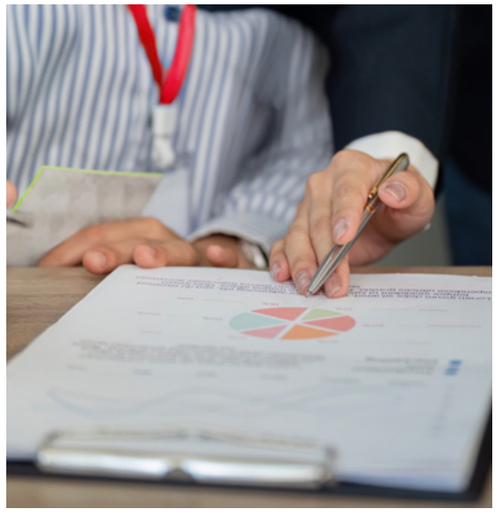
A risk-based approach has been taken to determine the appropriate range of free reserves to be held taking into consideration EAAA's high fixed costs, reliability of income and potential for external factors impacting our operations. The Trustees have concluded that we should hold free reserves in the range of 9 to 12 months of future budgeted annual expenditure, adjusted for depreciation and donated goods and services. Free reserves at the year-end were £19.4m, (2024: £20.8m) representing 12.6 months of 2025/26 budgeted adjusted costs. Whilst this falls outside our target range, we are forecasting operational deficits in the short term, in part as we invest in our Cambridge awareness campaign. Any income for the new Cambridge base will be restricted and held only for this purpose and is therefore separate from our free reserves. We anticipate the free reserves will fall back within the agreed range by the end of the 2025/26 financial year.

The reserves policy is reviewed annually in line with budget setting to ensure there are no indications the policy is no longer appropriate.

Designated funds

The Trustees regularly consider future potential capital needs and strategic investment requirements. Each year, at the discretion of the Trustees, and based on economic circumstances and other considerations at the time, a decision is taken whether to allocate any general funds to designated funds. Despite a small reduction of the general fund in the year before any designations, the Trustees have chosen to continue the approach of recent years by allocating 25% of legacy income recognised in the year to the Planned Capital Expenditure Fund. This designation, which equates to £1.3m in 2024/25, reflects the charity's ongoing commitment towards the new Cambridge air base and increases the balance of the fund to £5.8m.

The designated Fixed Asset Fund continues to reflect the net book value of the assets of the charity, ensuring that the unrestricted, undesignated funds shown on the balance sheet truly reflect those funds which are freely available to call upon should they be needed.





Investment policy

The Trustees exercise due care when making investment decisions, selecting investment managers to advise on investments that are right for charity, are suitably diversified and align with the overall purpose and strategy of the charity.

To aid this, the Trustees seek advice from suitably qualified persons when considering investment decisions and used the services of an Independent Financial Advisor (IFA) authorised and regulated by the Financial Conduct Authority to provide ongoing expert support. The Trustees recognise that risks cannot be fully mitigated, and market volatility risk will always remain a significant risk. It is the Trustees' intention to avoid harm by ensuring that environmental, social and governance (ESG) factors are incorporated into the criteria for any investments placed. The Trustees do not wish to invest in companies which fail to meet the responsible investment criteria set by this policy.

Investment performance

During the year, following extensive consideration, investments held with BNY Mellon Investment Management were sold and the proceeds reinvested with CCLA in the COIF Charities Investment Fund. CCLA are one of the UK's largest charity fund managers who are deemed to align closely with East Anglian Air Ambulance's charitable aims and values.

Further transfers from cash totalling £2m were made to investments over the course of the year.

The market value of investments held at 30 June 2025 was £8.3m (2024: £6.6m) and included a net loss in market value during the year of £0.3m (2024: £0.5m gain). While the fund has underperformed during the period—impacted by a combination of global market volatility and adverse effects from US trade announcements, as well as a poor year for CCLA in particular—our investment strategy remains focused on long-term growth. In line with our investment policy, the portfolio is managed with a long term target return of CPI +4% per annum, aiming to protect the real value of our reserves against inflation over time.

Going concern

The Trustees have assessed projected future income, expenditure and cash flows and analysed the strength of the charity's reserves and liquid assets. Consideration has been given to the stability and diversity of income streams. The Trustees conclude that there is reasonable expectation that the charity and its trading subsidiary have adequate resources to continue their activities for the foreseeable future and to settle liabilities as they fall due. They continually monitor progress against longer-term financial plans and take appropriate steps to mitigate risks.

The designated Fixed Asset Fund continues to reflect the net book value of the assets of the charity, ensuring that the unrestricted, undesignated funds shown on the balance sheet truly reflect those funds which are freely available to call upon should they be needed.

Risk management

Risk management is well embedded into the operations of the charity, with risk identification within the remit of all staff who are empowered to report them. Risks are considered, mitigation actions identified and progress reviewed on a regular cycle through directorate forums. The charity's risk register is monitored each month by the Executive Team, with new and significant risks reviewed quarterly by the trustees, together with progress in implementing and monitoring mitigations.

The major risks and uncertainties facing the charity have been identified as being issues which would lead to a curtailment or cessation of its critical care service are:

* Failure of capital fundraising appeal to raise sufficient funds for the Cambridge Air Base project, resulting in a delay or change in approach to the project
* Reduced availability of pilots affecting aircraft availability
* Cyber security breach resulting in inability to operate, loss of personal identifiable data and reputational harm
* Breach of patient confidentiality resulting in reputational harm
* Access to 24/7 lit hospital helipads across the region adversely affecting patient care.

The trustees have given consideration to the major risks identified above and are satisfied that, so far as is practicable, appropriate policies, procedures and systems are in place to mitigate these risks and others identified in the risk assessment process.



Structure, governance and management constitution

EAAA was established on 6 September 2000 as a charitable company limited by guarantee. It is governed by its Articles of Association which were updated by the Trustees on 29 May 2020. East Anglian Air Ambulance (Trading) Limited was formed on 2 January 2001 as a wholly owned subsidiary to carry out trading activities on behalf of the charity.

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RECRUITMENT, INDUCTION AND TRAINING OF TRUSTEES

The Trustees, who are also Directors of East Anglian Air Ambulance under company law, are collectively referred to as the Trustees throughout this report. The Trustees are the Members of the charity for Company Law purposes.

The Board of Trustees comprises at least five and not more than nine people. There are currently eight Trustees, details of whom are set out within the Reference and Administrative details within this report.

Trustees are appointed to serve in three-year terms which can be renewed if this is agreed as being in the interests of the charity, usually subject to a maximum term of nine years. The Chair may serve for a maximum of two additional three-year terms.

The Nomination & Remuneration Committee leads the process of selection of candidates for appointment to the Board of Trustees and makes recommendations to the Trustees regarding plans for succession. The election and re-election of Trustees takes place at the Annual Meeting of Trustees.

East Anglian Air Ambulance is committed to an open, transparent and fair Trustee appointment process and welcomes applications from people of all backgrounds. The process we adopt is follows:

- A recruitment agency is appointed to represent East Anglian Air Ambulance and oversee. CVs are considered on criteria set out by Trustees according to required skills identified through a skills matrix analysis.
- Shortlisted candidates are firstly interviewed by the Chair and Chief Executive. A refined shortlist is then put forward for second round interviews with selected Trustees at our headquarters, during which candidates are given the opportunity to meet staff and tour the premises.

Candidate(s) (depending on the number of vacancies) are recommended for appointment to the board, who make the final decision.



Upon appointment new Trustees are given a comprehensive induction, including time spent with members of the Executive Team, exploring in particular the strategy, five-year financial forecast and latest statutory and management accounts. A comprehensive Trustee Governance Manual is provided which includes, amongst other matters:

- Information about the organisational structure of the Charity.
- Guidance on the role and responsibilities of Trustees, including the Charity Governance Code.
- The Memorandum and Articles of Association.
- Key policies and procedures.

Training needs of the Trustees are assessed by the Nominations & Remunerations Committee on an annual basis. Trustees attend training sessions, which are sometimes arranged as part of trustee meetings, and are encouraged to keep up to date with charity issues by reading Charity Commission newsletters and other relevant publications.

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ORGANISATIONAL STRUCTURE

The charity is governed by the Board of Trustees which meets at least every quarter. The Trustees oversee the strategic direction and governance of the charity and are responsible for ensuring that the charity is being run in accordance with and in support of its purpose, its strategy and agreed policies and procedures, and in accordance with guidance from the Charity Commission, the Fundraising Regulator and Charity Governance Code.

The Board of Trustees is supported by two committees, the members of which are appointed annually at the Annual Meeting:

- The Finance Committee comprises four Trustees and meets quarterly to consider financial matters and makes recommendations to the Trustees accordingly. The Chief Executive and the Finance Director/Company Secretary are in attendance and members of the Executive Team also join these meetings as appropriate.
- The Nominations & Remunerations Committee also comprises four Trustees. The Committee is an advisory committee which leads on trustee (including the Chairman of the board) recruitment, selection, succession planning and training. The Committee also oversees the recruitment and selection process for the Chief Executive, as well as reviewing the appointment and remuneration of the Executive Team before making recommendations to the Board. It also assesses annual staff pay awards and makes recommendations to the Board.

Day to day operations and fundraising activities of East Anglian Air Ambulance are led by the Executive Team, the members of which are set out within the Reference and Administrative details at the end of this report. Decisions requiring Trustee approval are defined in the Trustees Governance Manual and include:

- Board and Committee appointments.
- The Charity's strategic aims, its objectives and direction.
- The appointment and remuneration packages of the Chief Executive and members of the Executive Team.
- Matters above the delegated authority granted to the Executive Team.

The Charity's wholly owned trading subsidiary, East Anglian Air Ambulance (Trading) Limited runs a lottery and undertakes other trading activities. The company operates independently of the Charity in accordance with Charity Commission guidelines, with its own independently chaired Board of Directors.





STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees (who are also directors of East Anglian Air Ambulance for the purposes of company law) are responsible for preparing the Trustees' Report (including the Strategic Report) and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charitable company and group and of the incoming resources and application of resources, including the income and expenditure, of the group for the year.

In preparing these financial statements, the Trustees are required to:

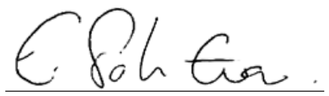
- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP 2015 (FRS 102);
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company and the group will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and group and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- There is no relevant audit information of which the charitable company's auditor is unaware; and
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

Signed by order of the Trustees on 01 December 2025



E S Evans ACA (Chairman)

INDEPENDENT AUDITOR'S REPORT

To the Members of East Anglian Air Ambulance

Opinion

We have audited the financial statements of East Anglian Air Ambulance (the 'parent charitable company') for the year ended 30 June 2025 which comprise the Group Statement of Financial Activities (including the Income and Expenditure account), The Group and Parent Charitable Company Balance Sheets, the Group Statement of Cash Flows and notes to the financial statements, including 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 charitable company's affairs as at 30 June 2025 and of its 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.

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 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 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 trustees are responsible for the other information contained within the annual report. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. 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 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 our audit

- the information given in the Trustees' Annual report, which includes the Strategic Report and Trustees' Report, prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Strategic Report and the Trustees' Report included within the Trustees' Annual Report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Strategic report and the Trustees' Report included within the Trustees' Annual Report. We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 57, 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 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 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 obtained an understanding of the legal and regulatory frameworks within which the group operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006 and Taxation legislation. We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be the override of controls by management and the recognition of revenue, specifically in relation to legacy income and in respect of the benefit assertion in respect of other income streams.

Our audit procedures to respond to these risks included:

- enquiry of management about the company's policies, procedures and related controls regarding compliance with laws and regulations and if there are any known instances of non-compliance;
- examining supporting documents for all material balances, transactions and disclosures;
- evaluation of the selection and application of accounting policies related to subjective measurements and complex transactions;
- detailed testing of a sample of legacy income recognised during the year and around the year and agreeing these through to supporting documentation and bank receipt;
- detailed testing of a sample of other sales made during the year and around the year and agreeing these through to invoices and bank receipt;
- testing the appropriateness of a sample of significant journal entries recorded in the general ledger and other adjustments made in the preparation of the financial statements; and
- review of accounting estimates for biases.

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. 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 2006. 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, for our audit work, for this report, or for the opinions we have formed.

Crowe UK LLP

Matthew Howard
Senior Statutory Auditor

For and on behalf of

Crowe U.K. LLP
Statutory Auditor
Medway Bridge House
1-8 Fairmeadow
Maidstone
Kent
ME14 1JP

05 December 2025

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REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS

Year ended 30 June 2025

Registered charity name	East Anglian Air Ambulance
Charity registration number	1083876
Company registration number	04066700
Principal office and registered office	Helimed House Hangar 14 Gambling Close Norwich Airport Norwich NR6 6EG
The Trustees	E S Evans ACA (Chairman) * ¶ D Astill ¶ Dr T W S Davis C Cowling ¶ R S Holden LLB Solicitor, MCIPR * D G Richardson FCA * M T Sigsworth * T F Wells ¶ * Member of Finance Committee ¶ Member of Nominations & Remuneration Committee
Chief Executive	M A L Jones MA MBA
Company Secretary	G A Hardingham
Executive Team members	Alexander Todd, Director of People and Culture Nicola Blake, Director of Brand & Marketing Communications Georgina Hardingham, Finance Director Richard Hindson, Director of Operations & Infrastructure Dr Victor Inyang, Medical Director Stuart Wyle, Director of Fundraising & Supporters

Website	www.eaaa.org.uk
Auditor	Crowe U.K. LLP Statutory Auditor Medway Bridge House 1-8 Fairmeadow Maidstone Kent ME14 1JP
Solicitors	Birketts LLP Kingfisher House 1 Gilders Way Norwich NR3 1UB Hansells 13 The Close Norwich Norfolk NR1 4DS Mills & Reeve LLP 1 St James Court Whitefriars Norwich Norfolk NR3 1RU
Bankers	NatWest Bank plc Lakeside 300, Broadland Business Park, Norwich, NR7 0WG Barclays Bank plc 3 St James Court Whitefriars Norwich NR3 1RJ CCLA One Angel Lane London EC4R 3AB
Investment Managers	CCLA Investment Management Limited One Angel Lane London EC4R 3AB
Independent Financial Advisors	Yoke Financial Consultants Limited (t/a Yoke and Company) 6 Normanhurst Road London SW2 3TA



FINANCIAL STATEMENTS

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GROUP STATEMENT OF FINANCIAL ACTIVITIES

(including Income and Expenditure Account)

Year ended 30 June 2025

	Note	Unrestricted Funds £	Restricted Funds £	Total Funds 2025 £	Total Funds 2024 £
Income					
Donations and legacies	**2**	10,388,491	629,374	11,017,865	11,337,546
Other trading activities	**3**	6,874,646	-	6,874,646	6,906,106
Investments	**4**	815,360	-	815,360	627,692
Other	**5**	116,298	-	116,298	103,634
Total income		18,194,795	629,374	18,824,169	18,974,978
Expenditure					
Raising funds	**6**	4,880,136	-	4,880,136	4,382,356
Charitable activities	**7**	13,366,903	89,175	13,456,078	13,504,862
Total expenditure		18,247,039	89,175	18,336,214	17,887,218
Net income/(expenditure) before gains/(losses) on investments		(52,244)	540,199	487,955	1,087,760
Net (losses)/gains on investments	**14**	(311,152)	-	(311,152)	546,705
Net income/(expenditure)		(363,396)	540,199	176,803	1,634,465
Transfers between funds	**18**	166,109	(166,109)	-	-
Net movements in funds		(197,287)	374,090	176,803	1,634,465
Total funds brought forward	**18**	32,692,791	133,938	32,826,729	31,192,264
Total funds carried forward	**18**	32,495,504	508,028	33,003,532	32,826,729

All income and expenditure derive from continuing activities.

The Statement of Financial Activities includes all gains and losses recognised during the year.

The notes on pages 69 to 85 form part of these financial statements

GROUP AND PARENT CHARITABLE COMPANY BALANCE SHEETS

30 June 2025

	Note	Group 2025 £	Group 2024 £	Charity 2025 £	Charity 2024 £
Fixed assets					
Intangible assets	**12**	249,722	143,084	249,722	143,084
Tangible assets	**13**	7,044,238	7,276,260	7,044,238	7,276,260
Investments	**14**	8,282,935	6,594,084	8,282,937	6,594,086
		15,576,895	14,013,428	15,576,897	14,013,430
Current assets					
Stocks	**15**	166,470	172,839	155,261	158,719
Debtors	**16**	5,489,944	5,948,620	6,104,139	6,580,959
Cash on deposit		11,497,406	12,905,384	11,497,406	12,905,384
Cash at bank and in hand		1,800,684	1,438,908	612,743	209,668
		18,954,504	20,465,751	18,369,549	19,854,730
Creditors: Amounts falling due within one year	**17**	(1,527,867)	(1,652,450)	(945,793)	(1,044,310)
Net current assets		17,426,637	18,813,301	17,423,756	18,810,420
Net assets		33,003,532	32,826,729	33,000,653	32,823,850
Charity Funds					
Restricted funds	**18**	508,028	133,938	508,028	133,938
Unrestricted funds					
Designated funds	**18**	13,084,715	11,936,519	13,084,715	11,936,519
General fund	**18**	19,410,789	20,756,272	19,407,910	20,753,393
Total unrestricted funds		32,495,504	32,692,791	32,492,625	32,689,912
Total Charity funds		33,003,532	32,826,729	33,000,653	32,823,850

The financial statements were approved and authorised for issue by the Board on 1st December 2025. Signed on behalf of the board of Trustees

E S Evans ACA (Chairman)

D G Richardson FCA

Company number: 04066700

The notes on pages 69 to 85 form part of these financial statements

GROUP STATEMENT OF CASH FLOWS

Year ended 30 June 2025

	Note	Group 2025 £	Group 2024 £
Net cash flow from operating activities	**24**	572,219	2,529,818
Cash flows from investing activities			
Income received from investments		218,273	179,113
Receipts from sale of tangible fixed assets		1,750	1,200
Payments to acquire intangible fixed assets		(125,207)	(143,084)
Payments to acquire tangible fixed assets		(310,322)	(141,531)
Bank interest received		597,087	448,579
Disposal of investments		6,587,755	10,437,560
Purchase of investments		(8,587,757)	(5,970,261)
Net cash flow from investing activities		(1,618,421)	4,811,576
Net (decrease)/increase in cash and cash equivalents		(1,046,202)	7,341,394
Cash and cash equivalents at 1 July 2024		14,344,292	7,002,898
Cash and cash equivalents at 30 June 2025		13,298,090	14,344,292
Cash and cash equivalents consists of:			
Cash on deposit		11,497,406	12,905,384
Cash at bank and in hand		1,800,684	1,438,908
Cash and cash equivalents at 30 June 2025		13,298,090	14,344,292

The notes on pages 69 to 85 form part of these financial statements

NOTES TO THE FINANCIAL STATEMENTS

Year ended 30 June 2025

1. General information

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

(a) General information and basis of preparation

East Anglian Air Ambulance is a private charitable company limited by guarantee in the United Kingdom. The registered office is Helimed House, Hangar 14, Gambling Close, Norwich Airport, Norwich, NR6 6EG. The nature of the Charity's operations and its principal activities are to relieve sickness and injury by the provision of a helicopter air ambulance service or other emergency transportation wholly or mainly within the area served by the East of England Ambulance NHS Trust.

The Charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice published in October 2019, applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Companies Act 2006 and UK Generally Accepted Practice as it applies from 1 January 2015.

The financial statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements are prepared in Sterling which is the functional currency of the Charity.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

(b) Group financial statements

The financial statements consolidate the results of the Charity and its wholly owned subsidiary East Anglian Air Ambulance (Trading) Limited on a line by line basis. A separate Statement of Financial Activities, or Income and Expenditure account, for the Charity itself is not presented because the Charity has taken advantage of the exemptions afforded by Section 408 of the Companies Act 2006.

(c) Funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions

imposed by donors or which have been raised by the Charity for particular purposes. The aim and use of each restricted fund is set out in the notes to the financial statements.

(d) Income

All income is included in the Statement of Financial Activities when entitlement has passed to the charity, it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured.

For donations to be recognised the Charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained then income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the charity and it is probable that they will be fulfilled.

Legacies are included in the Statement of Financial Activities when the legacy has been received unless, before receipt, there is sufficient evidence to provide the necessary certainty that the legacy will be received and the value of the incoming resources can be measured with sufficient reliability.

Donated goods and professional services are recognised as income when the Charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the Charity is probable and can be measured reliably. In accordance with the Charity SORP, general volunteer time is not recognised. Upon receipt, donated goods and services are recognised on the basis of the fair value to the Charity, being the amount the Charity would have been willing to pay to obtain the services on the open market. An equivalent amount is recognised as expenditure in the period of receipt.

Investment income is earned through holding assets for investment purposes such as shares. It includes dividends and interest. Where it is not practicable to identify investment management costs incurred within a scheme with reasonable accuracy the investment income is reported net of these costs. It is included when the amount can be measured reliably. Interest income is recognised using the effective interest method and dividend income is recognised as the Charity's right to receive payment is established.

Income from trading activities includes income earned from fundraising events and trading activities to raise funds for the Charity. Income is received in exchange for supplying goods and services in order to raise funds and is recognised when entitlement has occurred.

Income from the government and other grants are recognised at fair value when the Charity has entitlement after any performance conditions have been met, if it is probable that the income will be received and the amount can be measured reliably. If entitlement is not met then these amounts are deferred.

Lottery and raffle income are recognised when each lottery or raffle is drawn.

Training income is recognised once the training has been provided.

(e) Legacies

With effect from 1 July 2012, up to 25% of all legacies received may be credited directly to the designated Planned Capital Expenditure fund, unless otherwise agreed with the Executors. If the will indicates how the legacy is to be used it is credited to a restricted fund.

(f) Expenditure recognition

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure includes any VAT which cannot be recovered and is charged as an expense in the Statement of Financial Activities in the year in which it is incurred. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, if it is probable that the settlement will be required and the amount of the obligation can be measured reliably. It is categorised under the following headings:

- Costs of raising funds comprise the costs associated with attracting voluntary income and the costs of trading for fundraising purposes including merchandise and lottery.

- Expenditure on charitable activities comprises those costs incurred by the Charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

- Governance costs include those costs associated with meeting the constitutional and statutory requirements of the Charity and include the audit fees and costs linked to the strategic management of the Charity.

- All costs are allocated between the expenditure categories of the Statement of Financial Activities on a basis designed to reflect the use of the resource. Costs relating to a particular activity are allocated directly, others are apportioned on an appropriate basis e.g. floor areas, staff time or estimated usage as set out in note 6.

(g)Operating leases

Rentals applicable to operating leases are charged to the Statement of Financial Activities on a straight line basis over the period in which the cost is incurred.

Amounts payable for the provision of the helicopters are charged to the Statement of Financial Activities in the period to which they relate.

(h) Intangible fixed assets

Intangible fixed assets are stated at cost less accumulated amortisation.

Amortisation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows:

Website - 20% straight line

Computer software - 20% straight line

(i) Tangible fixed assets

All items costing less than £1,000 are written off in the year of purchase.

Tangible fixed assets are stated at cost less accumulated depreciation.

Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows:

Norwich base - building
- 2% straight line

Norwich base - leasehold land
- 150 years straight line

Cambridge base - leasehold land & buildings
- over the period to 30 June 2027 on a straight line basis

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Asset under construction - New Cambridge base - not depreciated

Plant & motor vehicles
- 20% straight line

Fixtures, fittings, computers & database
- 33.3% straight line

Medical & helicopter equipment
- 25% straight line

The Trustees have re-assessed the useful economic life of the Cambridge base and expect that the Charity will continue to operate from this site until 30 June 2027. As a result of this the net book value of this asset is being written off on a straight line basis over this period.

(j) Fixed asset investments

Quoted investments are revalued to their fair value at the balance sheet date and the unrealised gain or loss is taken to the Statement of Financial Activities. Investments in subsidiaries and other investments are measured at cost less impairment.

(k) Stocks

Stocks are valued at the lower of cost and net realisable value.

(l) Pensions

The Charity operates a defined contribution pension scheme. The charge in the Statement of Financial Activities represents the contributions payable by the Charity during the year.

(m) Tax

The Charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

(n) Judgements and key sources of estimation uncertainty

The following judgements (apart from those involving estimates) have been made in the process of applying the above accounting policies that have had the most significant effect on amounts recognised in the financial statements:

(i) Accrued legacy income

Management judgements are required to estimate a suitable amount of legacy income to accrue at the reporting date. The amount is calculated based on the conditions set out in the Charity SORP (FRS 102).

At 30 June 2025 the financial statements include accrued legacy income of £4,235,900 (2024: £4,582,112).

(ii) Donated goods and services

Management judgement is used to estimate the fair value of professional services donated to the Charity, calculated based on the fair value to the Charity. Donated goods and services received comprise Doctors and Critical Care Paramedics, medical consumables, rent and landing fees waived.

The fair value of services provided by Doctors and Critical Care Paramedics is calculated as the number of hours donated multiplied by the hourly rate that the Charity would have expected to be charged to obtain the services on the open market. Medical consumables, rent and landing fees are calculated at the rate the Charity would expect to pay on the open market.

The financial statements for the year ended 30 June 2025 include donated goods and services of £1,200,931 (2024: £1,251,382).

(iii) Tangible fixed assets

Management judgement is used to assess the useful expected life and residual value of tangible fixed assets. If there is an indication that there has been a significant change since the last annual reporting date in the pattern by which the Charity expects to consume an asset's future economic benefits, management review its present depreciation method and, if current expectations differ, change the depreciation method to reflect the new pattern.

Management judgement is used to determine the proportion of costs on the new Cambridge base that should be charged to income and expenditure. A decision was made based upon the number of sites under consideration and the type of costs incurred during the year.

(o) Financial instruments

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted.

Debt instruments are subsequently measured at amortised cost.

Other financial instruments are subsequently measured at fair value, with any changes recognised in the Statement of Financial Activities.

2. Income from donations and legacies

	2025			2024		
	Unrestricted Funds £	Restricted Funds £	Total Funds £	Unrestricted Funds £	Restricted Funds £	Total Funds £
Collections & collecting tins	113,537	-	113,537	122,057	-	122,057
Third party & charity events	1,269,547	2,787	1,272,334	1,269,223	-	1,269,223
Grants from trusts	128,758	305,000	433,758	129,471	-	129,471
Corporate donors	283,979	11,000	294,979	415,891	-	415,891
Donations	1,363,639	294,633	1,658,272	1,313,576	272,489	1,586,065
In memoriam	562,918	3,611	566,529	529,199	-	529,199
Gift Aid tax reclaimable	367,241	12,343	379,584	353,058	-	353,058
Circle of Benefactors	3,620	-	3,620	25,254	-	25,254
Donated goods and services	1,200,931	-	1,200,931	1,251,382	-	1,251,382
Legacies	5,094,321	-	5,094,321	5,655,946	-	5,655,946
	10,388,491	629,374	11,017,865	11,065,057	272,489	11,337,546

3. Income from other trading activities

	2025			2024		
	Unrestricted Funds £	Restricted Funds £	Total Funds £	Unrestricted Funds £	Restricted Funds £	Total Funds £
Lottery	6,564,057	-	6,564,057	6,599,373	-	6,599,373
Raffle	200,215	-	200,215	221,962	-	221,962
Merchandise	53,809	-	53,809	42,321	-	42,321
Commercial Participation	49,398	-	49,398	25,919	-	25,919
Recycling & other income	5,112	-	5,112	12,984	-	12,984
Other Gaming Products	2,055	-	2,055	3,547	-	3,547
	6,874,646	-	6,874,646	6,906,106	-	6,906,106

4. Income from investments

	2025			2024		
	Unrestricted Funds £	Restricted Funds £	Total Funds £	Unrestricted Funds £	Restricted Funds £	Total Funds £
Bank interest received	597,087	-	597,087	448,579	-	448,579
Dividends received	218,273	-	218,273	179,113	-	179,113
	815,360	-	815,360	627,692	-	627,692

5. Other income

	2025			2024		
	Unrestricted Funds £	Restricted Funds £	Total Funds £	Unrestricted Funds £	Restricted Funds £	Total Funds £
Miscellaneous income	59,151	-	59,151	43,243	-	43,243
Training courses	57,147	-	57,147	60,391	-	60,391
	116,298	-	116,298	103,634	-	103,634

6. Analysis of expenditure on raising funds

	Costs of generating voluntary income £	Fundraising trading (lottery) £	Fundraising trading £	Total 2025 £	Total 2024 £
Fundraising & event costs	338,969	308,848	-	647,817	677,042
Lottery and Raffle prizes	-	160,138	-	160,138	159,614
Canvassers and agents commission	34,896	613,850	-	648,746	666,255
Marketing and consultancy	389,616	13,872	3,000	406,488	402,977
Goods for resale	-	-	23,803	23,803	37,105
Staff costs	1,751,426	273,464	62,879	2,087,769	1,740,557
Premises establishment costs	128,128	16,016	16,016	160,160	124,357
Administration costs	293,322	405,681	19,787	718,790	546,581
Depreciation and profit/loss on disposal of fixed assets	22,027	1,466	2,932	26,425	27,868
Total 2025 (unrestricted)	2,958,384	1,793,335	128,417	4,880,136	4,382,356
Total 2024 (unrestricted)	2,704,261	1,543,623	134,472	4,382,356	

Costs are allocated directly or apportioned on the following basis:

Staff costs	Staff time
Premises establishment costs	Floor area
General office administration costs	Staff time
Training and recruitment costs	Staff time
Legal and professional	Time
Depreciation	Usage
Bank charges and interest	Transactions

7. Analysis of expenditure on charitable activities

	Operational & support costs	Governance costs	Total 2025	Total 2024
	£	£	£	£
Helicopter costs	6,531,886	-	6,531,886	6,867,729
Doctors' salaries and fees	862,056	-	862,056	806,636
Doctors and critical care paramedics - donated services	1,009,318	-	1,009,318	1,058,762
Other donated goods and services	131,574	24,000	155,574	159,935
Other staff costs	3,099,257	20,375	3,119,632	2,880,361
Medical consumables and other clinical costs	356,389	-	356,389	296,705
Premises establishment costs	162,673	-	162,673	127,477
Administration costs	684,794	41,018	725,812	653,902
Depreciation and profit/loss on disposal of fixed assets	532,738	-	532,738	653,355
	13,370,685	85,393	13,456,078	13,504,862
Restricted	89,175	-	89,175	
Unrestricted	13,281,510	85,393	13,366,903	
Total 2025	13,370,685	85,393	13,456,078	
Restricted	245,421	-	245,421	
Unrestricted	13,180,288	79,153	13,259,441	
Total 2024	13,425,709	79,153	13,504,862	

Costs are allocated directly or apportioned on the basis shown in note 6.

8. Net income for the year

Net income is stated after charging/(crediting):

	2025	2024
	£	£
Depreciation of tangible assets	542,344	680,959
(Profit)/loss on disposal of tangible assets	(1,750)	264
Operating lease rentals - helicopter standing charges	6,077,845	5,875,473
Operating lease rentals - other	16,806	16,806

9. Auditor's remuneration

	2025	2024
	£	£
Audit of the Charity's annual financial statements	22,255	20,555
Audit of the subsidiary company's annual financial statements	5,565	5,445
	27,820	26,000

10. Trustees' and key management personnel remuneration and expenses

No Trustees received any remuneration or other benefits from the Charity during the year (2024: £nil).

No Trustees received any expenses during the year in the course of their duties (2024: £nil).

The total amount of employee benefits received by key management personnel was £666,780 (2024: £639,116). The Trustees consider the key management personnel to be the CEO and six executive team members (2024: CEO and six executive team members).

11. Staff costs and employee benefits

The average number of contracted employees and full time equivalent (FTE) during the year was as follows:

	2025	2024	2025	2024
	No.	No.	FTE No.	FTE No.
Operations	16	16	13	14
Doctors	18	14	10	10
Locum Doctors	14	18	1	2
Lottery	5	5	4	4
Fundraising	42	35	38	32
Communications and marketing	7	7	7	7
Administration	25	24	23	21
Faculty	8	6	-	-
	135	125	96	90

The total staff costs and employee benefits were as follows:

	2025	2024
	£	£
Wages and salaries	4,704,113	4,211,965
Social security costs	526,795	434,212
Pension contributions	278,272	243,069
Life insurance	10,682	10,750
	5,519,862	4,899,996

The number of employees who received total employee benefits (excluding pension contributions) of more than £60,000 was as follows:

	2025	2024
	No.	No.
£60,000 to £70,000	4	4
£70,000 to £80,000	2	6
£90,000 to £100,000	2	1
£100,000 to £110,000	-	1
£110,000 to £120,000	-	1
£120,000 to £130,000	-	1
£130,000 to £140,000	1	-
£140,000 to £150,000	1	1
£150,000 to £160,000	1	-

12. Intangible fixed assets - Group and Charity

	Website	Computer software	Total
	£	£	£
Cost			
At 1 July 2024	97,758	45,326	143,084
Additions	43,351	81,856	125,207
At 30 June 2025	141,109	127,182	268,291
Amortisation			
Charge for the year	18,569	-	18,569
At 30 June 2025	18,569	-	18,569
Net book value			
At 30 June 2025	122,540	127,182	249,722
At 30 June 2024	97,758	45,326	143,084

13. Tangible fixed assets - Group and Charity

	Long leasehold land & buildings - Norwich base	Short leasehold land & buildings - Cambridge base	Asset under construction - New Cambridge base	Plant & motor vehicles	Fixtures, fittings and computers	Medical & helicopter equipment	Total
	£	£	£	£	£	£	£
Cost							
At 1 July 2024	6,527,667	2,038,347	24,189	648,875	322,669	1,105,929	10,667,676
Additions	-	-	132,009	126,962	5,626	45,725	310,322
Disposals	-	-	-	(7,877)	(4,548)	(54,021)	(66,446)
At 30 June 2025	6,527,667	2,038,347	156,198	767,960	323,747	1,097,633	10,911,552
Depreciation							
At 1 July 2024	448,453	1,231,318	-	433,397	322,189	956,059	3,391,416
Charge for the year	122,379	269,410	-	73,277	1,451	75,827	542,344
Eliminated on disposals	-	-	-	(7,877)	(4,548)	(54,021)	(66,446)
At 30 June 2025	570,832	1,500,728	-	498,797	319,092	977,865	3,867,314
Net book value							
At 30 June 2025	5,956,835	537,619	156,198	269,163	4,655	119,768	7,044,238
At 30 June 2024	6,079,214	807,029	24,189	215,478	480	149,870	7,276,260

14. Fixed asset investments

	Group 2025	Group 2024	Charity 2025	Charity 2024
	£	£	£	£
Market value at 1 July 2024	6,594,084	10,514,677	6,594,084	10,514,677
Additions at cost	8,587,757	5,970,261	8,587,757	5,970,261
Disposals	(6,587,755)	(10,437,560)	(6,587,755)	(10,437,560)
Net (losses)/gains on revaluation	(311,152)	546,705	(311,152)	546,705
Market value at 30 June 2025	8,282,934	6,594,083	8,282,934	6,594,083
Investment in subsidiary at 1 July 2024 and 30 June 2025	-	-	2	2
Other investments	1	1	1	1
Carrying value at 30 June 2025	8,282,935	6,594,084	8,282,937	6,594,086
Investments at fair value comprise:				
Equities	8,282,935	6,594,084	8,282,934	6,594,083
Total	8,282,935	6,594,084	8,282,934	6,594,083

Investments at market value represent investments in the COIF Charities Investment Fund Inc. (2024: Newton Growth and Income Fund For Charities and BNY Mellon Real Return Fund). The fair value is determined by reference to the market value at the balance sheet date.

During the year the ended 30 June 2024, the Charity acquired 1,138 ordinary shares in Thermotraumaport Ltd for consideration of £1. This is shown above as other investments.

The Charity holds 2 shares of £1 each in its wholly owned subsidiary company East Anglian Air Ambulance (Trading) Limited (company number 04136827) which is incorporated in the United Kingdom. The company runs a lottery, operates raffle draws and sells merchandise. The profits of the company are donated to the East Anglian Air Ambulance by Gift Aid.

The summary financial performance of the subsidiary is:

	2025	2024
	£	£
Turnover	6,874,646	6,906,106
Expenditure	(1,706,384)	(1,482,162)
Bank interest receivable	17,705	10,452
Profit	5,185,967	5,434,396
Amount donated to East Anglian Air Ambulance by Gift Aid	5,185,967	5,434,396
Net assets	2,881	2,881

15. Stocks

	Group 2025	Group 2024	Charity 2025	Charity 2024
	£	£	£	£
Merchandise goods for resale	11,209	14,120	-	-
Drugs, blood and medical consumables	155,261	158,719	155,261	158,719
	166,470	172,839	155,261	158,719

16. Debtors

	Group 2025	Group 2024	Charity 2025	Charity 2024
	£	£	£	£
Trade debtors	8,636	27,089	1,984	6,594
Amount due from subsidiary undertakings	-	-	821,413	842,604
Other debtors	24,192	2,829	1,561	2,806
VAT	88,782	100,685	85,837	102,591
Prepayments	933,962	1,011,360	758,972	819,707
Accrued income	4,434,372	4,806,657	4,434,372	4,806,657
	5,489,944	5,948,620	6,104,139	6,580,959

Accrued income includes accrued legacy income of £4,235,900 (2024: £4,582,112).

17. Creditors: amounts falling due within one year

	Group 2025	Group 2024	Charity 2025	Charity 2024
	£	£	£	£
Trade creditors	246,529	494,589	188,493	385,272
Taxation and social security	157,963	136,005	157,963	136,005
Accruals and deferred income	1,077,904	994,932	556,466	497,209
Other creditors	45,471	26,924	42,871	25,824
	1,527,867	1,652,450	945,793	1,044,310

Included within accruals and deferred income is £488,626 (2024: £456,748) relating to income from lottery ticket sales received in advance. This relates to monies received before the year end for draws held at later dates. Deferred income from 2024 of £485,468 (2024: deferred income from 2023 of £473,740) has been credited to the Statement of Financial Activities during the year.

18. Analysis of charitable funds

Analysis of movements in unrestricted funds

Year ended 30 June 2025

	Balance at 1 July 2024	Income	Expenditure	Transfers	Investment losses	Balance at 30 June 2025
	£	£	£	£	£	£
General Fund	20,756,272	18,194,795	(18,247,039)	(982,087)	(311,152)	19,410,789
Designated Fixed Asset Fund	7,419,344	-	-	(125,384)	-	7,293,960
Designated Planned Capital Expenditure Fund	4,517,175	-	-	1,273,580	-	5,790,755
	32,692,791	18,194,795	(18,247,039)	166,109	(311,152)	32,495,504

A transfer of £125,384 has been made from the Designated Fixed Asset Fund to the General Fund to reflect the reduction in net book value of fixed assets during the year.

A transfer of £166,109 has been made to the General Fund from Restricted Funds, as explained below.

Year ended 30 June 2024

	Balance at 1 July 2023	Income	Expenditure	Transfers	Investment gains	Balance at 30 June 2024
	£	£	£	£	£	£
General Fund	27,888,892	17,336,659	(17,641,797)	(7,374,187)	546,705	20,756,272
Designated Fixed Asset Fund	-	-	-	7,419,344	-	7,419,344
Designated Planned Capital Expenditure Fund	3,151,345	1,365,830	-	-	-	4,517,175
	31,040,237	18,702,489	(17,641,797)	45,157	546,705	32,692,791

An amount equivalent to the net book value of fixed assets of £7,419,344 was transferred from the General Fund to the Designated Fixed Asset Fund.

Transfers from Restricted Funds to the General Fund comprise £39,804 from the Medical Equipment Fund, £1,000 from the Cambridge Airbase Appeal Fund and £9,353 from the Helipad Fund. These transfers relate to capital expenditure during the year.

A transfer of £5,000 was made from the General Fund to the Research Fund. This related to income which was not previously identified as being restricted.

Analysis of movements in restricted funds

Year ended 30 June 2025

	Balance at 1 July 2024	Income	Expenditure	Transfers	Balance at 30 June 2025
	£	£	£	£	£
Medical Equipment Fund	115,014	151,620	(27,959)	(42,147)	196,528
CPR Training Fund	18,924	16,047	(34,471)	-	500
Research Fund	-	23,092	(12,092)	-	11,000
Missions Fund	-	14,653	(14,653)	-	-
Cambridge Airbase Appeal Fund	-	423,962	-	(123,962)	300,000
	133,938	629,374	(89,175)	(166,109)	508,028

Transfers from Restricted Funds to the General Fund comprise £42,147 from the Medical Equipment Fund and £123,962 from the Cambridge Airbase Appeal Fund. These relate to capital expenditure during the year.

Year ended 30 June 2024

	Balance at 1 July 2023	Income	Expenditure	Transfers	Balance at 30 June 2024
	£	£	£	£	£
Medical Equipment Fund	76,548	109,342	(31,072)	(39,804)	115,014
CPR Training Fund	32,548	39,780	(53,404)	-	18,924
Research Fund	33,578	4,294	(42,872)	5,000	-
Missions Fund	-	118,073	(118,073)	-	-
Cambridge Airbase Appeal Fund	-	1,000	-	(1,000)	-
Helipad Fund	9,353	-	-	(9,353)	-
	152,027	272,489	(245,421)	(45,157)	133,938

Transfers from Restricted Funds to the General Fund comprise £39,804 from the Medical Equipment Fund, £1,000 from the Cambridge Airbase Appeal Fund and £9,353 from the Helipad Fund. These transfers relate to capital expenditure during the year.

A transfer of £5,000 was made from the General Fund to the Restricted Research Fund. This related to income which was not previously identified as being restricted.

Fund descriptions

(a) General funds

General funds represent the 'free reserves' of the group.

(b) Designated funds

Designated funds are established by the Trustees to mitigate certain risks or where significant investment is required in specific projects during the next five years.

Planned Capital Expenditure Fund
This designated fund has been established to ensure the Charity can contribute towards the cost of capital projects planned during the next five years. Historically, the Charity has allocated up to 25% of legacy income to this fund, as funds allow. The fund may also be enhanced by transfers from the General Fund, at the discretion of the Trustees, where the financial results permit.

	£
Fund balance at 1 July 2024	4,517,175
Transfer	1,273,580
Fund balance at 30 June 2025	5,790,755

Fixed Asset Fund
The Fixed Asset Fund represents the net book value of intangible and tangible fixed assets.

(c) Restricted funds

Medical Equipment Fund
This fund represents donations received towards the purchase of medical equipment. Once the equipment has been purchased the cost is transferred to unrestricted funds. The balance carried forward at 30 June 2025 was £196,528 (2024: £115,014).

CPR Training Fund
This fund represents donations received towards providing bystander CPR training. The balance carried forward at 30 June 2025 was £500 (2024: £18,924).

Research Fund
This fund comprises donations received towards the cost of conducting research into the use of balloon catheters for out-of-hospital cardiac arrest. The balance at 30 June 2025 was £11,000 (2024: £nil).

Missions Fund
This fund relates to income received towards the cost of providing missions within a certain county. This income was spent during the year and the balance carried forward at 30 June 2025 was therefore £nil (2024: £nil).

Cambridge Airbase Appeal Fund (formerly known as New Home for Anglia 2 Fund)
This fund comprises income received towards the cost of relocating our Cambridgeshire operating base. The balance at 30 June 2025 was £300,000 (2024: £nil).

Helipad Fund
This fund comprised income received towards the cost of construction of a second helipad at the Norwich base. The balance carried forward at 30 June 2025 was £nil (2024: £nil).

19. Analysis of group net assets between funds

At 30 June 2025

	General Fund £	Designated Funds £	Restricted Funds £	Total £
Intangible fixed assets	-	249,722	-	249,722
Tangible fixed assets	-	7,044,238	-	7,044,238
Fixed asset investments	8,282,935	-	-	8,282,935
Stock	166,470	-	-	166,470
Debtors	5,489,944	-	-	5,489,944
Bank	6,999,307	5,790,755	508,028	13,298,090
Creditors	(1,527,867)	-	-	(1,527,867)
Fund balances at 30 June 2025	19,410,789	13,084,715	508,028	33,003,532

At 30 June 2024

	General Fund £	Designated Funds £	Restricted Funds £	Total £
Intangible fixed assets	-	143,084	-	143,084
Tangible fixed assets	-	7,276,260	-	7,276,260
Fixed asset investments	6,594,084	-	-	6,594,084
Stock	172,839	-	-	172,839
Debtors	5,948,620	-	-	5,948,620
Bank	9,693,179	4,517,175	133,938	14,344,292
Creditors	(1,652,450)	-	-	(1,652,450)
Fund balances at 30 June 2024	20,756,272	11,936,519	133,938	32,826,729

20. Operating lease commitments

The total future minimum lease payments under non-cancellable operating leases are as follows:

	Land & buildings 2025 £	Aircraft 2025 £	Motor vehicles 2025 £	Total 2025 £
Operating leases expiring:				
Not later than one year	2,844	5,994,688	4,363	6,001,895
Later than one and not later than five years	-	10,490,704	-	10,490,704
	2,844	16,485,392	4,363	16,492,599

	Land & buildings 2024 £	Aircraft 2024 £	Motor vehicles 2024 £	Total 2024 £
Operating leases expiring:				
Not later than one year	2,844	5,860,112	13,960	5,876,916
Later than one and not later than five years	-	16,115,308	4,363	16,119,671
	2,844	21,975,420	18,323	21,996,587

Under the terms of the contract, lease payments for the provision of the aircraft are linked to various indices. As a result of this amounts payable in the future may fluctuate.

21. Trustees indemnity insurance

During the year the Charity purchased an insurance policy which is designed specifically for Charity Trustees. The cost of this policy for the year was £2,377 (2024: £2,330).

22. Company status

The Company is limited by guarantee. In the event of winding up, each member is liable to contribute a sum not exceeding £1.

23. Surplus of the Charity (parent company)

A surplus of £176,803 (2024: surplus of £1,634,465) has been recognised in the accounts of the Charity. The Charity is not required to produce its own profit and loss account because of the exemption provision in Section 408 of the Companies Act 2006.

24. Reconciliation of net movement in funds to net cash flow from operating activities

	Group 2025 £	Group 2024 £
Net income for the year	176,803	1,634,465
Income received from investments	(218,273)	(179,113)
Amortisation of intangible assets	18,569	-
Depreciation of tangible fixed assets	542,344	680,959
Net losses/(gains) on investments	311,152	(546,705)
Bank interest received	(597,087)	(448,579)
(Profit)/loss on disposal of tangible fixed assets	(1,750)	264
Decrease/(increase) in stocks	6,369	(64,997)
Decrease in debtors	458,676	1,462,856
Decrease in creditors	(124,584)	(9,332)
Net cash flows from operating activities	572,219	2,529,818

25. Analysis of changes in net debt

	At 1 July 2024	Cash flows	At 30 June 2025
Cash on deposit	12,905,384	(1,407,978)	11,497,406
Cash at bank and in hand	1,438,908	361,776	1,800,684
	14,344,292	(1,046,202)	13,298,090

26. Related party transactions

The Charity entered into the following transactions with East Anglian Air Ambulance (Trading) Limited during the year:

	2025 £	2024 £
Profits Gift Aided to Charity	5,185,967	5,434,396
Staff costs recharged by Charity at cost	224,984	212,086
Balance owed to Charity at the year end	821,413	842,604

The Charity received donations totalling £nil (2024: £3,750) from Charitable Trusts and other entities connected to a Trustee.

The Charity purchased services amounting to £6,500 (2024: £8,265) from Mills & Reeve LLP, a business in which D Astill has an interest. The balance owed to that business at 30 June 2025 was £nil (2024: £nil).

27. Financial instruments

The carrying amounts of the group and charity's financial instruments are as follows:

	Group 2025 £	Group 2024 £	Charity 2025 £	Charity 2024 £
Financial assets				
Measured at fair value through net income	8,282,934	6,594,083	8,282,934	6,594,083

28. Capital commitments

The Charity had capital commitments at 30 June 2025 of £76,800 (2024: £94,963).

29. Events after the reporting date

On 16 October 2025, the Charity exchanged contracts to purchase land intended for the development of a new operational base. Completion of the purchase is subject to securing planning permission. The agreed purchase price for the land is £3.2 million.

East Anglian Air Ambulance

Together we save lives

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Gambling Close,
Norwich NR6 6EG

Registered Charity in England and Wales
Registered Charity number 1083876

Registered with FUNDRAISING REGULATOR

EAST ANGLIAN AIR AMBULANCE

England & Wales - Charity number 1083876

Accounts

East Anglian Air Ambulance

ANNUAL REPORT

AND ACCOUNTS 2023/24



Together we save lives



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MATTHEW JONES

Chief Executive Officer



YEAR IN BRIEF AND WELCOME

On May 12, 2024, at 12pm, East Anglian Air Ambulance (EAAA) treated its 25,000th patient. Although this is not something we celebrate, as it represents 25,000 times someone's life has been in danger, it does give us a chance to pause and reflect on our collective achievements since our service was launched in 2001.

Since that time, 25,000 people – mothers, sons, fathers, daughters, loved ones – have been given the best possible chance of surviving a life-threatening illness or injury, all thanks to the generosity and support of the people and communities in East Anglia. We are humbled by this support. It is this, together with the dedication and hard work of our staff, volunteers and trustees, that keep EAAA flying and saving lives 24/7.

And the demand for our service continues to grow. In the last year, and for the second year running, the charity has had its busiest 12 months ever, with 2,042 patients across East Anglia receiving treatment from our specialist doctor and paramedic critical care teams, an increase of 135 (7%).

Alongside the growing need for our core service, we continue to strive for excellence in everything we do so that we can reduce the impact of trauma and medical emergency in our communities, keeping more families and loved ones together. Improving patient outcomes is at the heart of our mission, and in recent years we have expanded our focus beyond 'on scene' critical care to training, cutting edge research and 'after the event' support, all of which have a part to play in this mission.

Our aftercare service, which supports people and families in the aftermath of their illness or accident, has continued to develop with the team connecting with 392 people this year.

In 2023/24, one in four of the medical emergencies to which we attended were cardiac arrests. In these situations, early intervention with bystander CPR and use of a defibrillator is vital to the patient's chances of survival and recovery. Our programme of community training in CPR and defibrillator use trained 26,000 members of the public in the last year. We ultimately aim to train over 100,000 people each year by 2029, with the expectation that widespread familiarity with these skills and their impact on the chain of survival will start to have a significant effect on cardiac arrest survival rates in the East of England.

Constant improvements in medical technology bring the possibility of life-changing advances in clinical practice. Supported by external funding, our research and education activities are taking a pioneering role in this area with the aim of measurably improving the pre-hospital treatment and care provided to all patients in East Anglia and beyond. Our work is being recognised nationally and internationally and is often delivered in collaboration with partner organisations.

We are proud that we have made significant progress against our aims, despite the economic headwinds and uncertainties of the world we live in. Resilience in the face of an unpredictable external environment is vital to ensure that we are available to our communities when they need us but also key to being able to invest and develop our service so that we can save more lives.

The future is not without its challenges as EAAA took its first steps this year to find a new home for its Cambridge-based service, which currently operates out of Cambridge City Airport and is due to close. We aim to be operational from a new base in Cambridgeshire by the end of 2027 and are currently in the process of confirming a new location and launching an appeal to raise £10m for the build.

May we take this opportunity to thank all trustees for their diligence, expertise and care in guiding EAAA in 2023/24. We pay tribute to and deeply thank our former trustees Stephanie Bourne, Nigel Savory and Alastair Wilson who stood down in December 2023 after their many years of selfless service to the charity, and we welcome Charlotte Hignett, Marie Sigsworth and Dr Tom Davies to the board. They bring with them a wealth of leadership, financial, human resource and clinical knowledge and experience which will be invaluable as we continue to drive forwards.

We are pleased to report that EAAA remains in good financial health. With income slightly ahead of last year and helped by an increase in the value of its investments, the charity was able to generate a surplus despite the inevitable effect of inflation on our running costs.

We are sincerely grateful to our many supporters during this time of economic uncertainty, and their continued and remarkable generosity despite the cost-of-living pressures facing households over the last year. Our life-saving charity is reliant on public support and would simply not exist without you. **Thank you.**

Sarah Evans, Chair of Trustees & Matthew Jones, CEO.



SARAH EVANS

Chair Of Trustees

WHAT WE DO

East Anglian Air Ambulance (EAAA) is a Helicopter Emergency Medicine Service (HEMS) charity that provides 24/7 life-saving critical care to the most seriously injured and unwell people across East Anglia by air and road.

STATEMENT OF PUBLIC BENEFIT

The Trustees confirm that they have had due regard to the Charity Commission's guidance on public benefit under the Charities Act 2011 and that the Charity meets the requirements in the advancement of its objects. The board considers that the activities undertaken during the year are in line with EAAA's charitable objectives and deliver both the 'public' and 'benefit' aspects of public benefit; EAAA's critical care service is delivered to anyone who needs it free of charge and brings benefit through the provision of advanced critical care to patients at the scene of their injury or illness and rapid onward transportation to the most appropriate hospital for their needs.



CHARITABLE OBJECTS

- The relief of sickness and injury by the provision of emergency medical services and equipment and in particular by the provision of a helicopter air ambulance service or other emergency transportation wholly or mainly within the area served by the East of England Ambulance NHS Trust;
- For the benefit of the public and the advancement of health, the provision of training, research and education in the field of pre-hospital medicine and the treatment or prevention of sickness and injury; and
- The provision of health-related services by and including the provision of post-hospital support for patients.

OUR INTENT

Together with our supporters, we will reach the highest possible standards of excellence and pioneer advances in out-of-hospital critical care to measurably improve patient outcomes across East Anglia.

EAST ANGLIAN AIR AMBULANCE'S FIVE YEAR STRATEGIC OBJECTIVES:

1



Delivering outstanding 24/7 out-of-hospital critical care

2



Supporting patients and families with their recovery journeys

3



Educating, raising awareness and training the community in life-saving skills

4



Evolving patient care through ground-breaking research

5



Collaborating and developing mutually beneficial partnerships

6



Guided by our values, enhancing EAAA's reputation through integrity, good governance and striving for excellence in all we do

YEAR IN NUMBERS

OUR IMPACT IN 2023/24

£19M
RAISED TO DELIVER AND DEVELOP EAAA'S LIFESAVING SERVICE

6
PEOPLE TREATED EVERY DAY

2,042
PATIENTS ATTENDED

6
COUNTIES COVERED

£4,250
COST OF A TASKING

258
REGULAR VOLUNTEERS

46
TASKINGS FUNDED BY VOLUNTEER HOURS

1,682
HELICOPTER TASKINGS

1,274
CRITICAL CARE CAR TASKINGS

1,125
NIGHT-TIME TASKINGS

392
PATIENTS AND FAMILIES SUPPORTED WITH AFTERCARE

26,363
TRAINED IN COMMUNITY CPR

3
NEW TRUSTEES

127,443
SUPPORTERS

24/7
LIT HELIPAD AT ADDENBROOKE'S HOSPITAL

1. DELIVERING OUTSTANDING OUT-OF-HOSPITAL CRITICAL CARE

OUR IMPACT IN 2023/24

With an outstanding team, cutting-edge tools and infrastructure, and through sustainable income, we will deliver the very best out-of-hospital critical care to our patients.

2023/24 ACTIVITY:

The past year was EAAA's busiest year on record, with the charity's advanced doctor and critical care paramedic teams treating 2,042 patients, a 7% increase from the previous 12 months. The EAAA crews' most common callouts remained cardiac arrests (26%), road traffic collisions (22%) and medical emergencies (21%). The charity now treats, on average, six people each day.

2,042
patients treated

252
children treated



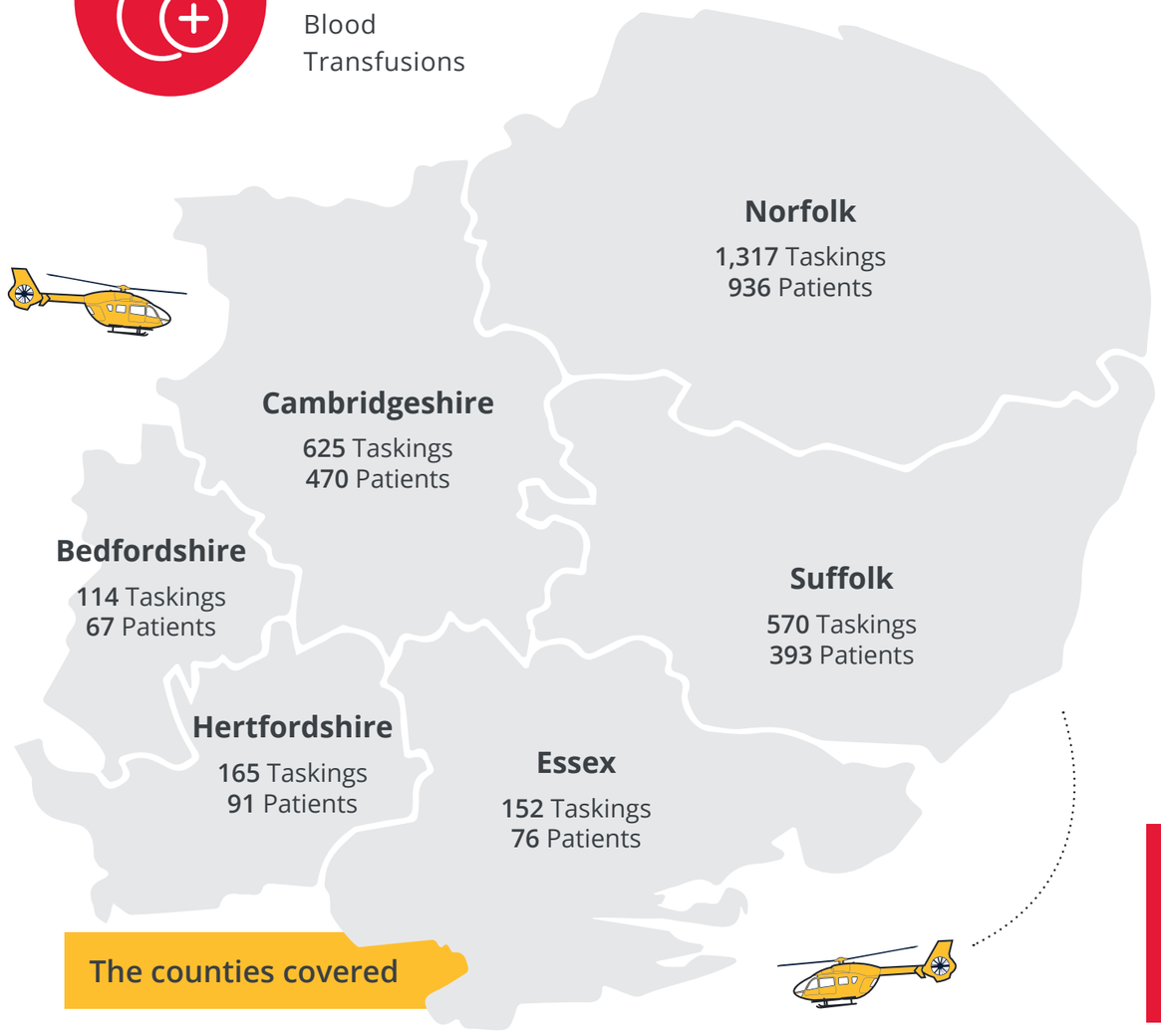
- Road traffic collisions (448)
- Cardiac arrests (538)
- Medical emergencies (427)
- Falls (296)
- Self harm (114)
- Accidental injuries (60)
- Assault (57)
- Sport/leisure (34)
- Equestrian (25)
- Other (43)

IN 2023/4, OUR CRITICAL CARE TEAMS DELIVERED:

261
Advanced anaesthesia

66
Surgical procedures

68
Blood Transfusions



ALBIE'S STORY

Six-year-old Albie lives with his parents Katie and Tim and older brother Owen in North Norfolk. Albie was born with hydrocephalus, a condition which means he has extra fluid in his brain, and he has had multiple brain surgeries to fit a shunt to help drain the excess fluid. In April 2023, he needed urgent help from the EAAA crew after he contracted chickenpox.



Albie went to bed as normal. Shortly afterwards, Owen alerted Katie and Tim that Albie was making "funny noises". They went upstairs to find Albie was having a full seizure. His eyes were at the back of his head and arms and legs were jerking. Thinking there was a problem with Albie's shunt, Katie and Tim quickly called 999.

EAAA's Anglia One (Norwich) helicopter was tasked to support the East of England Ambulance Service at the scene. Katie says it was then she realised it was a life-or-death situation.

"Seeing and hearing them [EAAA] land came with a mixture of emotions; relief that the extra help was coming but petrified that it was needed," she said.

At the scene EAAA's Dr Toby administered advanced medication and intubated Albie.

Dr Toby says, "We deliver rapid critical care interventions at the scene of incidents because our team contains doctors and critical care paramedics working together. These interventions are not available from the ambulance service alone. In Albie's case, we were able to deliver an anaesthetic hours earlier than would have been possible otherwise, stopping Albie's seizures. In essence we brought the intensive care unit to Albie outside his home."

Albie was transferred by air to Addenbrooke's Hospital, a specialist neurological centre. The flight only took 30 minutes, while the drive from the family home would have taken in the region of two hours. At hospital, Albie's shunt was checked, he was given antibiotics and diagnosed with Epilepsy.

Katie says, "The EAAA crew were with us so quickly that night; their advanced drugs made a big difference. The speed of getting Albie to a specialist hospital too was crucial. It could have been a different story otherwise. The advanced skills, equipment and medicine of EAAA gave him the best possible chance and our family is so grateful to the crew and to the supporters of the charity who made it possible. We can't thank you enough."

PATIENT DATA SHARING AGREEMENTS

To help in the delivery of outstanding care we need to understand the impact we have on patient outcomes and ensure we make continued improvements to our clinical practice. To do this, we need to be able to analyse patient data and regularly measure our performance. For this, we rely on collaboration with other healthcare partners and data sharing with the many hospitals that we deliver our patients to. Examples are:

- In July 2023, EAAA received consent to share confidential patient information with Cambridge University Hospitals (CUH) and as a result, we will now be able to analyse outcomes of over 3,500 patients treated by EAAA and taken to CUH.
- EAAA has also entered into information sharing agreements with the East of England Trauma Network, and Trauma Audit and Research Network (TARN) to enable the charity to match patient records with regional and national datasets and better understand our performance.
- Another step forward is EAAA's agreement with NHS Digital that allows the charity to access hospital episode statistics (HES) data for all its patients. This has shown that the EAAA teams delivers patients to the right destination, first time, in the vast majority of cases.



SURVIVAL RATES IN CARDIAC ARREST PATIENTS

Cardiac arrest patients are the single largest group of patients EAAA attends, with 538 people treated in 2023/24. Analysis into this group has found that 16% of EAAA patients survived compared with average cardiac arrest survival rates across the UK of 8%, and only a 5% survival rate for patients in the East of England who were not treated by an air ambulance critical care team.

Average survival rates across the UK compare poorly with other countries, particularly in Scandinavia, where knowledge of cardiac pulmonary resuscitation (CPR) amongst the public is widely taught and practiced. Our community CPR training programme (see page 19) aims to improve public knowledge and skill with the aim of improving cardiac arrest survival rates across the East of England.



2. SUPPORTING PATIENTS AND FAMILIES WITH THEIR RECOVERY JOURNEYS

EAAA's service to local communities goes far beyond the critical care it brings to the incident scene. The charity's Aftercare Team of specialist clinicians provides emotional and practical support to patients and their families in the turbulent aftermath of their life-changing incident, helping them make the difficult transition back to daily life and beyond. The service also extends to bereaved families and members of the public who witness medical or trauma emergencies.

Over the last year, the aftercare service connected with 392 new patients and their families. The Aftercare team also seeks and gathers important feedback from patients and relatives on their experience of being treated by EAAA. The opportunity to meet the crew that treated them is mutually beneficial, often furthering understanding of the incident on the part of the patient and/or their family, sometimes giving closure, as well as providing a vital feedback loop for our clinicians concerning the outcome of their treatment.

3. EDUCATE CLINICIANS, RAISE AWARENESS AND TRAIN THE COMMUNITY IN LIFE-SAVING SKILLS

We are committed to improving the likelihood of good patient outcomes through the delivery of high-quality clinical education and training in our communities.

Our work in this area recognises the value that the charity can bring to two distinct stakeholder groups who contribute to improved patient outcomes in the East of England and beyond: clinical professionals and the community we serve.

Academy of Pre-hospital Emergency Medicine

During the year, EAAA brought its clinical training together under the Academy of Pre-Hospital Emergency Medicine (PHEM), through which the charity aims to pioneer advances in pre-hospital clinical education and innovation to improve measurably the outcomes of all patients.

The Academy, often in conjunction with valued partners, delivers courses to a range of clinical professionals including those already practicing in the pre-hospital environment and those who may choose to step into a career in HEMS in the future. This is particularly important in the field of paramedicine where high turnover and UK shortage is beginning to impact the air ambulance sector with a diminishing pipeline of suitably qualified and experienced clinicians.

East Anglian Air Ambulance

Academy of Pre-hospital Emergency Medicine

Excellence through education

Our training programmes focus on areas where EAAA clinicians have specialist in-depth knowledge and experience, including:

- Advanced Life Support (ALS)
- Point of Care Ultrasound (POCUS)
- Specialist Percutaneous Endovascular Aortic Resuscitation (SPEAR)
- Pre-Hospital Emergency Medicine (PHEM) induction and initial training
- Pre-Hospital Surgical Skills
- Post Graduate Certificate (PGCert) in PHEM (delivered in partnership with the University of East Anglia (UEA).

Many of these courses, such as the PHEM induction and initial training, are mandatory for EAAA clinicians and are paid for through specified training budgets. Non-EAAA clinicians pay to attend our courses, such as ALS and POCUS.

East Anglian Air Ambulance

Community CPR

Community CPR and Defibrillator Training

Recognising the vital role that bystander CPR plays in the cardiac arrest chain of survival, EAAA has substantially developed the scope of its community CPR and defibrillator training programme this year.

The out-of-hospital cardiac arrest survival rate in the UK is around 8% if only resuscitation/ CPR is attempted but if a defibrillator is also used within the first 3-5 minutes, the chances of survival can more than double.

This year, EAAA trained over 26,000 people through a combination of paid training, staff and volunteers. The charity has also embarked on the next phase of its plan to scale up its efforts by beginning to trial a quality assured ‘train-the-trainer’ programme in schools, thereby achieving the multiplier effect that will ensure whole generations of children enter adulthood with these skills well established. We aim to train 100,000 members of the public a year in the East of England by 2029.





DAN'S STORY

In August 2021, Dan Gilkes age 56 from Bury St Edmunds, was in training for his seventh marathon when he suffered a cardiac arrest in the early hours of the morning. Over one quarter of the medical emergencies attended by East Anglian Air Ambulance are cardiac arrests and every second counts during these life-threatening medical emergencies.

"My wife, Mel woke up and thought I was snoring, but she quickly realised something was seriously wrong and dialled 999", Dan explains.

An East of England Ambulance was just four minutes away. EAAA was also tasked. Critical Care Paramedic (CCP) Joe was extremely close by in one of the charity's critical care cars from Anglia Two's Cambridge base. EAAA's critical care cars carry the same equipment as the helicopters and give crews an alternative way of getting to patients in the quickest time possible. This meant that Dan received the advanced care he needed within minutes.

The East of England Ambulance Service quickly identified that Dan needed defibrillation and cardiac drugs. When CCP Joe arrived, he provided Dan with the advanced pre-hospital critical treatment and care he needed, including administering sedation to keep him comfortable.

"I was 'gone' for between 10-12 minutes." Dan continues, "the ambulance paramedics shocked me three times with an AED and brought me back. EAAA's CCP Joe gave me the enhanced care I needed before accompanying me to the hospital, where I spent two to three days in an induced coma."

After having an S-ICD fitted at Papworth Hospital, Dan returned home after just three weeks to continue his recovery. Dan and Mel also received support from the EAAA Aftercare service. Understanding what happened during their pre-hospital treatment (and why) can be a huge step towards a positive recovery for patient attended by EAAA.

Dan is now a huge advocate for CPR and talks to groups about the importance of learning potentially life-saving skills, as well as continuing to champion and support the work of EAAA.

Dan concludes: "EAAA provides an essential service. Public support and donations provide critical care at scenes of emergencies, ultimately saving lives."

4. EVOLVE PATIENT CARE THROUGH GROUND-BREAKING RESEARCH

Through the work of the EAAA's Research, Audit, Innovation and Development (RAID) Group, we aim to pioneer advances in pre-hospital clinical research by developing new treatments, equipment and skills through trials, extensive research, evaluation and by using the latest cutting-edge evidence in PHEM.

We are taking a leading role in UK and international thinking and research in pre-hospital emergency medicine, and our focus into areas such as out of hospital cardiac arrest, traumatic brain injury, blood and aftercare will further our aim to deliver outstanding out of hospital critical care, and save more lives.

Research trials delivered by EAAA are primarily funded by applications made to organisations such as the National Institute for Health and Care Research.

Four research studies are currently being undertaken by the RAID group:

Endovascular Resuscitation in Cardiac Arrest (ERICA): EAAA has partnered with Queen Mary University of London to carry out a research study to assess the feasibility of using a special balloon device to help resuscitate patients who have suffered a cardiac arrest outside of hospital. During the trial, resuscitation teams, led by a consultant, will deliver a small balloon device in the main aorta artery, using a tube placed in the top of a patient's leg. This balloon will be inflated inside the blood vessel to direct more blood flow to the heart and brain. This is true pioneering research: If we are successful at proving feasibility of this intervention outside of hospital, we will be able to look into undertaking a further trial to assess whether it improves chances of survival for those in cardiac arrest in the East of England.

Near Infra-Red Spectroscopy (NIRS): NIRS is a non-invasive technique that uses near infra-red light to measure tissue oxygenation and blood volume. It can be used to monitor a variety of tissues, including the brain, muscle, and connective tissue. RAID, in partnership with a commercial company, NONIN, are delivering a study using NIRS which aims to inform the strategy on optimising brain oxygenation and facilitate early identification of patients who are likely to have a favourable outcome.

Aftercare Study: RAID's study in partnership with UEA has examined the level of burnout, stress, PTSD and anxiety of EAAA's crew, patients and next of kin as a result being involved in life-changing and life-threatening incidents. This important study hopes to establish the psychological impact of Helicopter Emergency Medicine work on these groups. The finding will be written up and presented at the annual RAID conference in November 2024.

Other work undertaken during the year is to understand the importance of blood pressure control in management of patients with traumatic brain injuries, and how clinicians might optimise that control during out-of-hospital anaesthesia.

East Anglian Air Ambulance

Research, Audit, Innovation & Development Group

Improving patient outcomes

5. GUIDED BY OUR VALUES, ENHANCE EAAA'S REPUTATION THROUGH INTEGRITY, GOOD GOVERNANCE AND STRIVING FOR EXCELLENCE IN ALL THAT WE DO

The ethos within EAAA to continually improve patient outcomes will only be sustained if the organisation strives for excellence across all its activities and staff uphold its values at all times.

Brand research

The charity undertook market research in 2024 to understand its levels of awareness in our communities and how and why people value the service. The report found that the charity has strong brand awareness, averaging 88% across Norfolk, Suffolk, Cambridgeshire and Bedfordshire. 92% of the four counties valued EAAA's work, noting 24/7 availability, speed of response and ability to bring the accident and emergency department of a hospital directly to scene as key factors in their support. There were also high levels of advocacy for the charity both in the general public and from the charity's supporter base.

Patient feedback

The charity seeks feedback from its patients and their relatives to align with the Care Quality Commission requirements. Feedback is gathered in many forms but is formally gathered via an online questionnaire. In 2023/24, we received 132 responses of which 93 were from patients, 34 from relatives and 5 were from bystanders or unknown. The results overall were positive and praised the kindness, care and compassion of the crew. Some excerpts from this feedback are below:

'I was overwhelmed and amazed at the level of care during my accident before getting to the hospital'

'Thank you from the bottom of my heart for the second chance'

'I have nothing but praise for not only the efficiency and professionalism of all those in attendance but also for the genuine kindness and compassion shown to both me and my family.'



Clinical Governance

Governance of EAAA spans the many activities of the charity. EAAA's approach to clinical governance is fundamental to achieving the charity's strategic goals. The Medical Director is responsible for clinical governance of all clinical activity delivered by EAAA clinicians and reports to the CEO and charity Board.

Operational aspects of clinical governance are delegated to the charity's two Deputy Medical Directors. One such delegation is a Deputy Medical Director acting as Chair of the Clinical Governance Steering Group.

The Clinical Governance Steering Group (CGSG) is made up of the Medical Director, Deputy Medical Directors, the charity's Consultant Paramedic, EAAA consultants, EAAA doctors and critical care paramedics, and representatives from the charity's operations, aftercare and research teams. This group has oversight of all EAAA clinical activities, including clinical risk management, and reviews all clinical incidents, with the RAID Group and Patient Outcome Group (POG) also reporting to this group. The CGSG meets monthly and presents at a monthly clinical governance team meeting.

At an operational level, all clinical cases are reviewed by the duty EAAA consultant, and the more complex cases are discussed at a weekly case review session. Learning points are shared with the entire team. At the patient-clinician interface, all new clinicians undergo initial formal PHEM training over a period of nearly three weeks, followed by 100% supervision over a minimum of nine shifts, before being signed off when ready to practice with remote support and a minimum of 20% consultant supervision.

As a medical charity, EAAA is regulated by the Care Quality Commission (CQC). We were rated 'outstanding' by the CQC at our last inspection in Norwich, with inspectors finding 'an excellent service which was securing exceptional outcomes for local people and saving lives'. A later section of this report summarises the approach to non-clinical governance.

6. COLLABORATE AND DEVELOP MUTUALLY BENEFICIAL PARTNERSHIPS

We can only be successful in delivering outstanding outcomes for our patients by working in close partnership with the many NHS Trusts and other organisations we work alongside.

EAAA'S KEY PARTNERS ARE:

East of England Ambulance Service Trust (EEAST)

EAAA is tasked by EEAST's Critical Care Desk (CCD) to support paramedics at life-threatening medical or trauma emergencies across the region. In addition, the majority of our critical care paramedics are seconded from EEAST.

• Paramedic pathways: The charity is reliant on a dedicated and professional cohort of specialist paramedics. Working with EEAST, we have been exploring ways to develop the paramedic career pathway which extends beyond HEMS. This must be balanced against a need to retain our core strength of experienced pre-hospital clinicians.



Babcock Mission Critical Services Onshore Ltd

Babcock is EAAA's aviation partner which provides the aircraft, pilots and engineering support, and holds the Air Operators Certificate (AOC) for EAAA's service by air. EAAA has partnered with Babcock for 14 years and our current contract, which came into effect in April 2021, runs until April 2028.

• Pilot recruitment: We have worked closely with Babcock in the last year to overcome a challenging recruitment market for pilots, which has affected the charity's operational resilience. We are committed to supporting Babcock with finding ways to improve recruitment and retention of pilots.

• Other air ambulance charities, particularly those in the East of England: Essex & Herts Air Ambulance Trust and Magpas Air Ambulance. Collaboration across the air ambulance sector in all disciplines is increasing and delivering huge benefits through sharing of beneficial practice and acceleration of innovation.

• Regional specialist hospitals (Trauma Units, Cardiac Centres and the Major Trauma Centre) that receive EAAA's patients and with which EAAA shares information in order to measure and optimise the collective impact on patient outcomes.

• National guardians of health data such as the Trauma Audit & Research Network (TARN) who EAAA can work with to measure its relative performance.

• Specialists in HEMS research such as the National HEMS Research & Audit Forum (NHRAF) and the Pre-Hospital Trainee-Operated Research Network (PHOTON), with whom EAAA can increase the significance of its research through larger datasets.

• NHS and third sector organisations that provide specialist support services and EAAA can signpost its patients and their families towards during their recovery or as they adapt to life after their incident.

• Academic partnerships with the University of East Anglia (UEA) and others to deliver both research and training programmes where there are complementary skills, knowledge and/or expertise.

• Corporate partners that support the charity's work through a combination of fundraising and increasing awareness of EAAA's life-saving work to their stakeholders.

ANNUAL REPORT 2023/24

HOW WE ACHIEVE OUR AIMS

To be able to achieve our aims, the charity has key enablers in which it must invest to progress and improve patient outcomes.

AN OUTSTANDING TEAM

Recruit, retain and develop excellence, and listen to and learn from our people.

Our workforce

The success of the charity is highly dependent on its ability to attract and retain talented staff, with appropriate skills, and whose personal values align with those of the organisation.

We are therefore committed to investing in our people, both in terms of remuneration and their professional and personal development. Positive wellbeing in the workplace is always at the core of the charity's culture and is taken very seriously. EAAA led the development of the McQueen Charter which is designed to guide HEMS on the best way to support the mental health of those who work in any role within the sector. Staff engagement is excellent and this approach to our staff has seen EAAA establish:

- Low levels of voluntary employee turnover of 16% (compared with a sector average of 22%),
- Low levels of sickness absence – 1.6 days per employee
- A good reputation as an employer with EAAA being named as one of the Best Places to Work by The Sunday Times in 2023
- High applicant numbers, good quality candidates and successful appointments for most vacancies



EAAA is committed to ensuring equal opportunities, fairness of treatment, dignity, work-life balance and a proactive approach to ensure there is no place for any form of discrimination in the workplace. The charity aims to create a working environment in which all individuals are able to make best use of their skills and in which all decisions are reasoned and based on merit. This commitment extends to staff, applicants, volunteers and contractors engaged in the work of the charity.

Charity values

EAAA values are designed by all staff with patients, supporters and the community in mind. The values are demonstrated through the actions of staff and volunteers, embedded within everything the charity does, and factored into all decision-making. The values provide the structure of behaviours that underpin EAAA's efforts to reach the highest possible standards of excellence. In 2024, EAAA reviewed and relaunched its charity values in consultation with staff.

These will be integrated into charity culture and the appraisal system throughout **2024/25**.

REASONED
Our actions and decisions are evidence based and with others` views in mind

ACCOUNTABLE
We accept ownership and deliver on that acceptance

INTEGRITY
We are honest and ethical

SYNERGY
We work with others to create a better outcome

EVOLUTION
We are constantly working to improve



VOLUNTEERS

The charity hugely benefits from the support of its diverse and dedicated 258 regular volunteers and 613 occasional volunteers, who make a significant and ever-increasing contribution to EAAA's activities. Although formal inclusion of the value of this contribution in EAAA's statutory accounts is not permitted, EAAA has developed a system to make a reasonable estimation of its value. For the year 2023/24, EAAA volunteers have donated the equivalent of £195,000, which equates to 46 taskings.

Volunteers' roles are hugely diverse and support the charity's work in many different ways, including as trustees, delivering clinical and community training, providing expert advice and guidance across many charity activities and running our welcome desk at our headquarters. Their immense contributions are recognised through an annual celebration and within documents such as this report, demonstrating the charity's sincere appreciation and reliance on their time and expertise.



Pay and grading policy

The charity has a structured pay and grading policy which ensures that salaries reflect the knowledge, skills, responsibilities, experience and personal competencies required for the satisfactory performance of each role. Salary grades are reviewed regularly and benchmarked against similar roles in the not-for-profit sector, but with an eye on other sectors given the competitive nature of the employment marketplace. Annual appraisals are based on a combination of performance and demonstration of the behaviours underpinning EAAA's values, and individual pay increases are linked to appraisal outcomes. The policy will be reviewed in the next financial year to adapt pay bands and appraisal processes to reflect the changing market dynamics, taking into account the impact of raised employer's NI rates/lower thresholds and the above inflation increase in National Living Wage on pay band hierarchy.

CUTTING EDGE TOOLS & INFRASTRUCTURE

Platforms, equipment, facilities and IT systems

It is vital that the charity has the tools and infrastructure in place to deliver against its aims and objectives. In the past year, EAAA has made significant progress in its systematic plan to upgrade and evolve information systems, equipment and infrastructure.

Helipads

24/7 lit helipads at hospitals are essential to delivering an effective and efficient air ambulance service but of the 17 hospitals that EAAA delivers patients to in East Anglia, only five hospitals had 24/7 lit helipads at the start of the year.

There has been significant progress in developing helipad infrastructure in 2023/24. Importantly, planning permission for a 24/7 helipad operations at Addenbrooke's Hospital, the region's major trauma centre, was achieved in May 2024.

The charity has also seen improved engagement with regional NHS Trusts and the New Hospital Programme around retaining and improving hospital helipads, including engagement with CUH to agree short, medium and long-term strategies for helipad infrastructure in the face of neighbouring development. The charity will continue to work with NHS partners to secure a world-class regional network of hospital helipads.



New critical care cars

The charity welcomed two new critical care cars to its fleet in November 2023. These vehicles were a direct response to a fundraising appeal in 2022 to replace cars which had reached the end of their lifespan. In 2023/24, 43% of EAAA taskings were by road. The vehicles are sometimes the best option to reach patients in the quickest time. For example, in the more built-up areas of the region where helicopters cannot easily land.



ADAPTABLE & RESILIENT

Adopt robust processes & resources, agile & adaptable delivery models

As the charity grows, the organisation must remain agile as new approaches and technologies are adopted, while balancing this with policies & procedures which provide our governance framework.

Data security

As the charity becomes more sophisticated and more dependent on its systems, it is also vitally important that we ensure our patient, staff and supporter data is protected, and cyber threats are managed effectively. EAAA is in the process of developing its enhanced cyber security strategy, and part of this process was to undertake cyber audits to measure effectiveness of existing security measures in 2024. A user training and awareness programme was carried out with staff, and we undertook external penetration testing of our systems. This testing highlighted areas where we demonstrated high levels of security and some areas where we can improve. The charity has accreditation with Cyber Essentials Plus, a nationally recognised certification of good cyber practice, and the NHS data security and protection toolkit, which demonstrates that we are a trusted partner and have safe processing of patient data.

The charity will continue to develop better integration of systems to improve data security and combat the ongoing cyber threat.

SUSTAINABLE INCOME

Invest in growing engagement and diverse & sustainable income channels

It is important that the charity has a diverse mix of income streams including lottery, regular donations, events and legacies. This makes the charity less vulnerable to downturns in one income type and improves cash flow as some income is regular, whilst other income is seasonal.

To ensure the charity has a sustainable income stream to support its activities, it must:

- Engage audiences with exciting and relevant content
- Retain and steward long-term supporter relationships
- Diversify income streams & acquire new supporters
- Invest in development of regular income streams to increase financial resilience
- Embrace innovation and new income opportunities

Despite the economic challenges, the charity and its supporters raised nearly £19m in 2023/4 to develop and deliver EAAA's life-saving service. With fundraising performing well against budget, higher than expected investment gains and challenging-to-predict gifts in wills income, the charity raised £1.7m more than was expected, delivering a surplus of £1.6m.



Lottery

The EAAA weekly lottery remained the charity's biggest source of income, generating £6.6m. The economic climate continues to impact the number of lottery players and our ability to recruit new players compared with previous years. We remain committed to identifying and testing alternative methods of recruitment of new lottery and this income stream will continue to be core to EAAA's sustainable income strategy.

Gift in wills

Gifts in wills left to EAAA reached £5.7m in 2023/4, funding 1 in 4 of the charity's taskings. Legacy giving remains difficult to predict each year but plays an increasingly pivotal role in the financial success of the charity. We are continuing to invest in innovative and thought-provoking marketing campaigns to actively promote this form of giving, generating gifts long into the future and increasing the number of pledgers who we can recognise in their lifetime.

Regular giving

The charity also continues to invest in its regular giving programme, and innovation in fundraising is key to this. EAAA launched a new award-winning Missions based app to target new regular donors, which won the 2024 Third Sector Awards in the Digital Innovation of the Year category. Last year, donors who donated on a regular monthly basis gave over £590K to the charity.

Community activity, corporates and events

Huge numbers of supporters took part in EAAA managed events and challenges throughout the year including Only the Brave, Trek 24, London Marathon and Cambridge Half Marathon, raising over £500K. Many more supporters organised their own events in aid of the charity from golf days, bake sales, Christmas fayres and cycle events, raising £785K. Local and regionally based companies continue to generously support EAAA in many different ways, raising almost £500K. Our team and volunteers have also been testing new cashless 'tap to donate' boxes at in person and countertop collections, alongside traditional cash boxes and buckets, raising £122K in the process.

Grants and Trusts

Many grant giving Trusts and Foundations remain oversubscribed with applications, and this has had an impact on this area of fundraising in 2023/24 which saw income drop to £261K. Trust income this year funded specific areas of activity including Community CPR Training, clinical research, and specific pieces of lifesaving equipment.

Philanthropy

Over this year, EAAA continued to invest in the Philanthropy team to identify and engage with individual donors who have the capacity to give significant gifts towards the charity's clinical and operational activity. This has resulted in some very generous donations from individuals totalling almost £440K.



FUNDRAISING GOVERNANCE

EAAA's fundraising activity is delivered and managed by an experienced team who follow policies and procedures, are compliant with regulators' rules and practices and uphold the charity's values at all times. The charity is registered with the Fundraising Regulator and adheres to the Code of Fundraising Practice. EAAA has fundraising policies in place which set out its approach and which are updated on a regular basis; many of these are published on EAAA's website or available for review by supporters on request.

EAAA's lottery and raffle activity is regulated by the Gambling Commission. The charity has three registered Responsible Persons and completes gambling returns to the Gambling Commission's specified schedule. The charity also subscribes to the Direct Marketing Association and abides by the requirements of the General Data Protection Regulation (GDPR).

EAAA continues to use an online incident reporting system for reporting, recording and monitoring all complaints. Fundraising complaints are evaluated and responded to as quickly as possible and in accordance with our Complaints Policy. In the year to 30 June 2024, EAAA received eight (2023: 13) complaints relating to lottery canvassing, amounting to less than 0.01% (2023: 0.01%) of people contacted during such activity.

As well as thoroughly investigating complaints, the charity actively monitors the work of fundraisers acting on behalf of EAAA, including its volunteers. This is achieved through various means, including regular follow-up and satisfaction calls with new supporters who have been signed up to the lottery. Volunteers are regularly updated and complete relevant paperwork related to their specific volunteering (such as counting forms for collection box income) and any anomalies are investigated. All commercial participators, sponsors and charity of the year partners enter into signed agreements and monitoring of such relationships is undertaken regularly.

EAAA takes its safeguarding practices very seriously and all staff complete training in this area. During the year to June 2024, safeguarding concerns relating to interactions with two supporters were brought to the attention of the EAAA Safeguarding Lead who guided our response.

FINANCIALLY SECURE

Financial policies which facilitate resilience and delivery of our objectives

EAAA adopts a prudent and long-term approach to financial planning, always aiming to secure best value and control costs. Part of EAAA's financial strategy is to protect balance sheet strength and mitigate market risk through prudent investment policies, as well as plan and save for future high value projects through use of designated funds.

In 2023/24, the charity revised its reserves policy to improve the definition of minimum operational cover. Alongside this, a fixed asset designated fund was created to increase transparency of the charity's free reserves. EAAA will further review and refine its reserves and investment policies in the next financial year, as well as develop and improve cash flow reporting to ensure liquidity and improve treasury capability to optimise return on cash held.

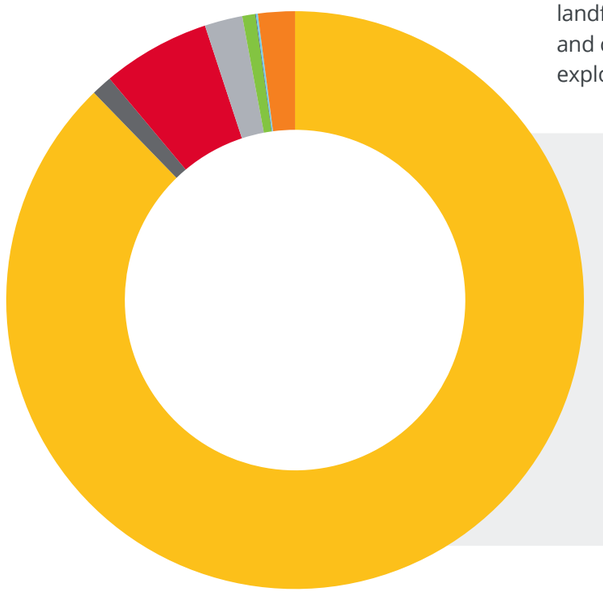
See page 42 for EAAA's full financial review for 2023/24.

MINIMISING ENVIRONMENTAL IMPACT

Reducing our operational footprint wherever practical & proportionate

EAAA is committed to minimising its energy consumption and carbon footprint and developing a road map to achieving carbon neutrality from its operations by 2040.

We recognise that our helicopters use non-renewable hydrocarbon fuel and are therefore not exemplars of low carbon transport. Whilst continuing to provide our critical care service to patients, and in consultation with our supporters, we will work with partners and other air ambulance organisations to identify more environmentally friendly means of operating and developing a stepwise plan to reduce the charity's carbon footprint from core operations. We are driven by a combination of economic and environmental returns on investment.



Carbon emissions report

EAAA measured its baseline direct and indirect organisational emissions in 2023 and will measure progress on an annual basis. The total carbon emissions for EAAA in 2023/4 was 841.69 tCO2e, compared to 830.88 tCO2e in 2022/3.





0.50 tCO2e
emissions per helicopter tasking (2023/24)

We saw an increase in our carbon footprint in 2023/24 which was primarily as a result of the increased demand for our services (see page 10). Although the CO2 emissions from the charity's air operations make up a high proportion of EAAA's environmental impact and are dictated by community need each year, improvements in ground-based emissions, use and generation of renewable energy, waste to landfill reductions, supply chain sustainability and carbon offsetting are all areas being actively explored in the shorter term.



Solar panels

In the last financial year, the charity selected a supplier for roof mounted solar panels at Helimed House. These were installed in August 2024 and will offset 13% of electrical consumption, with a payback period of six years.

Sustainable Aviation Fuel (SAF)

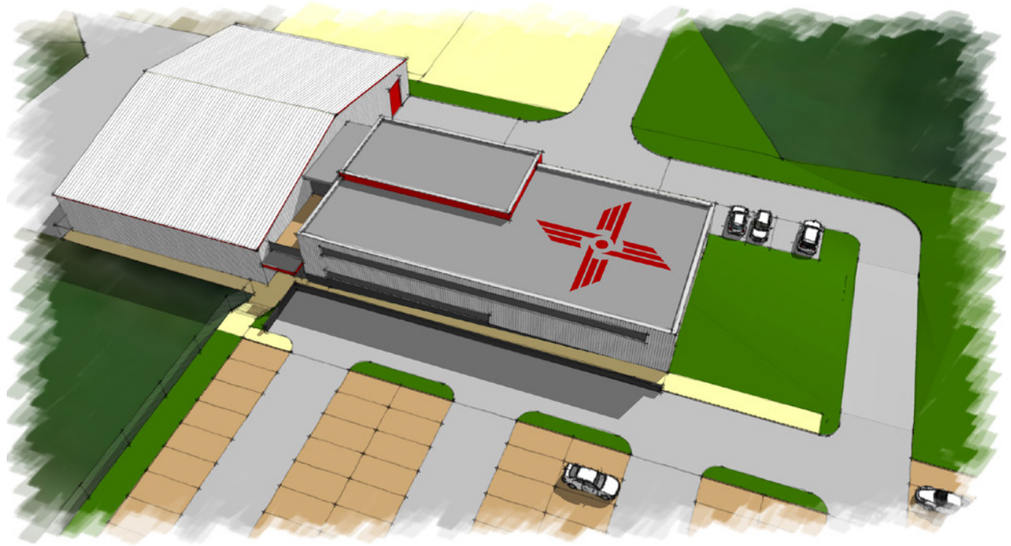
In partnership with its aviation partner Babcock Mission Critical Services Onshore Ltd, EAAA took part in a 24-hour feasibility trial of using Sustainable Aviation Fuel (SAF) in its Norwich-based H145 aircraft earlier this year. G-RESU was refuelled with 470 litres of SAF from Norwich Airport, which was a blend of 30% SAF with 70% conventional Jet A1 fuel, this being the standard blend in use. The trial resulted in 90 minutes of flying time, covering two medical emergencies: a night tasking in West Norfolk, and a task the following day near the Norfolk/Suffolk border. While SAF is currently more costly than traditional fuel, the expectation is that this won't always be the case as technology and investment advances, and the benefits of SAF become more widely recognised. While we acknowledge the SAF trial is only one small step towards becoming carbon neutral, and one that cannot be fully adopted currently due to costs, it's one we are pleased to take.

Cycle to work scheme

EAAA has partnered with Halfords to offer eligible employees the opportunity to sign up to Cycle2Work. This initiative was identified through the charity's Environmental & Sustainability Group, which works towards achieving the charity's carbon neutral pledge. The initiative is designed to support staff with the cost of a new cycle and cycle safety equipment for commuting purposes, up to the maximum value of £3,000. Cycle2Work is an employee benefit which is operated as a salary sacrifice scheme.

Future sustainability plans

The charity will be introducing further solar PV arrays and EV charging infrastructure at Helimed House in 2025. Alongside this, EAAA will evaluate whether adopting a salary sacrifice scheme to support staff in having access to affordable EVs is beneficial. We will continue to consider adopting EV pool cars and critical care cars, as and when it is practical and economic to do so. We will also continue to horizon-scan for new technologies to guide our approach to long-term carbon reduction.



Architects drawings of Helimed House, Norwich

PLANS FOR THE FUTURE

New Home for Anglia 2

The announced future closure of Cambridge City Airport, EAAA's base for its Anglia 2 crew poses a major threat to the continuity of EAAA's service in the southern part of the region the charity serves. Having no operational base in the area will have a serious adverse effect on EAAA's ability to provide critical care to patients in urgent need. We must therefore find a new base.

The target date adopted by the Board of Trustees for being operational from a new base is December 2027 which, according to the owners of Cambridge City Airport, Marshall of Cambridge, is the earliest possible date for closure of the airport.

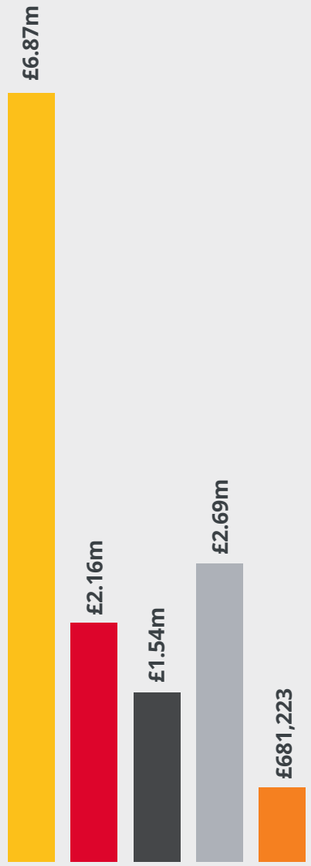
Much progress has been achieved towards the charity's goal during 2023/24. After site selection criteria had been established, an extensive search and shortlisting process was undertaken, and a preferred site has been identified. Negotiations with the freeholder to secure a long-term interest are progressing. The design concept for the new base has been agreed and detailed floor plans have been developed in consultation with EAAA staff.

Assuming negotiations progress satisfactorily to agreement of terms, the next milestone will be conditional exchange of contracts subject to, amongst other matters, securing planning consent for the development. To be confident of achieving the target timelines, the planning application will need to be submitted in Q1 2025. Detailed designs will be developed and a formal tender undertaken to appoint building contractors by Q3 2026. In parallel, alternative sites are being identified, should the quest for the preferred site fail to progress for any reason.

Although capital amounting to £4.5m has been prudently put aside within a designated fund over the last three years for this project, this will not meet the full estimated cost, and a fundraising campaign has been launched to raise the balance required.

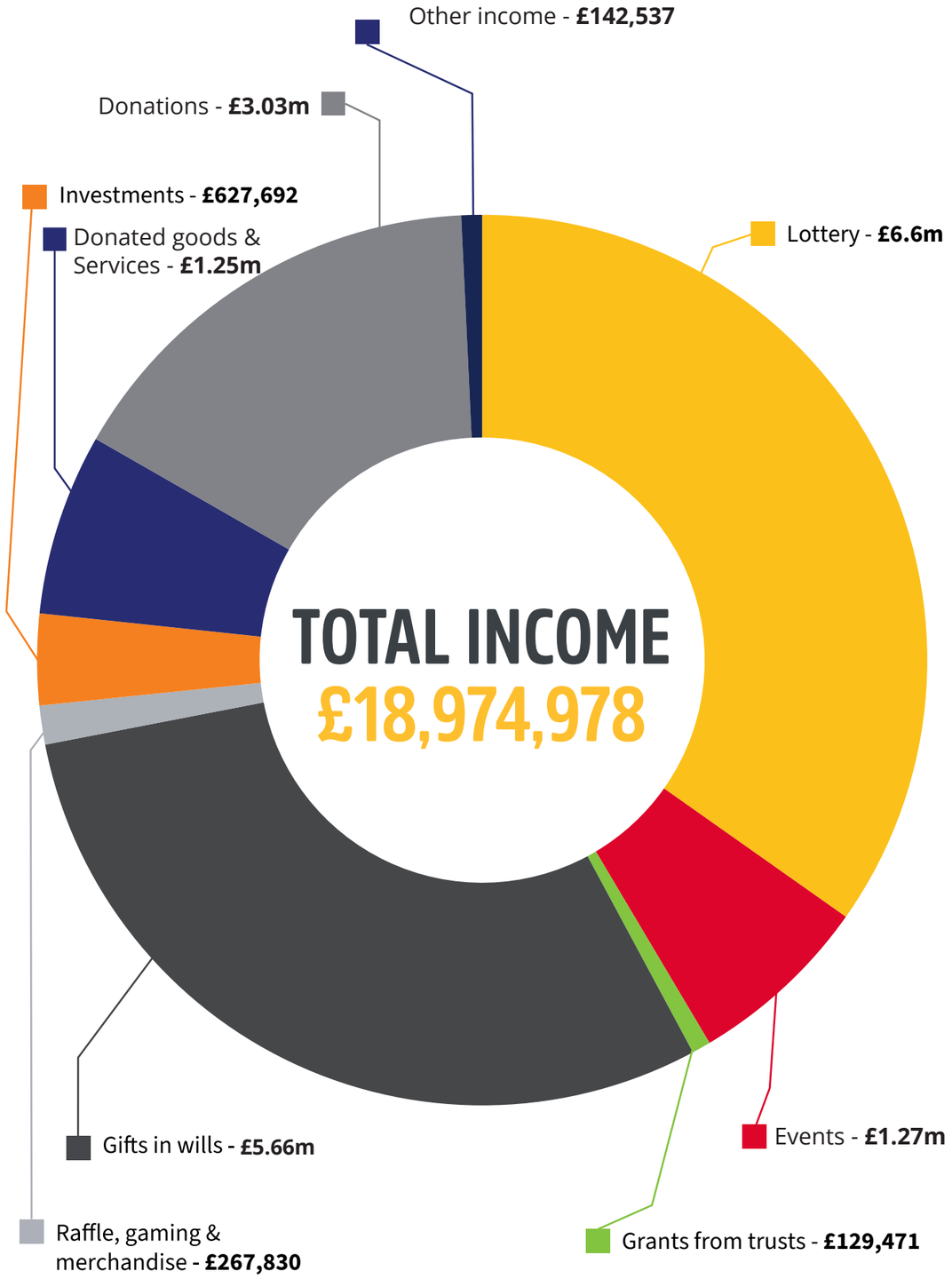


FINANCIAL REVIEW



EXPENDITURE

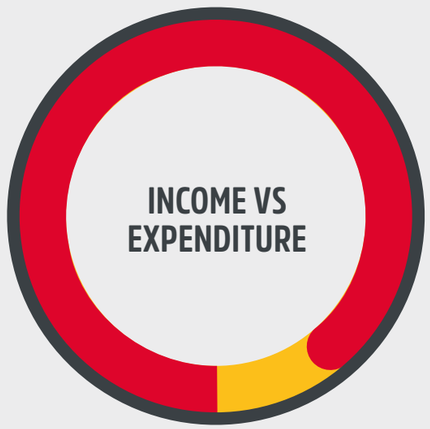
- Helicopter & aviation
- Doctor, paramedic and medical costs
- Generating lottery funds
- Cost of generating funds
- Depreciation



Results for the year

Despite economic headwinds and global uncertainty, EAAA remains in good financial health. The charity's financial position continued to be affected by inflationary pressures and the impact of supporters having less disposable income, however our fundraising performed well against budget, and was bolstered by higher-than-expected investment gains of £0.5m (2023: £0.01m) and challenging-to-predict legacy income of £5.7m (2023: £5.4m).

Total income for the year was £19m (2023: £18.6m), which supported increased expenditure on our charitable activities and investment in fundraising activities, which totalled £17.9m (2023: £16.8m). The overall result, after the gain on investments, was a surplus for the year of £1.6m (2023: £1.9m).



- Total income - **£18.97m**
- Total expenditure - **£17.89m**
- Surplus - **£1.63m**

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Income

The charity continues to derive a substantial proportion of its income from the EAAA weekly lottery which generated revenue of £6.6m (2023: £6.7m) and from legacies, which contributed £5.7m (2023: £5.4m). The remaining income largely came from extensive community fundraising, events, grants from trusts, corporate donors and donated goods and services.

The charity's policy is to maintain a diverse mix of income streams, which alongside the reserves policy helps to mitigate against the risk of a downturn in any one income stream. This also aids cash flow, with certain income streams, such as the lottery, providing a steady, regular inflow to offset the less predictable receipts from legacies. Despite the ongoing cost-of-living pressures faced by our supporters over the last year, we are once again humbled and extremely grateful for the support we continue to receive.

Expenditure

Expenditure on charitable activities increased across all areas in 2023/4, reflecting continued inflationary pressures, as well as the increasing demand for the charity's services. The most significant cost increase was operating the charity's two helicopters and associated aviation costs (£6.9m as against £6.7m last year).

The charity continued to invest in growing fundraising activity, which increased to £4.4m (2023: £3.8m). This investment reflects the competitive environment in which EAAA competes for donations, and will ensure the charity is in a strong position to tackle the significant challenge of fundraising for the relocation of EAAA's Cambridge operational base.

Liquidity

Although the charity holds healthy reserves, it is important to manage cash flow effectively. This is particularly significant for the following reasons:

- Our income is comprised of regular and seasonal inflows of cash, whilst our operating costs generally remain similar each month.
- A large proportion of our current assets comprises accrued legacy income, for which the timing of cash receipts is often difficult to predict.

As at 30 June, 2024, the charity held £14.3m of cash compared with £7.0m in 2023 after the sale of some investments (see page 46). Due to the volatility of the market, and to benefit from the high rates of interest available from cash, the funds were kept on deposit account and in cash funds in 2023/4.

The charity also went through the process of selecting a new investment manager during this period. With a new manager appointed in July 2024, we will seek advice on the appropriate time to consider long-term investment options.



FUNDS & FINANCIAL POLICIES

Funds

The funds held by the charity fall into the following two categories:

i. Restricted Funds – primarily donations made for specific purposes, such as capital for replacement of medical equipment and delivering CPR training across our communities.

ii. Unrestricted Funds - these comprise the General Fund and the Designated Funds, as follows:

a. The General Fund is the fund which is held to ensure that EAAA can continue delivering its services in a financially sustainable manner. It is available to further any of the charity's purposes and is used to provide working capital, meet operational requirements and to provide a contingency.

b. Designated Funds are funds set aside from the General Fund by the Trustees for a particular purpose such as planned capital expenditure. Such expenditure is specific to a well-defined future need within a reasonably certain timeframe.

Restricted funds

Restricted Funds at 30 June 2024 amounted to £0.13m (2023: £0.15m). Details of these funds are shown in note 18 to the financial statements.

Unrestricted funds

General fund

The general fund represents the level of free reserves held by the charity. In determining the level of reserves required, the Trustees consider:

- Five-year budgets and forecasts
- Working capital requirements
- Changes in legislation relating to lottery canvassing or other external pressures
- Fluctuations in legacy income
- The planned costs of future service developments
- Risks relating to a significant increase in planned voluntary income forecast over the next five years
- Potential increases in operational expenditure
- Stock market fluctuations
- Changes in Government policy relating to the provision of Air Ambulance services

The charity's reserves policy states that the minimum level of free reserves to be held should equate to the total of:

- Cover for the day to day working capital requirements of the charity (calculated based upon the five-year financial plans and cashflow projections), and
- A buffer to mitigate unforeseen financial risks or delays to significant receipts of income (e.g. from legacies) to give 100% cover for a) above, and
- An emergencies fund equivalent to the loss of the most significant income stream or to cover 12 months' fixed costs – whichever is the larger.

This translates to EAAA Trustees aspiring to hold a minimum of 14 months' total operating costs in free reserves to protect the charity against unforeseen circumstances and service disruptions which could otherwise arise due to short-term lack of funds, as well as ensure the financial sustainability of the charity for the future. This includes having sufficient funds to take advantage of strategic opportunities to improve the services, efficiency and the delivery capability of the charity.

Current free reserves of the charity at the year-end were £20.8m, representing 13.9 months cover of annual operating costs

(2023: 14.4 months). This complies with the organisation's reserves policy.

The reserves policy is regularly reviewed by the trustees, at least annually, in light of the charity's circumstances and the environment in which it operates.

Designated funds

The Trustees regularly consider future potential capital needs and strategic investment requirements. Each year, at the discretion of the Trustees, and based on economic circumstances and other considerations at the time, a decision is taken whether to allocate any surplus funds to designated funds.

Over recent years, it has been the practice of the Trustees to allocate 25% of legacy income recognised in the year to the Planned Capital Expenditure Fund (PCEF), which is now designated to support the relocation of the charity's Cambridge operating base. This year, the Trustees have again agreed to adopt this approach. This equates to £1.4m in 2023/24, a similar sum to the surplus generated during the year and takes the balance of the PCEF to £4.5m.

The Trustees also designated a new Fixed Asset Fund in 2023/4 which saw the transfer of £7.4m from the General Fund to the newly formed Fixed Asset Fund as shown in note 18 to the financial statements. This fund ensures that the unrestricted, undesignated funds shown on the balance sheet truly represent those funds which are freely available for the Trustees to call upon should they be needed.

Investment Policy

The Trustees exercise due care when making investment decisions, selecting investments that are right for the charity, are suitably diversified and align with the overall purpose and strategy of the charity.

To aid this, the Trustees seek advice from suitably qualified persons when considering investment decisions and used the services of an Independent Financial Advisor (IFA) authorised and regulated by the Financial Conduct Authority to provide ongoing expert support. The Trustees recognise that risks cannot be fully mitigated, and market volatility risk will always remain a significant risk.

It is the Trustees' intention to avoid harm by ensuring that environmental, social and governance (ESG) factors are incorporated into the criteria for any investments placed. The Trustees do not wish to invest in companies which fail to meet the responsible investment criteria set by this policy.

Investment Performance

At 30 June 2023 two separate investment funds were held with BNY Mellon Fund Managers Limited. During the year, because of disappointing performance over an extended period, EAAA's holdings in one of these funds was sold and the proceeds were placed into a cash account with CCLA where advantage was taken of interest rates of around 5%. Whilst dividends received fell from £0.24m in 2023 to £0.18m in 2023/4, this was offset by an increase of £0.4m in bank interest received.

The market value of investments held at 30 June 2024 was £6.6m (2023: £10.5m) and included a net gain in market value during the year of £0.5m (2023: £0.01m).

Since the year end the charity's holdings in the remaining investment fund held with BNY Mellon Fund Manager Limited were sold and the proceeds were reinvested with CCLA in the COIF Charities Investment Fund. The decision to change investment manager was taken after extensive consideration and comparison of several potential providers and their investment fund offerings, with scrutiny of their risk profile, investment approach and the long-term performance of their relevant funds.

Going concern

The trustees have assessed projected future income, expenditure and cash flows and analysed the strength of the charity's reserves and liquid assets. Consideration has been given to the stability and diversity of income streams. The trustees conclude that there is reasonable expectation that the charity and its trading subsidiary have adequate resources to continue their activities for the foreseeable future and to settle liabilities as they fall due. They continually monitor progress against longer-term financial plans and take appropriate steps to mitigate risks.

Risk Management

Risk management is well embedded into the operations of the charity, with risks identified, considered and regularly reviewed through various forums and processes. The charity's risk register is monitored each month by the Executive Team, with new and significant risks reviewed quarterly by the trustees, together with progress in implementing and monitoring mitigations.

The major risks and uncertainties facing the charity have been identified as being issues which would lead to a curtailment or cessation of its critical care service as a result of:

- A cyber security breach resulting in inability to operate, loss of personal identifiable data and reputational harm
- A disruption (whether short, medium or long term) in the service availability of the aircraft resulting from technical fault, accident, grounding of all similar aircraft or business failure of EAAA's aviation partner
- Geopolitical instability impacting operating costs and reliability of supply chains
- The impact of high inflation and/or a macroeconomic downturn on both costs and fundraising income
- Breach of patient confidentiality resulting in reputational harm

The trustees are satisfied that, so far as is practicable, appropriate policies, procedures and systems are in place to mitigate these risks and others identified in the risk assessment process.

Structure, Governance and Management
Constitution

EAAA was established on 6 September 2000 as a charitable company limited by guarantee. It is governed by its Articles of Association which were updated by the Trustees on 29 May 2020. East Anglian Air Ambulance (Trading) Limited was formed on 2 January 2001 as a wholly-owned subsidiary to carry out trading activities on behalf of the charity.

Recruitment, induction and training of trustees
The Trustees, who are also Directors of EAAA under company law, are collectively referred to as the Trustees throughout this report. The Trustees are the Members of the charity for Company Law purposes.

The Board of Trustees comprises at least five and not more than nine people. There are currently eight Trustees, details of whom are set out within the Reference and Administrative details at the end of this report.
Trustees are appointed to serve in three-year terms which can be renewed if this is agreed as being in the interests of the charity, subject usually to a maximum of nine years. The Chair may serve for a maximum of two additional three-year terms.

The Nomination & Remuneration Committee leads the process of selection of candidates for appointment to the Board of Trustees and makes recommendations to the Trustees regarding plans for succession. The election and re-election of Trustees takes place at the Annual Meeting of Trustees.

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EAAA is committed to an open, transparent and fair trustee appointment process and welcomes applications from people of all backgrounds. The process adopted during 2023/24 was as follows:

- A recruitment agency was appointed to represent EAAA and oversaw an advertising campaign. CVs were considered on criteria set out by EAAA according to required skills. A shortlist was passed to the Chief Executive, Director of People & Culture and Chair of Trustees.
- Shortlisted candidates were firstly interviewed by the Chief Executive and Chair. A refined shortlist was then put forward for second round interviews with selected Trustees at EAAA headquarters, during which candidates were given the opportunity to meet staff and tour the premises.
- Candidate(s) (depending on the number of vacancies) were recommended to the board for appointment who made the final decision.
- Successful candidates were subject to suitable due diligence before their duties commenced and typically attend one or two trustee meetings before formal appointment, depending on timing.

Upon appointment new Trustees are given a comprehensive induction, including time spent with members of the Executive Team, exploring in particular the strategy, five-year financial forecast and latest statutory and management accounts. A comprehensive Trustee Governance Manual is provided which includes, amongst other matters:

- Information about the organisational structure of the Charity.
- Guidance on the role and responsibilities of Trustees, including the Charity Governance Code.
- The Memorandum and Articles of Association.

Training needs of the trustees are assessed by the Nominations & Remunerations Committee (see below) on an annual basis. Trustees attend training sessions, which are sometimes arranged as part of trustee meetings, and are encouraged to keep up to date with charity issues by reading Charity Commission newsletters and other relevant publications. The charity uses the Charity Commission's Governance Code as a framework by which to assess application of good practice and opportunities for improvements.

Organisational structure

The charity is governed by the Board of Trustees which meets at least every quarter. The Trustees oversee the strategic direction and governance of the charity and are responsible for ensuring that the charity is being run in accordance with and in support of its purpose, its strategy and agreed policies and procedures, and in accordance with guidance from the Charity Commission, the Fundraising Regulator and Charity Governance Code.

The Board of Trustees is supported by two committees, the members of which are appointed annually at the Annual Meeting:

- The Finance Committee comprises at least four Trustees and meets quarterly to consider financial matters and makes recommendations to the Trustees accordingly. The Chief Executive and the Finance Director/ Company Secretary are in attendance and members of the Executive Team also join these meetings as appropriate.
- The Nominations & Remunerations Committee consists of a Chairman and up to four trustees. The Committee is an advisory committee which leads on trustee (including the Chairman of the board) recruitment, selection, succession planning and training. The Committee also oversees the recruitment and selection process for the Chief Executive, as well as reviewing the appointment and remuneration of the Executive Team before making recommendations to the Board.

Day to day operations and fundraising activities of EAAA are led by the Executive Team, the members of which are set out within the Reference and Administrative details at the end of this report.

Decisions requiring Trustee approval are defined in the Trustees Governance Manual and include:

- Board and Committee appointments
- The Charity's strategic aims, its objectives and direction
- The appointment and remuneration packages of the Chief Executive and members of the Executive Team.
- Matters above the delegated authority granted to the Executive Team.

The Charity's wholly owned trading subsidiary, East Anglian Air Ambulance (Trading) Limited runs a lottery and undertakes other trading activities. The company operates independently of the Charity in accordance with Charity Commission guidelines, with its own independently chaired Board of Directors.

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STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees (who are also directors of EAAA for the purposes of company law) are responsible for preparing the Trustees' Report (including the Strategic Report) and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charitable company and group and of the incoming resources and application of resources, including the income and expenditure, of the group for the year. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP 2015 (FRS 102);
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material
- departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company and the group will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and group and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditor is unaware; and
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

Signed by order of the Trustees on 13 February 2025

E Sarah Evans ACA (Chair)

INDEPENDENT AUDITORS' REPORT

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF EAST ANGLIAN AIR AMBULANCE

YEAR ENDED 30 JUNE 2024

Opinion

We have audited the financial statements of East Anglian Air Ambulance (the 'parent charitable company') and its subsidiary (the 'group') for the year ended 30 June 2024 which comprise the Group Statement of Financial Activities (including the Income and Expenditure account), the Group and Parent Charitable Company Balance Sheets, the Group Statement of Cash Flows and 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 30 June 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.

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

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the Trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the group's or the parent charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. 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.

In connection with our audit of the financial statements, 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 audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. 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.

Opinion 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' Annual Report (including the Strategic Report and Trustees' Report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Strategic Report and the Trustees' 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 the 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 Trustees' Report.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not 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 Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of Trustees

As explained more fully in the Trustees' Responsibilities Statement set out on page 51, 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 the 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 obtained an understanding of the legal and regulatory frameworks within which the company operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, Charities Act 2011 and SORP 2015.

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be the override of controls by management. Our audit procedures to respond to these risks included:

- enquiry of management about the Group's policies, procedures and related controls regarding compliance with laws and regulations and if there are any known instances of non-compliance;
- examining supporting documents for all material balances, transactions and disclosures;
- review of the board meeting minutes;
- enquiry of management and review and inspection of relevant correspondence;
- evaluation of the selection and application of accounting policies related to subjective measurements and complex transactions;
- analytical procedures to identify any unusual or unexpected relationships;
- testing the appropriateness of journal entries recorded in the general ledger and other adjustments made in the preparation of the financial statements; and
- review of accounting estimates for biases.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

These inherent limitations are particularly significant in the case of misstatement resulting from fraud as this may involve sophisticated schemes designed to avoid detection, including deliberate failure to record transactions, collusion or the provision of intentional misrepresentations.

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. 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 2006. 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 for our audit work, for this report, or for the opinions we have formed.



Ian Weekes
Senior Statutory Auditor
For and on behalf of
Crowe U.K. LLP
Statutory Auditor
Riverside House
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Date: 24 February 2025

FINANCIAL STATEMENTS 2023-24

GROUP STATEMENT OF FINANCIAL ACTIVITIES (INCLUDING INCOME AND EXPENDITURE ACCOUNT)

YEAR ENDED 30 JUNE 2024

	Note	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £	Total Funds 2023 £
Income					
Donations and legacies	**2**	11,065,057	272,489	11,337,546	11,172,288
Other trading activities	**3**	6,906,106	-	6,906,106	7,080,692
Investments	**4**	627,692	-	627,692	258,914
Other	**5**	103,634	-	103,634	97,787
Total income		18,702,489	272,489	18,974,978	18,609,681
Expenditure					
Raising funds	**6**	4,382,356	-	4,382,356	3,807,420
Charitable activities	**7**	13,259,441	245,421	13,504,862	12,945,030
Total expenditure		17,641,797	245,421	17,887,218	16,752,450
Net income before gains on investments		1,060,692	27,068	1,087,760	1,857,231
Net gains on investments	**14**	546,705	-	546,705	8,593
Net income		1,607,397	27,068	1,634,465	1,865,824
Transfers between funds	**18**	45,157	(45,157)	-	-
Net movements in funds		1,652,554	(18,089)	1,634,465	1,865,824
Total funds brought forward	**18**	31,040,237	152,027	31,192,264	29,326,440
Total funds carried forward	**18**	32,692,791	133,938	32,826,729	31,192,264

All income and expenditure derive from continuing activities.

The Statement of Financial Activities includes all gains and losses recognised during the year.

The notes on pages 59 to 79 form part of these financial statements

GROUP AND PARENT CHARITABLE COMPANY BALANCE SHEETS

30 JUNE 2024

	Note	Group 2024 £	Group 2023 £	Charity 2024 £	Charity 2023 £
Fixed assets					
Intangible assets	**12**	143,084	-	143,084	-
Tangible assets	**13**	7,276,260	7,817,152	7,276,260	7,817,152
Investments	**14**	6,594,084	10,514,677	6,594,086	10,514,679
		14,013,428	18,331,829	14,013,430	18,331,831
Current assets					
Stocks	**15**	172,839	107,842	158,719	95,698
Debtors	**16**	5,948,620	7,411,476	6,580,959	8,965,116
Cash on deposit		12,905,384	3,521,194	12,905,384	3,521,194
Cash at bank and in hand		1,438,908	3,481,704	209,668	1,434,325
		20,465,751	14,522,216	19,854,730	14,016,333
Creditors: Amounts falling due within one year	**17**	(1,652,450)	(1,661,781)	(1,044,310)	(1,158,779)
Net current assets		18,813,301	12,860,435	18,810,420	12,857,554
Net assets		32,826,729	31,192,264	32,823,850	31,189,385
Charity Funds					
Restricted funds	**18**	133,938	152,027	133,938	152,027
Unrestricted funds					
Designated funds	**18**	11,936,519	3,151,345	11,936,519	3,151,345
General fund	**18**	20,756,272	27,888,892	20,753,393	27,886,013
Total unrestricted funds		32,692,791	31,040,237	32,689,912	31,037,358
Total Charity funds		32,826,729	31,192,264	32,823,850	31,189,385

The financial statements were approved and authorised for issue by the Board on 13 February 2025

Signed on behalf of the board of Trustees

E S Evans ACA (Chairman)

D G Richardson FCA

Company number: 04066700

The notes on pages 59 to 79 form part of these financial statements

GROUP STATEMENT OF CASH FLOWS

YEAR ENDED 30 JUNE 2024

	Note	Group 2024 £	Group 2023 £
Net cash flow from operating activities	**24**	2,529,818	1,666,616
Cash flows from investing activities			
Income received from investments		179,113	240,217
Receipts from sale of tangible fixed assets		1,200	6,739
Payments to acquire intangible fixed assets		(143,084)	-
Payments to acquire tangible fixed assets		(141,531)	(305,345)
Bank interest received		448,579	18,697
Disposal of investments		10,437,560	-
Purchase of investments		(5,970,261)	-
Net cash flow from investing activities		4,811,576	(39,692)
Net increase in cash and cash equivalents		7,341,394	1,626,924
Cash and cash equivalents at 1 July 2023		7,002,898	5,375,974
Cash and cash equivalents at 30 June 2024		14,344,292	7,002,898
Cash and cash equivalents consists of:			
Cash on deposit		12,905,384	3,521,194
Cash at bank and in hand		1,438,908	3,481,704
Cash and cash equivalents at 30 June 2024		14,344,292	7,002,898

The notes on pages 59 to 79 form part of these financial statements

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 30 JUNE 2024

1. General information

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

(a) General information and basis of preparation

East Anglian Air Ambulance is a private charitable company limited by guarantee in the United Kingdom. The registered office is Helimed House, Hangar 14, Gambling Close, Norwich Airport, Norwich, NR6 6EG. The nature of the Charity's operations and its principal activities are to relieve sickness and injury by the provision of a helicopter air ambulance service or other emergency transportation wholly or mainly within the area served by the East of England Ambulance NHS Trust.

The Charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice published in October 2019, applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Companies Act 2006 and UK Generally Accepted Practice as it applies from 1 January 2015.

The financial statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements are prepared in Sterling which is the functional currency of the Charity.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

(b) Group financial statements

The financial statements consolidate the results of the Charity and its wholly owned subsidiary East Anglian Air Ambulance (Trading) Limited on a line by line basis. A separate Statement of Financial Activities, or Income and Expenditure account, for the Charity itself is not presented because the Charity has taken advantage of the exemptions afforded by Section 408 of the Companies Act 2006.

(c) Funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The aim and use of each restricted fund is set out in the notes to the financial statements.

1. General information (continued)

(d) Income

All income is included in the Statement of Financial Activities when entitlement has passed to the charity, it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured.

For donations to be recognised the Charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained then income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the charity and it is probable that they will be fulfilled.

Legacies are included in the Statement of Financial Activities when the legacy has been received unless, before receipt, there is sufficient evidence to provide the necessary certainty that the legacy will be received and the value of the incoming resources can be measured with sufficient reliability.

Donated goods and professional services are recognised as income when the Charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the Charity is probable and can be measured reliably. In accordance with the Charity SORP, general volunteer time is not recognised. Upon receipt, donated goods and services are recognised on the basis of the fair value to the Charity, being the amount the Charity would have been willing to pay to obtain the services on the open market. An equivalent amount is recognised as expenditure in the period of receipt.

Investment income is earned through holding assets for investment purposes such as shares. It includes dividends and interest. Where it is not practicable to identify investment management costs incurred within a scheme with reasonable accuracy the investment income is reported net of these costs. It is included when the amount can be measured reliably. Interest income is recognised using the effective interest method and dividend income is recognised as the Charity's right to receive payment is established.

Income from trading activities includes income earned from fundraising events and trading activities to raise funds for the Charity. Income is received in exchange for supplying goods and services in order to raise funds and is recognised when entitlement has occurred.

Income from the government and other grants are recognised at fair value when the Charity has entitlement after any performance conditions have been met, if it is probable that the income will be received and the amount can be measured reliably. If entitlement is not met then these amounts are deferred.

Lottery and raffle income are recognised when each lottery or raffle is drawn.

Training income is recognised once the training has been provided.

1. General information (continued)

(e) Legacies

With effect from 1 July 2012, up to 25% of all legacies received may be credited directly to the designated Planned Capital Expenditure fund, unless otherwise agreed with the Executors. If the will indicates how the legacy is to be used it is credited to a restricted fund.

(f) Expenditure recognition

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure includes any VAT which cannot be recovered and is charged as an expense in the Statement of Financial Activities in the year in which it is incurred. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, if it is probable that the settlement will be required and the amount of the obligation can be measured reliably. It is categorised under the following headings:

- Costs of raising funds comprise the costs associated with attracting voluntary income and the costs of trading for fundraising purposes including merchandise and lottery.
- Expenditure on charitable activities comprises those costs incurred by the Charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.
- Governance costs include those costs associated with meeting the constitutional and statutory requirements of the Charity and include the audit fees and costs linked to the strategic management of the Charity.
- All costs are allocated between the expenditure categories of the Statement of Financial Activities on a basis designed to reflect the use of the resource. Costs relating to a particular activity are allocated directly, others are apportioned on an appropriate basis e.g. floor areas, staff time or estimated usage as set out in note 6.

(g) Operating leases

Rentals applicable to operating leases are charged to the Statement of Financial Activities on a straight line basis over the period in which the cost is incurred.

Amounts payable for the provision of the helicopters are charged to the Statement of Financial Activities in the period to which they relate.

1. General information (continued)

(h) Intangible fixed assets

Intangible fixed assets are stated at cost less accumulated amortisation.

Amortisation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows:

Website	- 20% straight line
Computer software	- 20% straight line

(i) Tangible fixed assets

All items costing less than £1,000 are written off in the year of purchase.

Tangible fixed assets are stated at cost less accumulated depreciation.

Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows:

Norwich base - building	- 2% straight line
Norwich base - leasehold land	- 150 years straight line
Cambridge base - leasehold land & building	- over the period to 30 June 2027 on a straight line basis
Asset under construction - New Cambridge base	- not depreciated
Plant & motor vehicles	- 20% straight line
Fixtures, fittings, computers & database	- 33.3% straight line
Medical & helicopter equipment	- 25% straight line

The Trustees have re-assessed the useful economic life of the Cambridge base and expect that the Charity will continue to operate from this site until 30 June 2027. As a result of this the net book value of this asset is being written off on a straight line basis over this period.

(j) Fixed asset investments

Quoted investments are revalued to their fair value at the balance sheet date and the unrealised gain or loss is taken to the Statement of Financial Activities. Investments in subsidiaries and other investments are measured at cost less impairment.

(k) Stocks

Stocks are valued at the lower of cost and net realisable value.

(l) Pensions

The Charity operates a defined contribution pension scheme. The charge in the Statement of Financial Activities represents the contributions payable by the Charity during the year.

1. General information (continued)

(m) Tax

The Charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

(n) Judgements and key sources of estimation uncertainty

The following judgements (apart from those involving estimates) have been made in the process of applying the above accounting policies that have had the most significant effect on amounts recognised in the financial statements:

(i) Accrued legacy income
Management judgements are required to estimate a suitable amount of legacy income to accrue at the reporting date. The amount is calculated based on the conditions set out in the Charity SORP (FRS 102).

At 30 June 2024 the financial statements include accrued legacy income of £4,582,112 (2023: £6,168,621).

(ii) Donated goods and services
Management judgement is used to estimate the fair value of professional services donated to the Charity, calculated based on the fair value to the Charity. Donated goods and services received comprise Doctors and Critical Care Paramedics, medical consumables, rent and landing fees waived.

The fair value of services provided by Doctors and Critical Care Paramedics is calculated as the number of hours donated multiplied by the hourly rate that the Charity would have expected to be charged to obtain the services on the open market. Medical consumables, rent and landing fees are calculated at the rate the Charity would expect to pay on the open market.

The financial statements for the year ended 30 June 2024 include donated goods and services of £1,251,382 (2023: £1,223,735).

(iii) Tangible fixed assets
Management judgement is used to assess the useful expected life and residual value of tangible fixed assets. If there is an indication that there has been a significant change since the last annual reporting date in the pattern by which the Charity expects to consume an asset's future economic benefits, management review its present depreciation method and, if current expectations differ, change the depreciation method to reflect the new pattern.

Management judgement is used to determine the proportion of costs on the new Cambridge base that should be charged to income and expenditure. A decision was made based upon the number of sites under consideration and the type of costs incurred during the year.

1. General information (continued)

(o) Financial instruments

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted.

Debt instruments are subsequently measured at amortised cost.

Other financial instruments are subsequently measured at fair value, with any changes recognised in the Statement of Financial Activities.

2. Income from donations and legacies

	2024			2023		
	Unrestricted Funds	Restricted Funds	Total Funds	Unrestricted Funds	Restricted Funds	Total Funds
	£	£	£	£	£	£
Collections & collecting tins	122,057	-	122,057	120,873	-	120,873
Third party & Charity events	1,269,223	-	1,269,223	1,233,486	-	1,233,486
Grants from trusts	129,471	-	129,471	149,460	-	149,460
Corporate donors	415,891	-	415,891	329,569	-	329,569
General donations	1,313,576	-	1,313,576	1,386,105	-	1,386,105
In memoriam	529,199	-	529,199	538,556	-	538,556
Gift Aid tax reclaimable	353,058	-	353,058	272,530	-	272,530
Circle of Benefactors	25,254	-	25,254	60,869	-	60,869
Donations towards research	-	4,294	4,294	-	38,874	38,874
Donations towards medical equipment	-	109,342	109,342	-	289,594	289,594
Donations towards CPR training	-	39,780	39,780	-	26,325	26,325
Donations towards missions	-	118,073	118,073	-	65,000	65,000
Donations towards NHA2	-	1,000	1,000	-	-	-
Donated goods and services	1,251,382	-	1,251,382	1,223,735	-	1,223,735
Legacies	5,655,946	-	5,655,946	5,437,312	-	5,437,312
	11,065,057	272,489	11,337,546	10,752,495	419,793	11,172,288

3. Income from other trading activities

	2024			2023		
	Unrestricted Funds	Restricted Funds	Total Funds	Unrestricted Funds	Restricted Funds	Total Funds
	£	£	£	£	£	£
Lottery	6,599,373	-	6,599,373	6,736,555	-	6,736,555
Raffle	221,962	-	221,962	277,912	-	277,912
Merchandise	42,321	-	42,321	37,981	-	37,981
Commercial Participation	25,919	-	25,919	12,085	-	12,085
Recycling & other income	12,984	-	12,984	14,328	-	14,328
Other Gaming Products	3,547	-	3,547	1,831	-	1,831
	6,906,106	-	6,906,106	7,080,692	-	7,080,692

4. Income from investments

	2024			2023		
	Unrestricted Funds	Restricted Funds	Total Funds	Unrestricted Funds	Restricted Funds	Total Funds
	£	£	£	£	£	£
Bank interest received	448,579	-	448,579	18,697	-	18,697
Dividends received	179,113	-	179,113	240,217	-	240,217
	627,692	-	627,692	258,914	-	258,914

5. Other income

	2024			2023		
	Unrestricted Funds	Restricted Funds	Total Funds	Unrestricted Funds	Restricted Funds	Total Funds
	£	£	£	£	£	£
Miscellaneous income	43,243	-	43,243	16,183	-	16,183
Training courses	60,391	-	60,391	81,604	-	81,604
	103,634	-	103,634	97,787	-	97,787

6. Analysis of expenditure on raising funds

	Costs of generating voluntary income	Fundraising trading (lottery)	Fundraising trading	Total 2024	Total 2023
	£	£	£	£	£
Fundraising & event costs	391,230	285,812	-	677,042	495,266
Lottery and Raffle prizes	-	159,614	-	159,614	161,106
Canvassers and agents commission	94,230	572,025	-	666,255	805,273
Marketing and consultancy	383,411	16,566	3,000	402,977	203,077
Goods for resale	-	-	37,105	37,105	16,793
Staff costs	1,429,851	249,060	61,646	1,740,557	1,485,337
Premises establishment costs	99,485	12,436	12,436	124,357	120,908
Administration costs	288,738	244,593	13,250	546,581	484,094
Depreciation and profit/loss on disposal of fixed assets	17,316	3,517	7,035	27,868	35,566
Total 2024 (unrestricted)	2,704,261	1,543,623	134,472	4,382,356	3,807,420
Total 2023 (unrestricted)	2,071,686	1,626,732	109,002	3,807,420	

The methodology used to calculate the allocation of costs has been updated for this financial year. The prior year comparatives have been restated for consistency.

Costs are allocated directly or apportioned on the following basis:

Staff costs	Staff time
Premises establishment costs	Floor area
General office administration costs	Staff time
Training and recruitment costs	Staff time
Legal and professional	Time
Depreciation	Usage
Bank charges and interest	Transactions

7. Analysis of expenditure on charitable activities

	Operational & support costs £	Governance costs £	Total 2024 £	Total 2023 £
Helicopter costs	6,867,729	-	6,867,729	6,683,113
Doctors' salaries and fees	806,636	-	806,636	893,655
Doctors and Critical Care Paramedics - donated services	1,058,762	-	1,058,762	1,072,763
Other donated goods and services	133,535	26,400	159,935	150,972
Other staff costs	2,861,553	18,808	2,880,361	2,445,316
Medical consumables and other clinical costs	296,705	-	296,705	278,257
Premises establishment costs	127,477	-	127,477	123,896
Administration costs	619,957	33,945	653,902	608,962
Depreciation and profit/loss on disposal of fixed assets	653,355	-	653,355	688,096
	13,425,709	79,153	13,504,862	12,945,030
Restricted	245,421	-	245,421	
Unrestricted	13,180,288	79,153	13,259,441	
Total 2024	13,425,709	79,153	13,504,862	
Restricted	297,576	-	297,576	
Unrestricted	12,593,707	53,747	12,647,454	
Total 2023	12,891,283	53,747	12,945,030	

The methodology used to calculate the allocation of costs has been updated for this financial year. The prior year comparatives have been restated for consistency.

Costs are allocated directly or apportioned on the basis shown in note 6.

8. Net income for the year

Net income is stated after charging/(crediting):

	2024 £	2023 £
Depreciation of tangible assets	680,959	726,940
Loss/(profit) on disposal of tangible assets	264	(3,278)
Operating lease rentals - helicopter standing charges	5,875,473	5,590,464
Operating lease rentals - other	16,806	14,770

9. Auditor's remuneration

	2024 £	2023 £
Audit of the Charity's annual financial statements	20,555	18,700
Audit of the subsidiary company's annual financial statements	5,445	4,950
	26,000	23,650

10. Trustees' and key management personnel remuneration and expenses

No Trustees received any remuneration or other benefits from the Charity during the year (2023: £nil).

No Trustees received any expenses during the year in the course of their duties (2023: £nil).

The total amount of employee benefits received by key management personnel was £639,116 (2023: £532,136). The Trustees consider the key management personnel to be the CEO and six executive team members (2023: CEO and five executive team members).

11. Staff costs and employee benefits

The average number of contracted employees and full time equivalent (FTE) during the year was as follows:

	2024 No.	2023 No.	2024 FTE No.	2023 FTE No.
Operations	16	14	14	12
Doctors	14	12	10	8
Locum Doctors	18	23	2	2
Lottery	5	4	4	4
Fundraising	35	33	32	30
Communications and marketing	7	6	7	5
Administration	24	21	21	19
Faculty	6	6	-	-
	125	119	90	80

The total staff costs and employee benefits were as follows:

	2024 £	2023 £
Wages and salaries	4,211,965	3,580,430
Social security costs	434,212	372,003
Pension contributions	243,069	213,863
Life insurance	10,750	7,348
	4,899,996	4,173,644

11. Staff costs and employee benefits (continued)

The number of employees who received total employee benefits (excluding pension contributions) of more than £60,000 was as follows:

	2024 No.	2023 No.
£60,000 to £70,000	4	3
£70,000 to £80,000	6	1
£80,000 to £90,000	-	1
£90,000 to £100,000	1	-
£100,000 to £110,000	1	1
£110,000 to £120,000	1	1
£120,000 to £130,000	1	-
£130,000 to £140,000	-	1
£140,000 to £150,000	1	-

12. Intangible fixed assets - Group

	Asset under development - website	Asset under development - Computer software	Total
	£	£	£
Cost			
Additions	97,758	45,326	143,084
At 30 June 2024	97,758	45,326	143,084
Net book value			
At 30 June 2024	97,758	45,326	143,084
At 30 June 2023	-	-	-

Intangible fixed assets were under development during the year and development was not completed by the year end. No amortisation has therefore been charged.

12. Intangible fixed assets - Charity

	Asset under development - website	Asset under development - Computer software	Total
	£	£	£
Cost			
Additions	97,758	45,326	143,084
At 30 June 2024	97,758	45,326	143,084
Net book value			
At 30 June 2024	97,758	45,326	143,084
At 30 June 2023	-	-	-

Intangible fixed assets were under development during the year and development was not completed by the year end. No amortisation has therefore been charged.

13. Tangible fixed assets - Group

	Long leasehold land & buildings - Norwich base	Short leasehold land & buildings - Cambridge base	Asset under construction - New Cambridge base	Plant & motor vehicles	Fixtures, fittings and computers	Medical & helicopter equipment	Total
	£	£	£	£	£	£	£
Cost							
At 1 July 2023	6,518,314	2,031,176	-	650,010	474,484	1,116,812	10,790,796
Additions	9,353	8,371	24,189	57,564	-	42,054	141,531
Disposals	-	(1,200)	-	(58,699)	(151,815)	(52,937)	(264,651)
At 30 June 2024	6,527,667	2,038,347	24,189	648,875	322,669	1,105,929	10,667,676
Depreciation							
At 1 July 2023	311,323	964,699	-	425,562	426,106	845,954	2,973,644
Charge for the year	137,130	266,619	-	66,534	47,898	162,778	680,959
Eliminated on disposals	-	-	-	(58,699)	(151,815)	(52,673)	(263,187)
At 30 June 2024	448,453	1,231,318	-	433,397	322,189	956,059	3,391,416
Net book value							
At 30 June 2024	6,079,214	807,029	24,189	215,478	480	149,870	7,276,260
At 30 June 2023	6,206,991	1,066,477	-	224,448	48,378	270,858	7,817,152

13. Tangible fixed assets - Charity

	Long leasehold land & buildings - Norwich base	Short leasehold land & buildings - Cambridge base	Asset under construction - New Cambridge base	Plant & motor vehicles	Fixtures, fittings and computers	Medical & helicopter equipment	Total
	£	£	£	£	£	£	£
Cost							
At 1 July 2023	6,518,314	2,031,176	-	650,010	463,822	1,116,812	10,780,134
Additions	9,353	8,371	24,189	57,564	-	42,054	141,531
Disposals	-	(1,200)	-	(58,699)	(141,153)	(52,937)	(253,989)
At 30 June 2024	6,527,667	2,038,347	24,189	648,875	322,669	1,105,929	10,667,676
Depreciation							
At 1 July 2023	311,323	964,699	-	425,562	415,444	845,954	2,962,982
Charge for the year	137,130	266,619	-	66,534	47,898	162,778	680,959
Eliminated on disposals	-	-	-	(58,699)	(141,153)	(52,673)	(252,525)
At 30 June 2024	448,453	1,231,318	-	433,397	322,189	956,059	3,391,416
Net book value							
At 30 June 2024	6,079,214	807,029	24,189	215,478	480	149,870	7,276,260
At 30 June 2023	6,206,991	1,066,477	-	224,448	48,378	270,858	7,817,152

14. Fixed asset investments

	Group 2024 £	Group 2023 £	Charity 2024 £	Charity 2023 £
Market value at 1 July 2023	10,514,677	10,506,084	10,514,677	10,506,084
Additions at cost	5,970,261	-	5,970,261	-
Disposals	(10,437,560)	-	(10,437,560)	-
Net gain on revaluation	546,705	8,593	546,705	8,593
Market value at 30 June 2024	6,594,083	10,514,677	6,594,083	10,514,677
Investment in subsidiary at 1 July 2023 and 30 June 2024	-	-	2	2
Other investments - additions at cost	1	-	1	-
Carrying value at 30 June 2024	6,594,084	10,514,677	6,594,086	10,514,679
Investments at fair value comprise:				
Equities	6,594,084	10,514,677	6,594,083	10,514,677
Total	6,594,084	10,514,677	6,594,083	10,514,677

Investments at fair value represent investments in the Newton Growth and Income Fund For Charities and BNY Mellon Real Return Fund. The fair value is determined by reference to the market value at the balance sheet date.

During the year the Charity acquired 1,138 ordinary shares in Thermotraumaport Ltd for consideration of £1. This is shown above as other investments.

The Charity holds 2 shares of £1 each in its wholly owned subsidiary company East Anglian Air Ambulance (Trading) Limited (company number 04136827) which is incorporated in the United Kingdom. The company runs a lottery, operates raffle draws and sells merchandise. The profits of the company are donated to the East Anglian Air Ambulance by Gift Aid.

The summary financial performance of the subsidiary is:

	2024 £	2023 £
Turnover	6,906,106	7,080,692
Expenditure	(1,482,162)	(1,552,863)
Bank interest receivable	10,452	7,256
Profit	5,434,396	5,535,085
Amount donated to East Anglian Air Ambulance by Gift Aid	5,434,396	5,535,085
Net assets	2,881	2,881

15. Stocks

	Group 2024 £	Group 2023 £	Charity 2024 £	Charity 2023 £
Merchandise goods for resale	14,120	12,144	-	-
Drugs, blood and medical consumables	158,719	95,698	158,719	95,698
	172,839	107,842	158,719	95,698

16. Debtors

	Group 2024 £	Group 2023 £	Charity 2024 £	Charity 2023 £
Trade debtors	27,089	37,848	6,594	33,857
Amount due from subsidiary undertakings	-	-	842,604	1,726,942
Other debtors	2,829	989	2,806	915
VAT	100,685	124,028	102,591	124,771
Prepayments	1,011,360	934,521	819,707	764,541
Accrued income	4,806,657	6,314,090	4,806,657	6,314,090
	5,948,620	7,411,476	6,580,959	8,965,116

Accrued income includes accrued legacy income of £4,582,112 (2023: £6,168,621).

17. Creditors: amounts falling due within one year

	Group 2024 £	Group 2023 £	Charity 2024 £	Charity 2023 £
Trade creditors	494,589	597,398	385,272	558,197
Taxation and social security	136,005	109,565	136,005	109,565
Accruals and deferred income	994,932	931,477	497,209	470,276
Other creditors	26,924	23,341	25,824	20,741
	1,652,450	1,661,781	1,044,310	1,158,779

Included within accruals and deferred income is £456,748 (2023: £443,404) relating to income from lottery ticket sales received in advance. This relates to monies received before the year end for draws held at later dates. Deferred income from 2023 of £473,740 (2023: deferred income from 2022 of £590,191) has been credited to the Statement of Financial Activities during the year.

18. Analysis of charitable funds

Analysis of movements in unrestricted funds

Year ended 30 June 2024

	Balance at 1 July 2023	Income	Expenditure	Transfers	Investment gains	Balance at 30 June 2024
	£	£	£	£	£	£
General Fund	27,888,892	17,336,659	(17,641,797)	(7,374,187)	546,705	20,756,272
Designated Fixed Asset Fund	-	-	-	7,419,344	-	7,419,344
Designated Planned Capital Expenditure Fund	3,151,345	1,365,830	-	-	-	4,517,175
	31,040,237	18,702,489	(17,641,797)	45,157	546,705	32,692,791

An amount equivalent to the net book value of fixed assets of £7,419,344 was transferred from the General Fund to the Designated Fixed Asset Fund.

Transfers from Restricted Funds to the General Fund comprise £39,804 from the Medical Equipment Fund, £1,000 from the New Home for Anglia 2 Fund and £9,353 from the Helipad Fund. These transfers relate to capital expenditure during the year.

A transfer of £5,000 was made from the General Fund to the Research Fund. This related to income which was not previously identified as being restricted.

Year ended 30 June 2023

	Balance at 1 July 2022	Income	Expenditure	Transfers	Investment losses	Balance at 30 June 2023
	£	£	£	£	£	£
General Fund	27,153,147	16,830,560	(16,454,874)	351,466	8,593	27,888,892
Designated Planned Capital Expenditure Fund	1,792,017	1,359,328	-	-	-	3,151,345
	28,945,164	18,189,888	(16,454,874)	351,466	8,593	31,040,237

Transfers to the General Fund comprise amounts capitalised on the balance sheet of £330,909 (being £257,467 from the Medical Equipment Fund, £63,532 from the Helipad Fund and £9,910 from the Research Fund) and revenue costs of £20,557 from the Medical Equipment Fund.

18. Analysis of charitable funds (continued)

Analysis of movements in restricted funds

Year ended 30 June 2024

	Balance at 1 July 2023	Income	Expenditure	Transfers	Balance at 30 June 2024
	£	£	£	£	£
Medical Equipment Fund	76,548	109,342	(31,072)	(39,804)	115,014
CPR Training Fund	32,548	39,780	(53,404)	-	18,924
Research Fund	33,578	4,294	(42,872)	5,000	-
Missions Fund	-	118,073	(118,073)	-	-
New Home for Anglia 2 Fund	-	1,000	-	(1,000)	-
Helipad Fund	9,353	-	-	(9,353)	-
	152,027	272,489	(245,421)	(45,157)	133,938

Transfers from Restricted Funds to the General Fund comprise £39,804 from the Medical Equipment Fund, £1,000 from the New Home for Anglia 2 Fund and £9,353 from the Helipad Fund. These transfers relate to capital expenditure during the year.

A transfer of £5,000 was made from the General Fund to the Research Fund. This related to income which was not previously identified as being restricted.

Year ended 30 June 2023

	Balance at 1 July 2022	Income	Expenditure	Transfers	Balance at 30 June 2023
	£	£	£	£	£
Medical Equipment Fund	157,185	289,594	(95,092)	(275,139)	76,548
CPR Training Fund	146,206	26,325	(137,098)	(2,885)	32,548
Research Fund	5,000	38,874	(386)	(9,910)	33,578
Missions Fund	-	65,000	(65,000)	-	-
Helipad Fund	72,885	-	-	(63,532)	9,353
	381,276	419,793	(297,576)	(351,466)	152,027

Transfers from restricted funds to the General Fund comprise £278,024 from the Medical Equipment Fund, £9,910 from the Research Fund and £63,532 from the Helipad Fund.

A transfer of £2,885 was made from the CPR Training Fund to the Medical Equipment Fund.

18. Analysis of charitable funds (continued)

Fund descriptions

(a) General funds

These represent the tangible fixed assets and 'free reserves' of the group excluding designated funds.

(b) Designated funds

Designated funds are established by the Trustees to mitigate certain risks or where significant investment is required in specific projects during the next five years.

Planned Capital Expenditure Fund
This designated fund has been established to ensure the Charity can contribute towards the cost of capital projects planned during the next five years. Historically, the Charity has allocated up to 25% of legacy income to this fund, as funds allow. The fund may also be enhanced by transfers from the General Fund, at the discretion of the Trustees, where the financial results permit.

	£
Fund balance at 1 July 2023	3,151,345
Transfer	1,365,830
Fund balance at 30 June 2024	4,517,175

Fixed Asset Fund
The Fixed Asset Fund represents the net book value of fixed assets.

(c) Restricted funds

Medical Equipment Fund
This fund represents donations received towards the purchase of medical equipment. Once the equipment has been purchased the cost is transferred back to unrestricted funds. The balance carried forward at 30 June 2024 £115,014 (2023: £76,548).

CPR Training Fund
This fund represents donations received towards providing bystander CPR training. The balance carried forward at 30 June 2024 is £18,924 (2023: £32,548).

Research Fund
This fund comprises donations received towards the cost of conducting research into the use of balloon catheters for out-of-hospital cardiac arrest. The balance at 30 June 2024 is £nil (2023: £33,578).

Missions Fund
This fund relates to income received towards the cost of providing missions within a certain county. This income was spent during the year and the balance carried forward at 30 June 2024 was therefore £nil (2023: £nil).

New Home for Anglia 2 Fund
This fund comprises income received towards the cost of relocating our Cambridgeshire operating base. This income was spent during the year and the balance at 30 June 2024 was therefore £nil (2023: n/a).

19. Analysis of group net assets between funds

At 30 June 2024

	General Fund £	Designated Funds £	Restricted Funds £	Total £
Intangible fixed assets	-	143,084	-	143,084
Tangible fixed assets	-	7,276,260	-	7,276,260
Fixed asset investments	6,594,084	-	-	6,594,084
Stock	172,839	-	-	172,839
Debtors	5,948,620	-	-	5,948,620
Bank	9,693,179	4,517,175	133,938	14,344,292
Creditors	(1,652,450)	-	-	(1,652,450)
Fund balances at 30 June 2024	20,756,272	11,936,519	133,938	32,826,729

At 30 June 2023

	General Fund £	Designated Funds £	Restricted Funds £	Total £
Tangible fixed assets	7,817,152	-	-	7,817,152
Fixed asset investments	10,514,677	-	-	10,514,677
Stock	107,842	-	-	107,842
Debtors	7,411,476	-	-	7,411,476
Bank	3,699,526	3,151,345	152,027	7,002,898
Creditors	(1,661,781)	-	-	(1,661,781)
Fund balances at 30 June 2023	27,888,892	3,151,345	152,027	31,192,264

20. Operating lease commitments

The total future minimum lease payments under non-cancellable operating leases are as follows:

	Land & buildings 2024 £	Aircraft 2024 £	Motor vehicles 2024 £	Total 2024 £
Operating leases expiring:				
Not later than one year	2,844	5,860,112	13,960	5,876,916
Later than one and not later than five years	-	16,115,308	4,363	16,119,671
	2,844	21,975,420	18,323	21,996,587

	Land & buildings 2023 £	Aircraft 2023 £	Motor vehicles 2023 £	Total 2023 £
Operating leases expiring:				
Not later than one year	2,844	5,649,684	13,960	5,666,488
Later than one and not later than five years	-	21,186,315	18,323	21,204,638
	2,844	26,835,999	32,283	26,871,126

Under the terms of the contract, lease payments for the provision of the aircraft are linked to various indices. As a result of this amounts payable in the future may fluctuate.

21. Trustees indemnity insurance

During the year the Charity purchased an insurance policy which is designed specifically for Charity Trustees. The cost of this policy for the year was £2,330 (2023: £2,314).

22. Company status

The Company is limited by guarantee. In the event of winding up, each member is liable to contribute a sum not exceeding £1.

23. Surplus of the Charity (parent company)

A surplus of £1,634,465 (2023: £1,865,824) has been recognised in the accounts of the Charity. The Charity is not required to produce its own profit and loss account because of the exemption provision in Section 408 of the Companies Act 2006.

24. Reconciliation of net movement in funds to net cash flow from operating activities

	Group 2024 £	Group 2023 £
Net income for the year	1,634,465	1,865,824
Income received from investments	(179,113)	(240,217)
Depreciation of tangible fixed assets	680,959	726,940
Net gains on investments	(546,705)	(8,593)
Bank interest received	(448,579)	(18,697)
Loss/(profit) on disposal of tangible fixed assets	264	(3,278)
(Increase)/decrease in stocks	(64,997)	888
Decrease/(increase) in debtors	1,462,856	(490,171)
Decrease in creditors	(9,332)	(166,080)
Net cash flows from operating activities	2,529,818	1,666,616

25. Related party transactions

The Charity entered into the following transactions with East Anglian Air Ambulance (Trading) Limited during the year:

	2024 £	2023 £
Profits Gift Aided to Charity	5,434,396	5,535,085
Staff costs recharged by Charity at cost	212,086	198,049
Balance owed to Charity at the year end	842,604	1,726,942

The Charity received donations totalling £3,750 (2023: £18,750) from Charitable Trusts and other entities connected to a Trustee.

The Charity purchased services amounting to £8,265 (2023: £2,490) from Mills & Reeve LLP, a business in which D Astill has an interest. The balance owed to that business at 30 June 2024 was £nil (2023: £nil).

26. Financial instruments

The carrying amounts of the group and charity's financial instruments are as follows:

	Group 2024 £	Group 2023 £	Charity 2024 £	Charity 2023 £
Financial assets				
Measured at fair value through net income	6,594,083	10,514,677	6,594,083	10,514,677

27. Capital commitments

The Charity had capital commitments at 30 June 2024 of £94,963 (2023: £nil).

REFERENCE AND ADMINISTRATIVE DETAILS

Registered charity name: East Anglian Air Ambulance

Charity registration number: 1083876

Company registration number: 04066700

Principal office and registered office:
Helimed House
Hangar 14
Gambling Close
Norwich Airport
Norwich
NR6 6EG

The Trustees
E S Evans ACA (Chairman) * +
R S Holden LLB Solicitor, MCIPR * (Deputy Chairman)
D Astill +
Dr T W S Davis (appointed 14 December 2023)
C Hignett + (appointed 14 December 2023)
D G Richardson FCA *
M T Sigsworth * (appointed 14 December 2023)
T F Wells + #

* Member of Finance Committee
+ Member of Nominations & Remuneration Committee
# Director of EAAA (Trading) Ltd

Chair of EAAA Trading Ltd: C H Dicker DL

Chief Executive: M A L Jones MA MBA #

Executive Team members:
Sarah Atkins, Director of People & Culture and Deputy CEO
Dr Victor Inyang, Medical Director
Stuart Wyle, Director of Fundraising & Supporters
Richard Hindson, Director of Operations & Infrastructure
Nicola Blake, Head of Brand & Marketing Communications

Website: www.eaaa.org.uk

Solicitors:
Birketts LLP
Kingfisher House
1 Gilders Way
Norwich
NR3 1UB

Hansells
Cambridge House
26 Tombland
Norwich
NR3 1RE

Mills & Reeve LLP
1 St James Court
Whitefriars
Norwich
NR3 1RU

Bankers:
NatWest Bank plc
1 Broadland Business Park
Peachman Way
Norwich
NR7 0WF

Barclays Bank plc
3 St James Court
Whitefriars
Norwich
NR3 1RJ

Investment Managers:
CCLA Investment Management Limited
One Angel Lane
London
EC4R 3AB

Independent Financial Advisors:
Yoke Financial Consultants Limited
(t/a Yoke and Company)
6 Normanhurst Road
London
SW2 3TA

ANNUAL REPORT 2023/24



East Anglian
Air Ambulance

Together we save lives

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www.eaaa.org.uk
03450 669 999

East Anglian Air Ambulance,
Helimed House,
Hangar 14,
Gambling Close,
Norwich NR6 6EG

Registered with FUNDRAISING REGULATOR

Registered Charity in England and Wales
Registered Charity number 1083876

EAST ANGLIAN AIR AMBULANCE

England & Wales - Charity number 1083876

Accounts

Registered Charity Number: 1083876
Company Number: 04066700

East Anglian
Air Ambulance

Company limited by guarantee

Financial Statements and Annual Report

For the year ended

30 June 2023

East Anglian Air Ambulance

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Year ended 30 June 2023

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East Anglian Air Ambulance

Reference and administrative details of the Charity, its Trustees and Advisers

Year ended 30 June 2023

Registered charity name	East Anglian Air Ambulance
Charity registration number	1083876
Company registration number	04066700
Principal office and registered office	Helimed House Hangar 14 Gambling Close Norwich Airport Norwich NR6 6EG
The Trustees	E S Evans ACA (Chairman) * † D Astill † S Bourne † R S Holden LLB Solicitor, MCIPR* D G Richardson FCA * N R Savory FCA DL * T F Wells † A W Wilson MB, ChB, FRCS, FRCEM, OBE * Member of Finance Committee † Member of Nominations Committee
Chief Executive	M A L Jones MA MBA
Company Secretary	R Spencer FCA
Website	www.eaaa.org.uk
Auditor	Crowe U.K. LLP Riverside House 40 - 46 High Street Maidstone Kent ME14 1JH
Solicitors	Birketts LLP Kingfisher House 1 Gilders Way Norwich NR3 1UB

Solicitors (continued)	Hansells 13 The Close Norwich Norfolk NR1 4DS Mills & Reeve LLP 1 St James Court Whitefriars Norwich Norfolk NR3 1RU
Bankers	NatWest Bank plc 1 Broadland Business Park Peachman Way Norwich NR7 0WF Barclays Bank plc 3 St James Court Whitefriars Norwich NR3 1RJ Virgin Money plc Jubilee House Gosforth Newcastle upon Tyne NE3 4PL CCLA One Angel Lane London EC4R 3AB
Investment Managers	BNY Mellon Fund Managers Limited Client Service Centre PO Box 366 Darlington DL1 9RF
Independent Financial Advisors	Yoke Financial Consultants Limited (t/a Yoke and Company) 6 Normanhurst Road London SW2 3TA

East Anglian Air Ambulance

Trustees' Report (including Strategic Report)

Year ended 30 June 2023

The Trustees present their report and audited consolidated financial statements of the Charity and the group for the year ended 30 June 2023 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 published in October 2019 applicable in the UK and Republic of Ireland (FRS 102).

Objectives and activities

The main activities of the East Anglian Air Ambulance (EAAA) are:

- The provision of pre-hospital emergency medical care to predominantly life-threatening or life-changing accidents and medical emergencies, 24 hours a day, 365 days a year. Crews from EAAA are tasked by the East of England Ambulance Service (EEAST) as part of the 999 emergency system and our crews are deployed by helicopter or rapid response vehicle (RRV), whichever is most suitable at the time of tasking.
- The medical teams comprise highly skilled, experienced doctors and critical care paramedics (CCPs) using state-of-the-art equipment, delivered to the scene of an emergency by the fastest means available. These critical care teams have the capacity to save life by conducting advanced medical interventions wherever a patient has become ill, stabilise them so that they can then be transported to the most appropriate hospital for their needs by the most appropriate means.
- The fully equipped helicopters and RRVs deploy from EAAA bases at Norwich Airport and Cambridge City Airport from where they can access the entire region.
- In support of this main activity, we provide aftercare to our patients and their families, assisting them in their recovery and helping them come to terms with what can be life-changing events, and sometimes bereavement. This extends to facilitating peer-support groups and working with other organisations in partnership to ensure people have access to the help they need.

EAAA also works to improve outcomes for patients more widely, including:

- Delivery of basic life support training to the public and advanced training to medical professionals. This contributes to improving public knowledge of the chain of survival for cardiac arrest patients and increases the number of people able to deliver cardio-pulmonary resuscitation (CPR) and defibrillation, with a view to increasing out-of-hospital cardiac arrest survival rates which remain poor in the UK compared to some other countries.
- Investing in research and development to pioneer new lifesaving treatments through our Research, Audit, Innovation & Development (RAID) team, as well as generating evidence to support clinical best practice. We work in partnership with professional clinical bodies, universities, acute hospital trusts and other air ambulances to share information and support service improvements nationally and internationally.

These activities were wholly in line with the charitable objects of the Charity which are:

- The relief of sickness and injury by the provision of emergency medical services and equipment and in particular by the provision of a helicopter air ambulance service or other emergency transportation wholly or mainly within the area served by the East of England Ambulance NHS Trust;
- For the benefit of the public and the advancement of health, the provision of training, research and education in the field of pre-hospital medicine and the treatment or prevention of sickness and injury; and
- The provision of health-related services by and including the provision of post-hospital support for patients.

Public benefit statement

The Trustees confirm that they have had due regard to the Charity Commission's guidance on public benefit and that the Charity meets the requirements in the advancement of its objects. The board considers that the activities undertaken during the year are in line with EAAA's charitable objectives and deliver both the 'public' and 'benefit' aspects of public benefit; EAAA's critical care service is delivered to anyone who needs it and brings benefit through the provision of advanced skills to patients at the scene of their injury or illness and rapid onward transportation to the most appropriate hospital for their needs.

Volunteers

The Charity has a huge amount of support from our diverse and dedicated volunteers who make a significant and ever increasing contribution to our activities. Although formal inclusion of the value of this contribution in the Charity's statutory accounts is not permitted under the SORP, EAAA has developed a system to make a reasonable estimation of its value. For the year 2022/23 our volunteers have donated the equivalent of £145,000, which equates to 38 missions. Volunteers support the Charity's work in a variety of different ways, including as Trustees, delivering clinical and community CPR training, undertaking inspections for possible helicopter training sites and supporting all front of house work at our Head Quarters. Their recognition through an annual celebration and mediums such as this report, demonstrate our ongoing appreciation and reliance on their expertise.

Achievements & Performance

2023 was EAAA's busiest year yet. Whilst consistent tasking levels were maintained, EAAA treated more patients than ever before. Not only does this mean the service was available for more people who needed it but also that our crews are becoming more effectively tasked to where we can make the most difference. EAAA has also undertaken more night missions, trained more members of the community in life-saving skills and forged ahead in its research and audit activities.

Emergency Medical Service

The activity of EAAA's crews in 2022/23 increased in comparison with the previous year, being called to an average of eight critical care emergencies each day, as summarised in the following table:

	2022/23			2021/22		
	Helicopter	RRV	Total	Helicopter	RRV	Total
Missions	1,620	1,175	**2,795**	1,481	1,054	**2,535**
Patients treated	1,138	769	**1,907**	1,106	694	**1,800**

The split across the counties of the East of England and beyond was as follows:

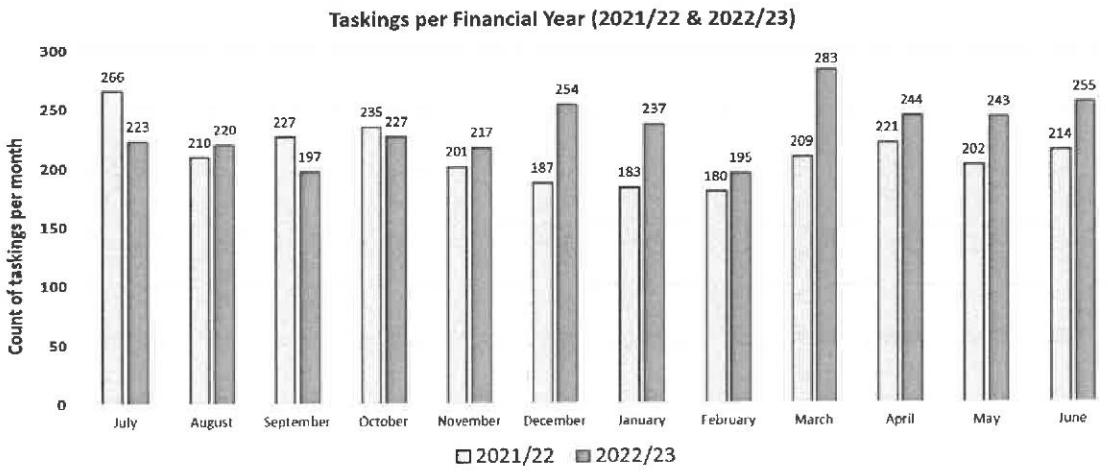
	2022/23		2021/22	
County	Number	%	Number	%
Norfolk	1,258	45.0%	1,075	42.4%
Cambridgeshire	589	21.1%	527	20.8%
Suffolk	472	16.9%	463	18.2%
Bedfordshire	131	4.7%	113	4.5%
Essex	185	6.6%	172	6.8%
Hertfordshire	151	5.4%	181	7.1%
Out of area	9	0.3%	4	0.2%

The incidents attended can be categorised as follows:

	2022/23		2021/22	
Incident Type	**Number**	**%**	**Number**	**%**
Cardiac arrest	499	26.2%	443	24.6%
Road traffic collisions	426	22.3%	386	21.5%
Other medical emergencies	410	21.5%	354	19.7%
Falls	271	14.2%	268	14.9%
Self-harm	113	5.9%	125	6.9%
Other accidental injuries	54	2.8%	67	3.7%
Assault	51	2.7%	60	3.3%
Sport/Leisure	24	1.3%	66	3.7%
Other	59	3.1%	31	1.7%

The second anniversary of 24 hour operations by air from Norwich was celebrated on 30 June 2023. The demand for EAAA's services at night increased, particularly when delivered by helicopter, as demonstrated by a 30% overall increase in helicopter emergency medical service (HEMS) callouts during the whole 12-hour night shift (7pm to 7am) and a noticeable 76% increase between the hours of 1am and 6am compared to the previous year.

The following graph demonstrates the trend for total activity over the course of the past two years:



Patient Outcomes

Data sharing: Understanding the health outcomes of our patients is essential to demonstrating the impact of EAAA's service. EAAA relies on collaboration with other healthcare partners and data sharing with the many hospitals that we deliver our patients to, as well as sophisticated analysis against large national datasets such as the Trauma Audit and Research Network (TARN). We achieved a significant milestone in 2023 by establishing the legal basis for disclosure of confidential patient information from EAAA to Cambridge University Hospitals NHS Foundation Trust, and the return of a linked dataset to EAAA under s251 of Regulation 5 of the Health Service (Control of Patient Information) Regulations 2002. This concerns the patients we take to Addenbrooke's Hospital, which is the only Major Trauma Centre (MTC) in the East of England, and therefore the receiving hospital for the most seriously injured trauma patients we treat.

Cardiac Arrest outcomes: EAAA's pioneering analysis of out-of-hospital cardiac arrest outcomes across the East of England has continued, allowing us to understand the benefits of treatment that HEMS teams can bring, and to improve our understanding of the effectiveness of treatments and interventions. Over the year we have ascertained that the survival rate of EAAA's cardiac arrest patients to hospital discharge was 12% compared to an average of 8% across the East of England as a whole. EAAA was also established as an essential partner within the regional out-of-hospital cardiac arrest network, using this partnership to help improve the reception of patients at cardiac centres within the region to improve patient outcomes from cardiac arrest.

Research & Audit: The work and influence of the RAID team in pre-hospital emergency medicine (PHEM) research continues to strengthen and its profile has again increased during the year. The group published six papers in scientific journals during the year on subjects including critical care team dispatch and hypotension in patients who have received a pre-hospital emergency anaesthetic. EAAA hosted its second PHEM research and development conference in April 2023. This hybrid event attracted an estimated 200 attendees in total with 80 delegates joining in person on the day. UK and international speakers and delegates participated, with a focus on innovations in treatment of out-of-hospital cardiac arrest. There were over 300 retrospective viewings of the conference sessions via the EAAA website.

Community life support training & Aftercare: The Charity continues to strive towards a holistic approach to patient care, with an aim to improve patient outcomes both before and after the crews are needed at the scene of a life-threatening incident:

- With the help of our volunteers, EAAA's community training team delivered training in CPR and the use of a defibrillator to over 18,000 people in the last year, a vital life-saving skill that is essential in the chain of survival for cardiac arrest patients. During this period, according to figures from the Resuscitation Council, the East of England has a 66% rate of bystanders performing CPR, which is 23% above the national average, and also 11% higher for this region compared to 12 months ago. We are proud to have met four patients in the last year whose lives have been saved by members of the public trained in CPR by our community training programme.
- EAAA's aftercare service supported nearly 500 patients and families during their recovery following their incident.

Clinical education: The Advanced Life Support, Point of Care Ultrasound and Specialist Endovascular Access in Resuscitation courses are examples of EAAA leading the way nationally and internationally with teaching advanced skills that contribute to improving the outcome of patients we treat and improving expertise beyond clinicians who work with EAAA (ambulance and hospital-based clinicians). EAAA is also collaborating with the University of East Anglia to launch and deliver a Post Graduate Certificate in Paramedic Sciences. This qualification is aimed at paramedics wishing to follow critical care as a career path and should help to increase the pipeline of candidates for CCP positions with EAAA and other air ambulances in the future. Any training provided by EAAA to external parties is priced to generate a small surplus which is then used in furtherance of its charitable objectives.

Operational Developments

The second of EAAA's Airbus H145 helicopters was significantly upgraded in 2022/23 to match its sibling which was upgraded last year. Its four-rotor head was changed to the new five-rotor head, bringing it up to the latest 'D3' specification for brand new H145 aircraft. Both EAAA aircraft now benefit from the following improvements:

- Decreased vibration resulting in reduced crew fatigue and patient benefits (pain control, maintaining reliable monitoring and reduced risk of cardiovascular instability in severely injured patients) and making inflight patient interventions easier; and
- Increased payload, allowing us to carry more equipment, sometimes a family member and most importantly more fuel to increase endurance, thereby reducing the need to refuel so often and increasing availability.

Work on a second helipad was completed at Helimed House, EAAA's headquarters and Norwich operating base. This is positioned closer to our crew room, reducing activation times, and also allows aircraft swaps to take place more efficiently with less downtime. It was funded wholly by a grant from HELP (Hospital Emergency Landing Pads) Appeal.

Financial Review

Results for the year

EAAA delivered another strong financial performance for the financial year ended 30 June 2023. We were once again fortunate to be the beneficiary of significant amounts and numbers of legacies, and also controlled costs where possible, resulting in a significant surplus.

Summary Financial Results	**2023**	**2022**
	£	**£**
Total income	18,609,681	18,112,677
Total expenditure	(16,752,450)	(15,619,756)
Net gains/(losses) on investments	8,593	(319,559)
Net Income	**1,865,824**	**2,173,362**

Income

The Charity derives the majority of its income from various fundraising activities, legacies and the lottery (operated by its subsidiary company). It is important that the Charity has a diverse mix of income streams so it is less vulnerable to downturns in one income type or another. This also improves cash flow as some income is regular, whilst other income is seasonal.

Given the wider economic climate, we anticipated that income could be affected as our supporters may have less disposable income to donate to our cause. This was borne out in the results. For example, although we were able to grow event participation numbers back to pre-Pandemic levels, the amount of sponsorship people were able to raise was generally lower. This also affected income from our appeals; however other initiatives and income streams such as donations in memory of people meant that overall we were able to meet our fundraising plans.

As in 2022, legacy income far exceeded the anticipated amount for the year, totalling £5.4m (2022: £5.6m). The nature of this income is very difficult to predict and plan for but is a key income stream for the Charity. The extra income from legacies this year has enabled us to set some funds aside for the delivery of future significant strategic projects we know we will need to complete over the next three to five years (see 'Funds' below).

Expenditure

As in 2022, expenditure rose across all areas, reflecting continued inflationary pressures but also increased charitable activity (see 'Achievements & Performance' section above). In addition, increased fundraising activity comes with associated costs, and the Charity has consciously invested in improving systems and data analysis across all areas of activity.

Overall, costs remained below original planning assumptions in all areas of the Charity.

Liquidity

Although the Charity holds healthy reserves (see below) it is also important to manage cash flow effectively. This is particularly significant for the following reasons:

1) Our income is comprised of regular and seasonal inflows of cash, whilst our operating costs generally remain similar each month.
2) A large proportion of our current assets is derived from legacy income, in respect of which the cash has not yet been received.

As at 30 June 2023, the Charity holds the following investments, and liquid funds:

Funds & cash	2023 £	2022 £
Investments	10,514,677	10,506,085
Deposit account	3,521,194	518,095
Current accounts	3,481,704	4,857,879
Total	**17,517,575**	**15,882,059**

The value of the investment portfolio has remained reasonably stable throughout the year.

Cash balances have risen due to receiving significant cash from legacies during the year. These have been placed on deposit to generate additional income from interest.

Funds

The Charity holds both Restricted and Unrestricted Funds.

Group funds	2023 £	2022 £
Restricted funds	152,027	381,276
Unrestricted funds		
Designated funds	3,151,345	1,792,017
General fund	27,888,892	27,153,147
	31,040,237	28,945,164
Total	**31,192,264**	**29,326,440**

Restricted Funds

Details of the restricted funds, which amounted to £0.15m at 30 June 2023, are shown in note 17 to the financial statements. Primarily these funds relate to donations made for specific purposes, such as replacement of medical equipment and delivering CPR training across our communities.

Unrestricted Funds

Unrestricted Funds are the funds which are held to ensure that EAAA can continue delivering its services in a financially sustainable manner. They are also used to further the Charity's purpose in accordance with its aims and objectives.

The Trustees regularly review the funds held compared to the strategic plans and current financial position of the Charity. Unrestricted Funds are therefore used specifically to address the following elements:

a. Maintain sufficient funds to support the day to day running costs of the Charity.
b. Mitigate the financial impact of any unforeseen risks or unplanned costs.
c. Navigate through emergencies and disasters, and/or cover the costs associated with the winding up of the Charity.
d. Ensure the Charity has the funds for future strategic development.
e. Ensure the Charity has the funds for large operational projects.

General Fund

In determining the level of reserves required the Trustees consider:

- Five-year budgets and forecasts
- Working capital requirements
- Changes in legislation relating to lottery canvassing or other external pressures
- Fluctuations in legacy income
- The planned costs of future service developments
- Risks relating to a significant increase in planned voluntary income forecast over the next five years
- Potential increases in operational expenditure
- Stock market fluctuations
- Changes in Government policy relating to the provision of Air Ambulance services

As at 30 June 2023, the free reserves of the Charity (i.e. excluding tangible assets such as land and buildings held for the Charity's use) within the General Fund was £20.07m. This represents the equivalent of 14 months' worth of operating costs against a target level of 12 months' worth. It is also equivalent to approximately three quarters of the value of the long term lease the Charity is committed to with its aviation partner (which currently totals £26.8m over the lifetime of the contract, see note 19 Operating lease commitments in the notes to the financial statements).

Subsequent to the year end as part of the regular review of the above, the Trustees have recently deemed that reserves should be split between funds for specific future expenditure (see 'Designated Funds' below) and free reserves to address the following requirements:

a. Cover for the day to day working capital requirements of the Charity (calculated based upon the five-year financial plans and cashflow projections).
b. A buffer to mitigate unforeseen financial risks or delays to significant receipts of income (e.g. from legacies) to give 100% cover for a. above.
c. An emergencies fund equivalent to the loss of most significant income stream or be able to cover 12 months' fixed costs – whichever is the larger.

The Charity aims to maintain reserves in line with the above; however, there may be situations where it is appropriate for the level of reserves to be higher or lower than target. This is at the discretion of the Trustees, based upon a number of other factors such as the current and forecast financial performance of the Charity, strategic opportunities arising, the assessment of external risks and the future potential benefits of making early investments.

Designated Funds

The Trustees regularly consider future potential capital needs and strategic investment requirements. In previous years, up to 25% of income from legacies has been allocated to the Planned Capital Expenditure Fund (PCEF), for such purposes the most recent example being the completion of the new Norwich base to facilitate 24/7 HEMS.

We understand that we will need to relocate from our Cambridge base due to the planned sale of the site by the landlord. The Trustees have therefore elected to continue transferring 25% of legacy income recognised in the year (equating to £1.359m) to the PCEF to provide initial funds for commencing this project.

There are a number of other areas where the Charity will need to make significant investments to maintain current services and deliver the overall strategic plan, and it is therefore the intention of the Trustees to set up additional designated funds for these over the coming financial year.

Investments

The majority of the Charity's reserves are held in investments and cash or deposit accounts. There are a number of different risks associated with holding funds and investments and the Trustees therefore set an Investment Policy which includes the parameters for mitigation of these risks as far as possible. The Trustees seek advice from suitably qualified persons when considering investment decisions and have therefore commissioned the services of an independent financial advisor (IFA) authorised and regulated by the Financial Conduct Authority to provide ongoing expert support. They may also seek advice from other suitably qualified experts on an ad hoc basis as needed.

Ethical Investment

It is the Trustees' intention to avoid harm by ensuring that environmental, social and governance (ESG) factors are incorporated into the criteria for any investments placed.

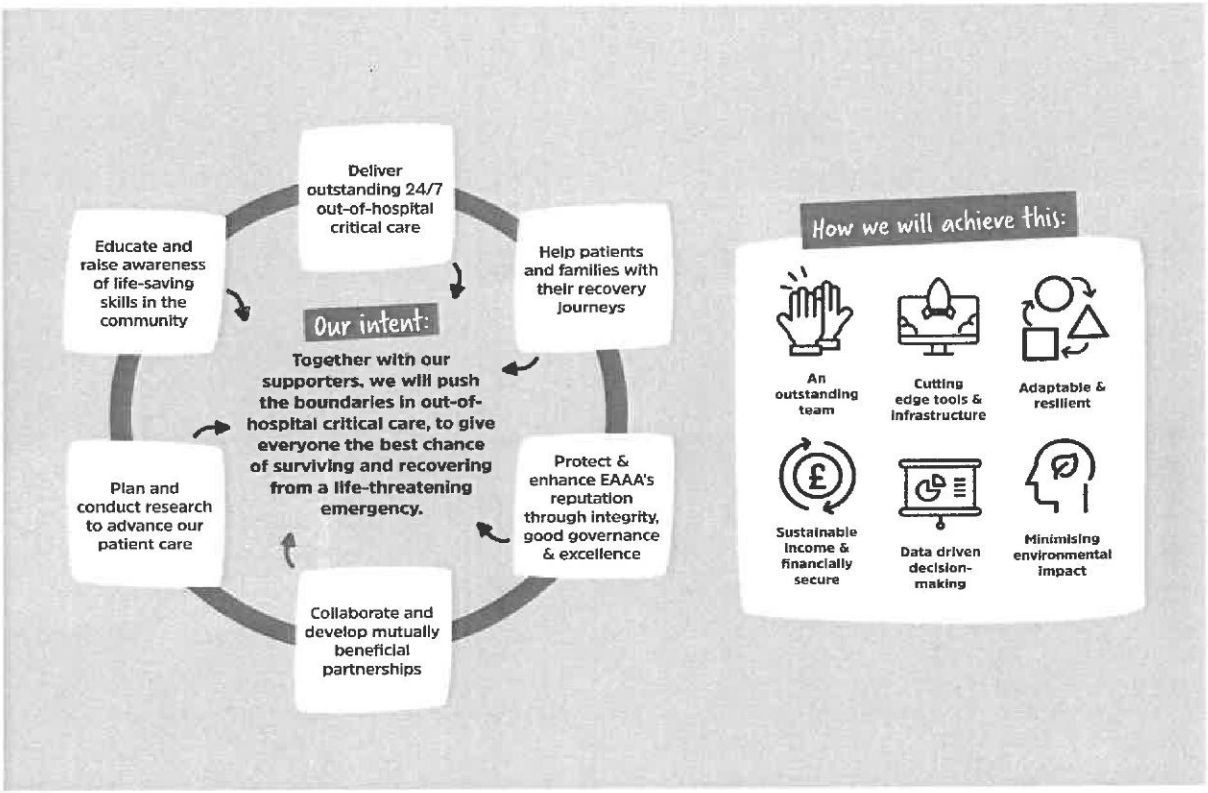
The Trustees therefore require the fund manager(s) to:

a. integrate environmental, social and governance factors within the selection process, across all asset classes.
b. seek to influence companies, through engagement and voting, to encourage companies in which they invest to make progress towards the sustainable development goals.
c. collaborate with other charity investors to identify areas of mutual concern.

The Trustees do not wish to invest in companies which fail to meet the responsible investment criteria set by this policy. It is acknowledged that some investment funds, especially unit trusts, may include sub-investments or very small holdings in such companies. The Trustees require the fund managers to take all reasonable steps to exclude such companies where possible but recognise this may be impractical at times.

Plans for the future

The current strategy and five-year plan was approved in June 2022. The following infographic summarises the strategy, with EAAA's strategic intent being achieved through six main areas of activity and underpinned by seven key enablers:



We have made good progress against our objectives and exceeded the financial goals set for the end of year one.

Five-year financial projections have been built around the agreed strategic objectives. Over the next five years we are committed to:

- increase our research, audit, innovation and development (RAID) activity to continuously develop our capability, improve patient outcomes and improve our national and international reputation in order to attract the best available talent.
- grow life support training activity to train 20,000 members of the community per annum. EAAA trained over 18,000 people during the first year, so we will be reviewing our ambitions accordingly!
- provide aftercare support to more than 50% of our patients and/or their families each year by June 2027.
- grow our active supporter base from 124,000 to 174,000 by June 2027.
- continue to use our influence to develop a robust network of 24/7 lit helipads at hospitals throughout the region to improve the effectiveness of our growing night operations.
- upgrade our transport platforms to the latest specifications and update the RRV fleet, adopting EV technology when it is practical to do so.
- continuously improve the medical fit of our two aircraft to incorporate the latest innovations to aid patient care.
- identify and implement cutting edge information systems to assist in the efficiency of our operations and facilitate greater insight from all our data.
- maintain and develop a diversified income portfolio to mitigate risks arising from economic cycles.
- develop and commence implementation of a long-term roadmap to achieve an operation with lower carbon emissions and net zero overall by 2040.

Delivering these commitments will require ongoing investment and development of the Charity, alongside maintaining delivery of our current services against an economic backdrop of increased costs. The Trustees will continue to regularly review the financial plans and forecasts against the strategic deliverables to assess affordability and make provision for future investment. This includes reviewing EAAA's reserves and investment policies and taking independent advice to ensure funds are managed in accordance with a stratified approach to risk and reward.

Structure, governance and management

Constitution

EAAA was established on 6 September 2000 as a charitable company limited by guarantee. It is governed by its Articles of Association which were updated by the Trustees on 29 May 2020.

East Anglian Air Ambulance (Trading) Limited was formed on 2 January 2001 as a wholly-owned subsidiary to carry out trading activities on behalf of the Charity.

Recruitment and appointment of Trustees

The Directors of the Charity are its Trustees for the purposes of Charity Law and throughout this report are collectively referred to as the Trustees. The Trustees oversee the governance of the Charity and are responsible for ensuring that the Charity is being run in accordance with and in support of its purpose, its strategy and agreed policies and procedures. The Trustees comprise of at least five and not more than nine people.

Trustees are appointed to serve in three-year terms which can be renewed if this is agreed as being in the interests of the Charity, usually subject to a maximum of nine years. The Chair may serve for a maximum of two additional three-year terms. The election and re-election of Trustees takes place at the Annual Trustees meeting. The Nomination Committee leads the process of selection of candidates for appointment to the Board of Trustees and makes recommendations to the Trustees regarding plans for succession.

The current Trustees are the Members of the Charity for Company Law purposes.

Marie Sigsworth and Charlotte Hignett were co-opted on 9 October 2023 and will be appointed as Trustees on 14 December 2023.

Trustee induction and training

On appointment Trustees are given an induction briefing and a comprehensive Trustee Governance Manual which includes:

- Information about the organisational structure of the Charity
- Guidance on their roles and responsibilities
- The Memorandum and Articles of Association
- The financial position of the Charity and future financial plans

Trustees attend training sessions and are encouraged to keep up to date with Charity issues by reading Charity Commission newsletters and other relevant publications. The Charity uses the Charity Commission's Governance Code as a framework by which to assess application of good practice and opportunities for improvements.

Organisational structure

The Charity is governed by the non-executive Board of Trustees which meets every quarter. The Board is responsible for the strategy and direction of the organisation and for ensuring that the charity is run in accordance with the Charity Commission governance code. The Board of Trustees is supported by two Board committees: the Finance Committee and the Nominations Committee.

The Finance Committee comprises four Trustees and meets quarterly to consider financial matters and makes recommendations to the Trustees accordingly. The Chief Executive and the Finance Director/Company Secretary are in attendance and representatives of the Executive Team also join these meetings as appropriate.

The Nominations Committee consists of up to four nominated Trustees, appointed annually at the Annual Meeting. The Committee is an advisory committee which leads on Trustee recruitment, selection, succession planning and training. The Committee also oversees the recruitment and selection process for the Chief Executive, as well as reviewing and approving the remuneration of the Executive Team.

Day to day operations and fundraising activities of EAAA is led by the Executive Team which comprises:

- Chief Executive
- Director of Engagement & Income
- Medical Director
- Finance Director (and Company Secretary)
- Director of People & Culture
- Director of Operations & Infrastructure

Decisions requiring Trustee approval are defined in the Trustees Governance Manual and include:

- Board and Committee appointments
- The Charity's strategic aims, its objectives and direction
- The appointment and remuneration packages of the Chief Executive and members of the Executive Team.

The Charity's wholly owned trading subsidiary, East Anglian Air Ambulance (Trading) Limited runs a lottery and undertakes certain trading activities. The company operates independently of the Charity in accordance with Charity Commission guidelines, with its own independently chaired Board of Directors.

Remuneration Policy

The success of the Charity is largely dependent on its ability to attract and retain talented staff, with appropriate skills, whose own values align with those of the organisation.

The Charity is therefore committed to investing in its people, both in terms of remuneration and their professional and personal development. Positive wellbeing in the workplace is at the core of the Charity's culture. Staff engagement is excellent and EAAA was listed in The Sunday Times Best Places to Work 2023.

The Charity has a structured pay policy which ensures that salaries reflect the knowledge, skills, responsibilities, experience and personal competencies required for the satisfactory performance of each role. Salaries are reviewed regularly and benchmarked primarily against the not-for-profit sector, but with an eye on other sectors given the competitive nature of the employment marketplace.

The remuneration packages of the Chief Executive and Executive Directors are benchmarked against those of similar organisations and are reviewed by the Nominations Committee before being ratified by the Trustees.

Risk management

Risk management is well embedded into the operations of the Charity, with risks identified, considered and regularly reviewed through various forums and processes. The Charity's risk register is monitored each month by the Executive Team, with new and significant risks reviewed quarterly by the Trustees, together with progress in implementing and monitoring mitigations.

The major risks and uncertainties facing the Charity have been identified as being issues which would lead to a curtailment or cessation of its critical care service as a result of:

- A disruption (whether short, medium or long term) in the service availability of the aircraft resulting from technical fault, accident or grounding of all similar aircraft
- A shortfall in the availability of frontline crew (doctors, paramedics or pilots) to support the rota
- A significant and enduring fall in fundraising income and/or increase in costs resulting from a variety of causes, including inflation, economic downturn, regulatory or legislative changes
- The inability of the Charity to meet regulatory standards across its various activities.

The Trustees are satisfied that, so far as is practicable, appropriate policies, procedures and systems are in place to mitigate these risks and others identified in the risk assessment process.

Clinical Governance

EAAA's arrangements have been designed to reflect those found in NHS organisations, with due regard to the seven pillars of clinical governance:

- Clinical Effectiveness
- Risk Management
- Patient & Public Involvement
- Audit
- Staff Management
- Education & Training
- Clinical Information Governance

Clinical governance is led by the Medical Director (MD) supported by two Deputy MDs overseeing two areas: Research & Education and Clinical Governance & Service Delivery.

The Clinical Governance Steering Group (CGSG) has oversight of all EAAA clinical activities, including clinical risk management and reviews all clinical incidents, with the RAID Group and Patient Outcome Group (POG) also reporting to this group. The CGSG meets monthly and presents at a monthly clinical governance team meeting.

At the operational level, all clinical cases are reviewed by the duty EAAA consultant, and the more complex cases are discussed at a weekly case review session. Learning points are shared with the entire team. At the patient-clinician interphase, all new clinicians undergo formal PHEM training of 2-3 weeks duration, followed by 100% supervision over a minimum of nine shifts, before being signed off to practice with remote support and a minimum of 20% consultant supervision.

EAAA's clinical operations are regulated by the Care Quality Commission (CQC). When the operations at EAAA's headquarters were inspected in July 2022, all aspects of the operation were rated as 'Outstanding', and EAAA was the first independent healthcare provider in the East of England to achieve this accolade.

Legal Compliance

Health and Safety

EAAA is committed to promoting a positive safety culture throughout the Charity in accordance with its Health & Safety policies, procedures and risk assessments and all legislation.

The Charity will ensure that all operations are carried out in a way to manage and mitigate risk and ensure the health, safety and welfare of all its trustees, staff, volunteers, patients and all those that could be affected by its activities.

Safeguarding

As set out on the Care Act 2014, EAAA has a duty to ensure any safeguarding concerns are raised and addressed, working in partnership with other agencies and referring cases to the Multi Agency Safeguarding Hub (MASH) where applicable. EAAA is committed to safeguarding everyone who comes into contact with the service, staff, volunteers, and those who receive care (patients, relatives, and the public). EAAA also recognises that children and adults at risk from harm require particular safeguarding measures to be taken. EAAA is committed to providing a culture of zero tolerance of any forms of abuse.

The Charity's safeguarding policy provides a common understanding of safeguarding issues and good practice in responding to them, outlines roles and responsibilities, and clarifies governance, monitoring and oversight within the organisation. We review our arrangements annually.

All staff and our Trustees undertake safeguarding training on an annual basis to an appropriate level, depending on their role. Our volunteers have access to safeguarding information leaflets and the Safeguarding Policy and are also invited to attend online or in person training updates.

Fundraising regulation

The Charity is registered with the Fundraising Regulator and follows the Code of Fundraising Practice. Further to this the Charity has various policies in which are updated on a regular basis including; Fundraising, Social Responsibility in Gambling, Cash Handling & Money Laundering, and the Charity's Supporter Promise which is published on our website.

Our lottery and raffle activity is also regulated by the Gambling Commission and we adhere to their rules and regulations, have two registered Responsible Persons and complete gambling returns to their specified schedule. The Charity subscribes to the Direct Marketing Association and abides by the requirements of the General Data Protection Regulation (GDPR).

Our fundraising operations are guided by policies and processes which ensure they are compliant with all regulations and led by appropriately qualified team members who also track changes in the sector to keep us at the forefront of ethical and effective fundraising methods.

Fundraising complaints

The Charity continues to use an online incident reporting system for reporting, recording and monitoring all complaints. Fundraising complaints are evaluated and responded to as quickly as possible.

In the year to 30 June 2023, EAAA received 13 (2022: 20) complaints relating to Lottery canvassing, being less than 0.01% (2022: 0.01%) of people contacted.

Equal opportunities

EAAA is committed to ensuring equal opportunities, fairness of treatment, dignity, work-life balance and the elimination of all forms of discrimination in the workplace for all. The Charity aims to create a working environment in which all individuals are able to make best use of their skills, free from discrimination or harassment, and in which all decisions are based on merit. This commitment extends to staff, applicants, volunteers and contractors engaged in the work of the Charity.

Environmental management

EAAA is committed to minimising its energy consumption and carbon footprint and developing a road map to achieving carbon neutrality from its operations by 2040.

The Charity recognises that its current helicopters use non-renewable hydrocarbon fuel and are therefore not exemplars of low carbon transport. Whilst continuing to provide its critical care service to patients, the Charity also continues to work with its partners and other air ambulance organisations to identify more environmentally friendly means of operating and developing a step-wise plan to reduce its carbon footprint from its core operations.

EAAA measured its baseline direct and indirect organisational emissions in 2023 and will measure progress on an annual basis. Although the CO2 emissions from its air operations make up a high proportion of EAAA's environmental impact, improvements in ground-based emissions, use and generation of renewable energy, waste to landfill reductions, supply chain sustainability and carbon offsetting are all areas being actively explored in the shorter term.

Regulatory bodies

The Charity's operations are subject to regulation by the Care Quality Commission, Civil Aviation Authority, Charity Commission, Gambling Commission, Information Commissioner and the Fundraising Regulator.

Trustees' responsibilities

The Trustees (who are also directors of EAAA for the purposes of company law) are responsible for preparing the Trustees' Report (including the Strategic Report) and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charitable company and group and of the incoming resources and application of resources, including the income and expenditure, of the group for the year. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP 2015 (FRS 102);
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material
- departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company and the group will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and group and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- there is no relevant audit information of which the charitable company's auditor is unaware; and
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

Signed by order of the Trustees on

Sarah Evans ACA (Chairman)

East Anglian Air Ambulance

Independent Auditor's Report to the Members of East Anglian Air Ambulance

Year ended 30 June 2023

Opinion

We have audited the financial statements of East Anglian Air Ambulance (the 'parent charitable company') and its subsidiary (the 'group') for the year ended 30 June 2023 which comprise the Group Statement of Financial Activities (including the Income and Expenditure account), the Group and Parent Charitable Company Balance Sheets, the Group Statement of Cash Flows and 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 30 June 2023, 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.

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

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the Trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the group's or the parent charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. 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.

In connection with our audit of the financial statements, 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 audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. 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.

Opinion 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' Annual Report (including the Strategic Report and Trustees' Report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Strategic Report and the Trustees' 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 the 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 Trustees' Report.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not 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 Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of Trustees

As explained more fully in the Trustees' Responsibilities Statement set out on page 22, 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 the 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 obtained an understanding of the legal and regulatory frameworks within which the company operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, Charities Act 2011 and SORP 2015.

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be the override of controls by management. Our audit procedures to respond to these risks included:

- enquiry of management about the Group's policies, procedures and related controls regarding compliance with laws and regulations and if there are any known instances of non-compliance;
- examining supporting documents for all material balances, transactions and disclosures;
- review of the board meeting minutes;
- enquiry of management and review and inspection of relevant correspondence;
- evaluation of the selection and application of accounting policies related to subjective measurements and complex transactions;
- analytical procedures to identify any unusual or unexpected relationships;
- testing the appropriateness of journal entries recorded in the general ledger and other adjustments made in the preparation of the financial statements; and
- review of accounting estimates for biases.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

These inherent limitations are particularly significant in the case of misstatement resulting from fraud as this may involve sophisticated schemes designed to avoid detection, including deliberate failure to record transactions, collusion or the provision of intentional misrepresentations.

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. 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 2006. 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 for our audit work, for this report, or for the opinions we have formed.

Ian Weekes
Senior Statutory Auditor
For and on behalf of
Crowe U.K. LLP
Statutory Auditor
Riverside House
40 - 46 High Street
Maidstone
Kent
ME14 1JH

Date:_____

East Anglian Air Ambulance

Group Statement of Financial Activities (including Income and Expenditure Account)

Year ended 30 June 2023

	Note	Unrestricted Funds £	Restricted Funds £	Total Funds 2023 £	Total Funds 2022 £
Income					
Donations and legacies	2	10,752,495	419,793	11,172,288	11,172,267
Other trading activities	3	7,080,692	-	7,080,692	6,692,671
Investments	4	258,914	-	258,914	186,887
Other	5	97,787	-	97,787	60,852
Total income		18,189,888	419,793	18,609,681	18,112,677
Expenditure					
Raising funds	6	3,811,341	-	3,811,341	3,996,393
Charitable activities	7	12,643,533	297,576	12,941,109	11,623,363
Total expenditure		16,454,874	297,576	16,752,450	15,619,756
Net income before gains on investments		1,735,014	122,217	1,857,231	2,492,921
Net gains/(losses) on investments	13	8,593	-	8,593	(319,559)
Net income		1,743,607	122,217	1,865,824	2,173,362
Transfers between funds	17	351,466	(351,466)	-	-
Net movements in funds		2,095,073	(229,249)	1,865,824	2,173,362
Total funds brought forward	17	28,945,164	381,276	29,326,440	27,153,078
Total funds carried forward	17	31,040,237	152,027	31,192,264	29,326,440

All income and expenditure derive from continuing activities.

The Statement of Financial Activities includes all gains and losses recognised during the year.

The notes on pages 26 to 44 form part of these financial statements.

East Anglian Air Ambulance

Group and Parent Charitable Company Balance Sheets

30 June 2023

	Note	Group 2023 £	Group 2022 £	Charity 2023 £	Charity 2022 £
Fixed assets					
Tangible assets	12	7,817,152	8,242,207	7,817,152	8,242,207
Investments	13	10,514,677	10,506,085	10,514,679	10,506,087
		18,331,829	18,748,292	18,331,831	18,748,294
Current assets					
Stocks	14	107,842	108,730	95,698	94,923
Debtors	15	7,411,476	6,921,305	8,965,116	10,162,870
Cash on deposit		3,521,194	518,095	3,521,194	518,095
Cash at bank and in hand		3,481,704	4,857,879	1,434,325	1,011,954
		14,522,216	12,406,009	14,016,333	11,787,842
Creditors: Amounts falling due within one year	16	(1,661,781)	(1,827,861)	(1,158,779)	(1,212,575)
Net current assets		12,860,435	10,578,148	12,857,554	10,575,267
Net assets		31,192,264	29,326,440	31,189,385	29,323,561
Charity Funds					
Restricted funds	17	152,027	381,276	152,027	381,276
Unrestricted funds					
Designated funds	17	3,151,345	1,792,017	3,151,345	1,792,017
General fund	17	27,888,892	27,153,147	27,886,013	27,150,268
Total unrestricted funds		31,040,237	28,945,164	31,037,358	28,942,285
Total Charity funds		31,192,264	29,326,440	31,189,385	29,323,561

The financial statements were approved and authorised for issue by the Board on _____.

Signed on behalf of the board of Trustees

E S Evans ACA (Chairman)

N R Savory FCA DL

Company number: 04066700

The notes on pages 26 to 44 form part of these financial statements.

East Anglian Air Ambulance

Group Statement of Cash Flows

Year ended 30 June 2023

	Note	Group 2023 £	Group 2022 £
Net cash flow from operating activities	**23**	1,666,616	2,035,159
Cash flows from investing activities			
Income received from investments		240,217	185,991
Receipts from sale of tangible fixed assets		6,739	4,203
Payments to acquire tangible fixed assets		(305,345)	(349,801)
Bank interest received		18,697	896
Disposal of investments		-	500,000
Net cash flow from investing activities		(39,692)	341,289
Net increase in cash and cash equivalents		1,626,924	2,376,448
Cash and cash equivalents at 1 July 2022	**24**	5,375,974	2,999,526
Cash and cash equivalents at 30 June 2023	**24**	7,002,898	5,375,974
Cash and cash equivalents consists of:			
Cash on deposit		3,521,194	518,095
Cash at bank and in hand		3,481,704	4,857,879
Cash and cash equivalents at 30 June 2023	**24**	7,002,898	5,375,974

The notes on pages 26 to 44 form part of these financial statements.

1. General information

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

(a) General information and basis of preparation

East Anglian Air Ambulance is a private charitable company limited by guarantee in the United Kingdom. The registered office is Helimed House, Hangar 14, Gambling Close, Norwich Airport, Norwich, NR6 6EG. The nature of the Charity's operations and its principal activities are to relieve sickness and injury by the provision of a helicopter air ambulance service or other emergency transportation wholly or mainly within the area served by the East of England Ambulance NHS Trust.

The Charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice published in October 2019, applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Companies Act 2006 and UK Generally Accepted Practice as it applies from 1 January 2015.

The financial statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements are prepared in Sterling which is the functional currency of the Charity.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

(b) Group financial statements

The financial statements consolidate the results of the Charity and its wholly owned subsidiary East Anglian Air Ambulance (Trading) Limited on a line by line basis. A separate Statement of Financial Activities, or Income and Expenditure account, for the Charity itself is not presented because the Charity has taken advantage of the exemptions afforded by Section 408 of the Companies Act 2006.

(c) Funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The aim and use of each restricted fund is set out in the notes to the financial statements.

1. General information (continued)

(d) Income

All income is included in the Statement of Financial Activities when entitlement has passed to the charity, it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured.

For donations to be recognised the Charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained then income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the charity and it is probable that they will be fulfilled.

Legacies are included in the Statement of Financial Activities when the legacy has been received unless, before receipt, there is sufficient evidence to provide the necessary certainty that the legacy will be received and the value of the incoming resources can be measured with sufficient reliability.

Donated goods and professional services are recognised as income when the Charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the Charity is probable and can be measured reliably. In accordance with the Charity SORP, general volunteer time is not recognised. Upon receipt, donated goods and services are recognised on the basis of the fair value to the Charity, being the amount the Charity would have been willing to pay to obtain the services on the open market. An equivalent amount is recognised as expenditure in the period of receipt.

Investment income is earned through holding assets for investment purposes such as shares. It includes dividends and interest. Where it is not practicable to identify investment management costs incurred within a scheme with reasonable accuracy the investment income is reported net of these costs. It is included when the amount can be measured reliably. Interest income is recognised using the effective interest method and dividend income is recognised as the Charity's right to receive payment is established.

Income from trading activities includes income earned from fundraising events and trading activities to raise funds for the Charity. Income is received in exchange for supplying goods and services in order to raise funds and is recognised when entitlement has occurred.

Income from the government and other grants are recognised at fair value when the Charity has entitlement after any performance conditions have been met, if it is probable that the income will be received and the amount can be measured reliably. If entitlement is not met then these amounts are deferred.

Lottery and raffle income are recognised when each lottery or raffle is drawn.

Training income is recognised once the training has been provided.

1. General information (continued)

(e) Legacies

With effect from 1 July 2012, up 25% of all legacies received may be credited directly to the designated Planned Capital Expenditure fund, unless otherwise agreed with the Executors. If the will indicates how the legacy is to be used it is credited to a restricted fund.

(f) Expenditure recognition

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure includes any VAT which cannot be recovered and is charged as an expense in the Statement of Financial Activities in the year in which it is incurred. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, if it is probable that the settlement will be required and the amount of the obligation can be measured reliably. It is categorised under the following headings:

- Costs of raising funds comprise the costs associated with attracting voluntary income and the costs of trading for fundraising purposes including merchandise and lottery.
- Expenditure on charitable activities comprises those costs incurred by the Charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.
- Governance costs include those costs associated with meeting the constitutional and statutory requirements of the Charity and include the audit fees and costs linked to the strategic management of the Charity.
- All costs are allocated between the expenditure categories of the Statement of Financial Activities on a basis designed to reflect the use of the resource. Costs relating to a particular activity are allocated directly, others are apportioned on an appropriate basis e.g. floor areas, staff time or estimated usage as set out in note 6.

(g) Operating leases

Rentals applicable to operating leases are charged to the Statement of Financial Activities on a straight line basis over the period in which the cost is incurred.

Amounts payable for the provision of the helicopter are charged to the Statement of Financial Activities in the period to which they relate.

1. General information (continued)

(h) Tangible fixed assets

All items costing less than £1,000 are written off in the year of purchase.

Tangible fixed assets are stated at cost less accumulated depreciation.

Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows:

Norwich base - building	- 2% straight line
Norwich base - leasehold land	- 150 years straight line
Cambridge base - leasehold land & buildings	- over the period ended 30 June 2027 on a straight line basis
Asset under construction - Norwich helipad	- not depreciated
Plant & motor vehicles	- 20% straight line
Fixtures, fittings, computers & database	- 33.3% straight line
Medical & helicopter equipment	- 25% straight line
Website	- 20% straight line

During the year ended 30 June 2022 the Trustees re-assessed the useful economic life of the Cambridge base and expect that the Charity will continue to operate from this site until 30 June 2027. As a result of this the net book value of this asset is being written off on a straight line basis over this period.

(i) Fixed asset investments

Fixed asset investments comprise shares held in the subsidiary company, East Anglian Air Ambulance (Trading) Limited, together with a portfolio of quoted investments in pooled funds managed by BNY Mellon Fund Managers Limited. Investments in subsidiaries are measured at cost less impairment. Quoted investments are revalued to their fair value at the balance sheet date and the unrealised gain or loss is taken to the Statement of Financial Activities.

(j) Stocks

Stocks are valued at the lower of cost and net realisable value.

(k) Pensions

The Charity operates a defined contribution pension scheme. The charge in the Statement of Financial Activities represents the contributions payable by the Charity during the year.

1. General information (continued)

(l) Tax

The Charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

(m) Judgements and key sources of estimation uncertainty

The following judgements (apart from those involving estimates) have been made in the process of applying the above accounting policies that have had the most significant effect on amounts recognised in the financial statements:

(i) Accrued legacy income

Management judgements are required to estimate a suitable amount of legacy income to accrue at the reporting date. The amount is calculated based on the conditions set out in the Charity SORP (FRS 102).

At 30 June 2023 the financial statements include accrued legacy income of £6,168,621 (2022: £5,164,461).

(ii) Donated goods and services

Management judgement is used to estimate the fair value of professional services donated to the Charity, calculated based on the fair value to the Charity. Donated goods and services received comprise Doctors and Critical Care Paramedics, medical consumables, rent and landing fees waived.

The fair value of services provided by Doctors and Critical Care Paramedics is calculated as the number of hours donated multiplied by the hourly rate that the Charity would have expected to be charged to obtain the services on the open market. Medical consumables, rent and landing fees are calculated at the rate the Charity would expect to pay on the open market.

The financial statements for the year ended 30 June 2023 include donated goods and services of £1,223,735 (2022: £1,098,948).

(iii) Tangible fixed assets

Management judgement is used to assess the useful expected life and residual value of tangible fixed assets. If there is an indication that there has been a significant change since the last annual reporting date in the pattern by which the Charity expects to consume an asset's future economic benefits, management review its present depreciation method and, if current expectations differ, change the depreciation method to reflect the new pattern.

1. General information (continued)

(n) Financial instruments

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted.

Debt instruments are subsequently measured at amortised cost.

Other financial instruments are subsequently measured at fair value, with any changes recognised in the Statement of Financial Activities.

2. Income from donations and legacies

	2023			2022		
	Unrestricted Funds	Restricted Funds	Total Funds	Unrestricted Funds	Restricted Funds	Total Funds
	£	£	£	£	£	£
Collections & collecting tins	120,873	-	120,873	112,981	-	112,981
Third party & Charity events	1,233,486	-	1,233,486	1,080,128	-	1,080,128
Grants from trusts	149,460	-	149,460	323,534	-	323,534
Corporate donors	329,569	-	329,569	186,600	-	186,600
General donations	1,386,105	-	1,386,105	1,348,921	-	1,348,921
In memoriam	538,556	-	538,556	480,123	-	480,123
Gift Aid tax reclaimable	272,530	-	272,530	344,376	-	344,376
Circle of Benefactors	60,869	-	60,869	66,674	-	66,674
Donations towards Helipad	-	-	-	-	210,000	210,000
Donations towards research	-	38,874	38,874	-	5,000	5,000
Donations towards medical equipment	-	289,594	289,594	-	167,127	167,127
Donations towards CPR training	-	26,325	26,325	-	179,788	179,788
Donations towards missions	-	65,000	65,000	-	-	-
Donated goods and services	1,223,735	-	1,223,735	1,098,948	-	1,098,948
Legacies	5,437,312	-	5,437,312	5,568,067	-	5,568,067
	10,752,495	419,793	11,172,288	10,610,352	561,915	11,172,267

3. Income from other trading activities

	2023			2022		
	Unrestricted Funds	Restricted Funds	Total Funds	Unrestricted Funds	Restricted Funds	Total Funds
	£	£	£	£	£	£
Lottery	6,736,555	-	6,736,555	6,337,096	-	6,337,096
Raffle	277,912	-	277,912	286,663	-	286,663
Merchandise	37,981	-	37,981	66,835	-	66,835
Commercial Participation	12,085	-	12,085	-	-	-
Recycling & other income	14,328	-	14,328	-	-	-
Match Bingo	1,831	-	1,831	2,077	-	2,077
	7,080,692	-	7,080,692	6,692,671	-	6,692,671

4. Income from investments

	2023			2022		
	Unrestricted Funds	Restricted Funds	Total Funds	Unrestricted Funds	Restricted Funds	Total Funds
	£	£	£	£	£	£
Bank interest received	18,697	-	18,697	896	-	896
Dividends received	240,217	-	240,217	185,991	-	185,991
	258,914	-	258,914	186,887	-	186,887

5. Other income

	2023			2022		
	Unrestricted Funds	Restricted Funds	Total Funds	Unrestricted Funds	Restricted Funds	Total Funds
	£	£	£	£	£	£
Furlough grant received	-	-	-	4,063	-	4,063
Miscellaneous income	16,183	-	16,183	3,817	-	3,817
Training courses	81,604	-	81,604	52,972	-	52,972
	97,787	-	97,787	60,852	-	60,852

Total income from Government grants amounted to £nil (2022: £4,063).

6. Analysis of expenditure on raising funds

	Costs of generating voluntary income £	Fundraising trading (lottery) £	Fundraising trading £	Total 2023 £	Total 2022 £
Fundraising & event costs	284,101	315,627	-	599,728	480,037
Lottery and Match Bingo prizes	-	161,106	-	161,106	163,570
Canvassers and agents commission	82,054	723,219	-	805,273	1,177,377
Marketing and consultancy	210,082	20,832	418	231,332	243,620
Goods for resale	-	-	16,793	16,793	20,936
Staff costs	1,188,567	236,451	52,935	1,477,953	1,343,927
Premises establishment costs	96,726	12,091	12,091	120,908	130,701
Administration costs	199,694	117,278	45,710	362,682	395,661
Depreciation and profit/loss on disposal of fixed assets	20,552	5,005	10,009	35,566	40,564
Total 2023 (unrestricted)	2,081,776	1,591,609	137,956	3,811,341	3,996,393
Total 2022 (unrestricted)	2,147,157	1,657,206	192,030	3,996,393	

Costs are allocated directly or apportioned on the following basis:

Staff costs	Staff time
Premises establishment costs	Floor area
General office administration costs	Staff time
Training and recruitment costs	Staff time
Legal and professional	Time
Depreciation	Usage
Bank charges and interest	Transactions

7. Analysis of expenditure on charitable activities

	Operational & support costs £	Governance costs £	Total 2023 £	Total 2022 £
Helicopter costs	6,683,113	-	6,683,113	6,268,560
Doctors' salaries and fees	909,865	-	909,865	952,410
Doctors and Critical Care Paramedics - donated services	1,072,763	-	1,072,763	966,156
Other donated goods and services	150,972	-	150,972	132,792
Other staff costs	2,424,776	-	2,424,776	1,759,449
Medical consumables and other clinical costs	278,257	-	278,257	243,393
Premises establishment costs	124,214	-	124,214	131,796
Administration costs	579,978	29,075	609,053	471,660
Depreciation and profit/loss on disposal of fixed assets	688,096	-	688,096	697,147
	12,912,034	29,075	12,941,109	11,623,363
Restricted	297,576	-	297,576	
Unrestricted	12,614,458	29,075	12,643,533	
Total 2023	12,912,034	29,075	12,941,109	
Restricted	52,086	-	52,086	
Unrestricted	11,541,992	29,285	11,571,277	
Total 2022	11,594,078	29,285	11,623,363	

Costs are allocated directly or apportioned on the basis shown in note 6.

8. Net income for the year

Net income is stated after charging/(crediting):	2023	2022
	£	£
Depreciation of tangible assets	726,940	740,168
Profit on disposal of tangible assets	(3,278)	(2,458)
Operating lease rentals - helicopter standing charges	5,590,464	5,311,536
Operating lease rentals - other	14,770	2,846

9. Auditor's remuneration

	2023	2022
	£	£
Audit of the Charity's annual financial statements	18,700	17,000
Audit of the subsidiary company's annual financial statements	4,950	4,500
	23,650	21,500

10. Trustees' and key management personnel remuneration and expenses

No Trustees received any remuneration or other benefits from the Charity during the year (2022: £nil).

No Trustees received any expenses during the year in the course of their duties (2022: £nil).

The total amount of employee benefits received by key management personnel was £532,136 (2022: 482,367). The Trustees consider the key management personnel to be the CEO and five executive team members (2022: CEO and five executive team members).

11. Staff costs and employee benefits

The average number of contracted employees and full time equivalent (FTE) during the year was as follows:

	2023	2022	2023	2022
	No.	No.	FTE No.	FTE No.
Operations	14	10	12	9
Doctors	12	13	8	8
Locum Doctors	23	12	2	1
Lottery	4	4	4	4
Fundraising	33	32	30	30
Communications and marketing	6	5	5	5
Administration	21	20	19	18
Faculty	6	6	-	-
	119	102	80	75

The total staff costs and employee benefits were as follows:

	2023	2022
	£	£
Wages and salaries	3,580,430	3,040,427
Social security costs	372,003	315,611
Pension contributions	213,863	159,630
Life insurance	7,348	9,138
	4,173,644	3,524,806

11. Staff costs and employee benefits (continued)

The number of employees who received total employee benefits (excluding pension contributions) of more than £60,000 was as follows:

	2023	2022
	No.	No.
£60,000 to £70,000	3	3
£70,000 to £80,000	1	-
£80,000 to £90,000	1	2
£100,000 to £110,000	1	1
£110,000 to £120,000	1	1
£130,000 to £140,000	1	-

12. Tangible fixed assets - Group

	Long leasehold land & buildings - Norwich base	Short leasehold land & buildings - Cambridge base	Asset under construction - Norwich helipad	Plant & motor vehicles	Fixtures, fittings and computers	Medical & helicopter equipment	Total
	£	£	£	£	£	£	£
Cost							
At 1 July 2022	6,317,667	2,018,254	137,115	553,036	482,422	1,095,992	10,604,486
Additions	-	12,922	63,532	141,578	-	87,313	305,345
Transfers	200,647	-	(200,647)	-	-	-	-
Disposals	-	-	-	(44,604)	(7,938)	(66,493)	(119,035)
At 30 June 2023	6,518,314	2,031,176	-	650,010	474,484	1,116,812	10,790,796
Depreciation							
At 1 July 2022	178,393	700,216	-	420,641	343,905	719,124	2,362,279
Charge for the year	132,930	264,483	-	49,525	90,138	189,864	726,940
Eliminated on disposals	-	-	-	(44,604)	(7,937)	(63,034)	(115,575)
At 30 June 2023	311,323	964,699	-	425,562	426,106	845,954	2,973,644
Net book value							
At 30 June 2023	6,206,991	1,066,477	-	224,448	48,378	270,858	7,817,152
At 30 June 2022	6,139,274	1,318,038	137,115	132,395	138,517	376,868	8,242,207

Construction of the Norwich helipad was completed during the year and the cost of this asset was transferred to long leasehold land & buildings - Norwich base.

12. Tangible fixed assets - Charity

	Long leasehold land & buildings - Norwich base	Short leasehold land & buildings - Cambridge base	Asset under construction - Norwich helipad	Plant & motor vehicles	Fixtures, fittings and computers	Medical & helicopter equipment	Total
	£	£	£	£	£	£	£
Cost							
At 1 July 2022	6,317,667	2,018,254	137,115	553,036	471,760	1,095,992	10,593,824
Additions	-	12,922	63,532	141,578	-	87,313	305,345
Transfers	200,647	-	(200,647)	-	-	-	-
Disposals	-	-	-	(44,604)	(7,938)	(66,493)	(119,035)
At 30 June 2023	6,518,314	2,031,176	-	650,010	463,822	1,116,812	10,780,134
Depreciation							
At 1 July 2022	178,393	700,216	-	420,641	333,243	719,124	2,351,617
Charge for the year	132,930	264,483	-	49,525	90,138	189,864	726,940
Eliminated on disposals	-	-	-	(44,604)	(7,937)	(63,034)	(115,575)
At 30 June 2023	311,323	964,699	-	425,562	415,444	845,954	2,962,982
Net book value							
At 30 June 2023	6,206,991	1,066,477	-	224,448	48,378	270,858	7,817,152
At 30 June 2022	6,139,274	1,318,038	137,115	132,395	138,517	376,868	8,242,207

Construction of the Norwich helipad was completed during the year and the cost of this asset was transferred to long leasehold land & buildings - Norwich base.

13. Fixed asset investments

	Group 2023	Group 2022	Charity 2023	Charity 2022
	£	£	£	£
Market value at 1 July 2022	10,506,084	11,325,644	10,506,084	11,325,644
Disposals	-	(500,000)	-	(500,000)
Net gain/(loss) on revaluation	8,593	(319,559)	8,593	(319,559)
Market value at 30 June 2023	10,514,677	10,506,085	10,514,677	10,506,085
Investment in subsidiary at 1 July 2022 and 30 June 2023	-	-	2	2
Carrying value at 30 June 2023	10,514,677	10,506,085	10,514,679	10,506,087
Investments at fair value comprise:				
Equities	10,514,677	10,506,085	10,514,677	10,506,085
Total	10,514,677	10,506,085	10,514,677	10,506,085

13. Fixed asset investments (continued)

Investments at fair value represent investments in the Newton Growth and Income Fund For Charities and BNY Mellon Real Return Fund. The fair value is determined by reference to the market value at the balance sheet date.

The Charity holds 2 shares of £1 each in its wholly owned subsidiary company East Anglian Air Ambulance (Trading) Limited (company number 04136827) which is incorporated in the United Kingdom. The company runs a lottery, operates Raffle Draws and sells merchandise. The profits of the company are donated to the East Anglian Air Ambulance by Gift Aid.

The summary financial performance of the subsidiary is:

	2023	2022
	£	£
Turnover	7,080,692	6,692,671
Expenditure	(1,552,863)	(1,699,281)
Bank interest receivable	7,256	815
Profit	5,535,085	4,994,205
Amount donated to East Anglian Air Ambulance by Gift Aid	5,535,085	4,994,205
Net assets	2,881	2,881

14. Stocks

	Group 2023	Group 2022	Charity 2023	Charity 2022
	£	£	£	£
Retail goods for resale	12,144	13,807	-	-
Drugs and medical consumables	95,698	94,923	95,698	94,923
	107,842	108,730	95,698	94,923

15. Debtors

	Group 2023	Group 2022	Charity 2023	Charity 2022
	£	£	£	£
Trade debtors	37,848	23,569	33,857	22,538
Amount due from subsidiary undertakings	-	-	1,726,942	3,455,513
Other debtors	989	271	915	-
VAT	124,028	349,768	124,771	350,356
Prepayments	770,396	841,606	764,541	628,372
Accrued income	6,478,215	5,706,091	6,314,090	5,706,091
	7,411,476	6,921,305	8,965,116	10,162,870

Accrued income includes accrued legacy income of £6,168,621 (2022: £5,164,461).

16. Creditors: amounts falling due within one year

	Group 2023	Group 2022	Charity 2023	Charity 2022
	£	£	£	£
Trade creditors	597,398	679,364	558,197	645,254
Taxation and social security	109,565	94,400	109,565	94,400
Accruals and deferred income	948,894	1,045,237	487,693	470,161
Other creditors	5,924	8,860	3,324	2,760
	1,661,781	1,827,861	1,158,779	1,212,575

Included within accruals and deferred income is £448,404 (2022: £556,503) relating to income from lottery ticket sales received in advance. This relates to monies received before the year end for draws held at later dates. Deferred income from 2022 of £590,191 (2022: deferred income from 2021 of £532,596) has been credited to the Statement of Financial Activities during the year.

17. Analysis of charitable funds

Analysis of movements in unrestricted funds

Year ended 30 June 2023

	Balance at 1 July 2022	Income	Expenditure	Transfers	Investment gains	Balance at 30 June 2023
	£	£	£	£	£	£
General Fund	27,153,147	16,830,560	(16,454,874)	351,466	8,593	27,888,892
Designated Planned Capital Expenditure Fund	1,792,017	1,359,328	-	-	-	3,151,345
	28,945,164	18,189,888	(16,454,874)	351,466	8,593	31,040,237

Transfers to the General Fund comprise amounts capitalised on the balance sheet of £330,909 (being £257,467 from the Medical Equipment Fund, £63,532 from the Helipad Fund and £9,910 from the Research Fund) and revenue costs of £20,557 from the Medical Equipment Fund.

Year ended 30 June 2022

	Balance at 1 July 2021	Income	Expenditure	Transfers	Investment losses	Balance at 30 June 2022
	£	£	£	£	£	£
General Fund	26,465,289	16,158,745	(15,567,670)	416,342	(319,559)	27,153,147
Designated Planned Capital Expenditure Fund	400,000	1,392,017	-	-	-	1,792,017
	26,865,289	17,550,762	(15,567,670)	416,342	(319,559)	28,945,164

The transfer to the General Fund comprises amounts capitalised on the balance sheet of £381,607, being £92,347 from the Medical Equipment Fund, £137,115 from the Helipad Appeal Fund, £33,582 from the CPR Training Fund and £118,563 from HM Treasury Capital Fund.

Revenue costs incurred in prior years of £34,735 have also been transferred to the General Fund from the Medical Equipment Fund.

17. Analysis of charitable funds (continued)

Analysis of movements in restricted funds
Year ended 30 June 2023

	Balance at 1 July 2022	Income	Expenditure	Transfers	Balance at 30 June 2023
	£	£	£	£	£
Medical Equipment Fund	157,185	289,594	(95,092)	(275,139)	76,548
CPR Training Fund	146,206	26,325	(137,098)	(2,885)	32,548
Research Fund	5,000	38,874	(386)	(9,910)	33,578
Missions Fund - Bedfordshire	-	65,000	(65,000)	-	-
Helipad Fund	72,885	-	-	(63,532)	9,353
	381,276	419,793	(297,576)	(351,466)	152,027

Transfers from restricted funds to the General Fund comprise £278,024 from the Medical Equipment Fund, £9,910 from the Research Fund and £63,532 from the Helipad Fund.

A transfer of £2,885 was made from the CPR Training Fund to the Medical Equipment Fund.

Year ended 30 June 2022

	Balance at 1 July 2021	Income	Expenditure	Transfers	Balance at 30 June 2022
	£	£	£	£	£
Medical Equipment Fund	169,226	167,127	(52,086)	(127,082)	157,185
CPR Training Fund	-	179,788	-	(33,582)	146,206
Research Fund	-	5,000	-	-	5,000
HM Treasury Capital Fund	118,563	-	-	(118,563)	-
Helipad Fund	-	210,000	-	(137,115)	72,885
	287,789	561,915	(52,086)	(416,342)	381,276

All transfers were to the General Fund, as shown in the analysis of movements in unrestricted funds above and represent where restricted funds have been spent in accordance with the restrictions placed upon them.

Fund descriptions

(a) General funds

These represent the tangible fixed assets and 'free reserves' of the group excluding designated funds.

17. Analysis of charitable funds (continued)

(b) Designated funds

Designated funds are established by the Trustees to mitigate certain risks or where significant investment is required in specific projects during the next five years.

Planned Capital Expenditure Fund
This designated fund has been established to ensure the Charity can contribute towards the cost of capital projects planned during the next five years. Historically, the Charity has allocated up to 25% of legacy income to this fund, as funds allow. The fund may also be enhanced by transfers from the General Fund, at the discretion of the Trustees, where the financial results permit.

	£
Fund balance at 1 July 2022	1,792,017
25% of legacy income	1,359,328
Fund balance at 30 June 2023	3,151,345

(c) Restricted funds

Medical Equipment Fund
This fund represents donations received towards the purchase of medical equipment. Once the equipment has been purchased the cost is transferred back to unrestricted funds. The balance carried forward at 30 June 2023 is £76,548 (2022: £157,185).

CPR Training Fund
This fund represents donations received towards providing bystander CPR training. The balance carried forward at 30 June 2023 is £32,548 (2022: £146,206).

Research Fund
This fund comprises donations received towards the cost of conducting research into the use of balloon catheters for out-of-hospital cardiac arrest. The balance at 30 June 2023 is £33,578 (2022: £5,000).

HM Treasury Capital Fund
This fund comprised funding receivable from HM Treasury towards the new Norwich base, the purchase of Rapid Response Vehicles and night vision goggles. The balance carried forward at 30 June 2023 is £nil (2022: £nil).

Missions fund - Bedfordshire
This fund relates to a donation towards the cost of providing missions within the county of Bedfordshire. This income was spent during the year and the balance carried forward at 30 June 2023 was therefore £nil.

Helipad Fund
This fund comprises income received towards the cost of construction of a second helipad at the Norwich base. The balance carried forward at 30 June 203 is £9,353 (2022: £72,885).

18. Analysis of group net assets between funds

At 30 June 2023

	General Fund	Designated Funds	Restricted Funds	Total
	£	£	£	£
Fixed asset investments	10,514,677	-	-	10,514,677
Tangible fixed assets	7,817,152	-	-	7,817,152
Stock	107,842	-	-	107,842
Debtors	7,411,476	-	-	7,411,476
Bank	3,699,526	3,151,345	152,027	7,002,898
Creditors	(1,661,781)	-	-	(1,661,781)
Fund balances at 30 June 2023	27,888,892	3,151,345	152,027	31,192,264

18. Analysis of group net assets between funds (continued)

At 30 June 2022

	General Fund	Designated Funds	Restricted Funds	Total
	£	£	£	£
Fixed asset investments	10,506,085	-	-	10,506,085
Tangible fixed assets	8,242,207	-	-	8,242,207
Stock	108,730	-	-	108,730
Debtors	6,921,305	-	-	6,921,305
Bank	3,202,681	1,792,017	381,276	5,375,974
Creditors	(1,827,861)	-	-	(1,827,861)
Fund balances at 30 June 2022	27,153,147	1,792,017	381,276	29,326,440

19. Operating lease commitments

The total future minimum lease payments under non-cancellable operating leases are as follows:

	Land & buildings 2023	Aircraft 2023	Motor vehicles 2023	Total 2023
	£	£	£	£
Operating leases expiring:				
Not later than one year	2,844	5,649,684	13,960	5,666,488
Later than one and not later than five years	-	21,186,315	18,323	21,204,638
Later than five years	-	-	-	
	2,844	26,835,999	32,283	26,871,126

	Land & buildings 2022	Aircraft 2022	Motor vehicles 2022	Total 2022
	£	£	£	£
Operating leases expiring:				
Not later than one year	2,844	5,238,336	-	5,241,180
Later than one and not later than five years	-	20,953,344	-	20,953,344
Later than five years	-	3,928,752	-	3,928,752
	2,844	30,120,432	-	30,123,276

Under the terms of the contract, lease payments for the provision of the aircraft are linked to various indices. As a result of this amounts payable in the future may fluctuate.

20. Trustees indemnity insurance

During the year the Charity purchased an insurance policy which is designed specifically for Charity Trustees. The cost of this policy for the year was £2,314 (2022: £2,592).

21. Company status

The Company is limited by guarantee. In the event of winding up, each member is liable to contribute a sum not exceeding £1.

22. Surplus of the Charity (parent company)

A surplus of £1,865,824 (2022: £2,173,362) has been recognised in the accounts of the Charity. The Charity is not required to produce its own profit and loss account because of the exemption provision in Section 408 of the Companies Act 2006.

23. Reconciliation of net movement in funds to net cash flow from operating activities

	Group 2023 £	Group 2022 £
Net income for the year	1,865,824	2,173,362
Income received from investments	(240,217)	(185,991)
Depreciation of tangible fixed assets	726,940	740,168
Net (gains)/losses on investments	(8,593)	319,559
Bank interest received	(18,697)	(896)
Profit on disposal of tangible fixed assets	(3,278)	(2,458)
Decrease in stocks	888	40,059
Increase in debtors	(490,171)	(1,057,866)
(Decrease)/increase in creditors	(166,080)	9,222
Net cash flows from operating activities	1,666,616	2,035,159

24. Related party transactions

The Charity entered into the following transactions with East Anglian Air Ambulance (Trading) Limited during the year:

	2023 £	2022 £
Profits Gift Aided to Charity	5,535,085	4,994,205
Staff costs recharged by Charity	198,049	161,211
Balance owed to Charity at the year end	1,726,942	3,455,513

The Charity received donations totalling £18,750 (2022: £5,000) from Charitable Trusts and other entities connected to a Trustee.

The Charity purchased services amounting to £2,490 (2022: £6,737) from Mills & Reeve LLP, a business in which D Astill has an interest. The balance owed to that business at 30 June 2023 was £nil (2022: £3,904).

25. Financial instruments

The carrying amounts of the group and charity's financial instruments are as follows:

	Group 2023 £	Group 2022 £	Charity 2023 £	Charity 2022 £
Financial assets				
Measured at fair value through net income	10,514,677	10,506,085	10,514,677	10,506,085

26. Capital commitments

The Charity had capital commitments at 30 June 2023 of £nil (2022: £68,754).

EAST ANGLIAN AIR AMBULANCE

England & Wales - Charity number 1083876

Accounts

Registered Charity Number: 1083876
Company Number: 04066700

East Anglian
Air Ambulance

Company limited by guarantee

Financial Statements and Annual Report

For the year ended

30 June 2022

East Anglian Air Ambulance

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Year ended 30 June 2022

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East Anglian Air Ambulance

Charity Details

Year ended 30 June 2022

The Trustees present their report and audited consolidated financial statements of the charity and the group for the year ended 30 June 2022 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 published in October 2019 applicable in the UK and Republic of Ireland (FRS 102).

Reference and administrative details

Registered charity name	East Anglian Air Ambulance
Charity registration number	1083876
Company registration number	04066700
Principal office and registered office	Helimed House Hangar 14 Gambling Close Norwich Airport Norwich NR6 6EG
The Trustees	E S Evans ACA - Chairman (appointed chairman 1 July 2022) * † D Astill † S Bourne † R S Holden LLB Solicitor, MCIPR* D G Richardson FCA (appointed 23 June 2022) * N R Savory FCA DL * T F Wells † A W Wilson MB, ChB, FRCS, FRCEM, OBE Major General Sir William Cubitt KCVO CBE DL (retired 30 June 2022) P Walkinshaw DL (retired 8 December 2021) * Member of Finance Committee † Member of Nominations Committee
Chief Executive	M Jones MA MBA
Company Secretary	R Spencer FCA
Website	www.eaaa.org.uk

East Anglian Air Ambulance

Charity Details

Year ended 30 June 2022

Auditor	Crowe U.K. LLP Riverside House 40 - 46 High Street Maidstone Kent ME14 1JH
Solicitors	Birketts LLP Kingfisher House 1 Gilders Way Norwich NR3 1UB
Bankers	NatWest Bank plc 1 Broadland Business Park Peachman Way Norwich NR7 0WF Barclays Bank plc 3 St James Court Whitefriars Norwich NR3 1RJ Virgin Money plc Jubilee House Gosforth Newcastle upon Tyne NE3 4PL
Investment Managers	BNY Mellon Fund Managers Limited Client Service Centre PO Box 366 Darlington DL1 9RF

East Anglian Air Ambulance

Trustees' Report (including Strategic Report)

Year ended 30 June 2022

The Trustees present their report and audited consolidated financial statements of the Charity and the group for the year ended 30 June 2022 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 published in October 2019 applicable in the UK and Republic of Ireland (FRS 102).

Objectives and activities

The main activity of the East Anglian Air Ambulance (EAAA) is the provision of pre-hospital emergency medical (PHEM) care to predominantly life-threatening or life-changing accidents and medical emergencies, 24 hours a day, 365 days a year.

EAAA is tasked by East of England Ambulance Service ("EEAST") as part of the 999 emergency system and our crews are deployed by helicopter or rapid response vehicle (RRV), whichever is most suitable at the time of tasking.

The medical teams comprise highly skilled, experienced doctors and critical care paramedics (CCPs) using state-of-the-art equipment, delivered by the fastest means available. These HEMS (Helicopter Emergency Medical Services) teams have the capacity to save life by conducting advanced medical interventions wherever a patient has become ill, stabilise them so that they can then be transported to the most appropriate hospital for their needs.

The fully equipped helicopters, which deploy from EAAA bases at Norwich Airport and Cambridge City Airport, are able to deliver the medical teams to scene and transport patients quickly to the appropriate specialist hospital, sometimes over large distances.

In support of this main activity, we provide aftercare to our patients and their families, assisting them in their recovery and helping them come to terms with what can be life-changing events, and sometimes bereavement. This extends to facilitating peer-support groups and working with other organisations in partnership to ensure people have access to the help they need.

EAAA also works to improve outcomes for patients more widely, including:

- Following the relaxation of Covid-19 restrictions during the year, we recommenced basic and advanced life support training for the public and medical professionals respectively. This contributes to improving public knowledge of the chain of survival for cardiac arrest patients and increases the number of people able to deliver cardio-pulmonary resuscitation (CPR) and defibrillation, with a view to increasing out-of-hospital cardiac arrest survival rates which remain poor in the UK compared with some other countries.
- Investing in research and development to pioneer new lifesaving treatments through our Research, Audit, Innovation & Development (RAID) team, as well as generating evidence to support clinical best practice. We work in partnership with professional clinical bodies, universities, acute hospital trusts and other air ambulances to share information and support service improvements nationally and internationally.

These activities were wholly in line with the charitable objects of the Charity which are:

- The relief of sickness and injury by the provision of emergency medical services and equipment and in particular by the provision of a helicopter air ambulance service or other emergency transportation wholly or mainly within the area served by the East of England Ambulance NHS Trust;
- For the benefit of the public and the advancement of health, the provision of training, research and education in the field of pre-hospital medicine and the treatment or prevention of sickness and injury; and
- The provision of health-related services by and including the provision of post-hospital support for patients.

Public benefit statement

The Trustees confirm that they have had due regard to the Charity Commission's guidance on public benefit and that the Charity meets the requirements in the advancement of its objects. The Board considers that the activities undertaken during the year are in line with EAAA's charitable objectives and deliver both the 'public' and 'benefit' aspects of public benefit; EAAA's critical care service is delivered to anyone who needs it and brings benefit through the provision of advanced skills to patients at the scene of their injury or illness and rapid onward transport to the most appropriate hospital for their needs.

Volunteers

The Charity is supported by a large number of volunteers over 240 of which contribute on a regular basis to our activities. Ordinarily they would support the Charity by coordinating collection tins, giving presentations to community groups and representing EAAA at events. Increasingly they provide administrative support in the Charity's offices, helping the Supporter Engagement Team, the Lottery and events teams and manning the welcome desk at Helimed House, our headquarters in Norwich. There are also volunteers in the life support training programme, helping the delivery of the Aftercare service, and of course, on the board of Trustees.

Volunteers play a significant part in all aspects of the Charity and provide a huge contribution towards its effective operation.

East Anglian Air Ambulance

Trustees' Report (including Strategic Report)

Year ended 30 June 2022

Achievements & Performance

Emergency Medical Service

The activity of EAAA's crews started to return to pre-Covid levels in 2021/22, and in comparison with the previous year, can be summarised in the following table:

	2021/22			2020/21		
	Helicopter	RRV	Total	Helicopter	RRV	Total
Missions	1,481	1,054	2,535	1,434	1,198	2,632
Patients treated	1,106	694	1,800	1,022	747	1,769

The split across the counties of the East of England and beyond was as follows:

	2021/22		2020/21	
County	Number	%	Number	%
Norfolk	1,075	42.4%	1,181	44.9%
Suffolk	463	18.2%	491	18.7%
Cambridgeshire	527	20.8%	463	17.6%
Bedfordshire	113	4.5%	122	4.6%
Essex	172	6.8%	169	6.4%
Hertfordshire	181	7.1%	194	7.4%
Out of area	4	0.2%	12	0.4%

The incidents attended can be categorised as follows:

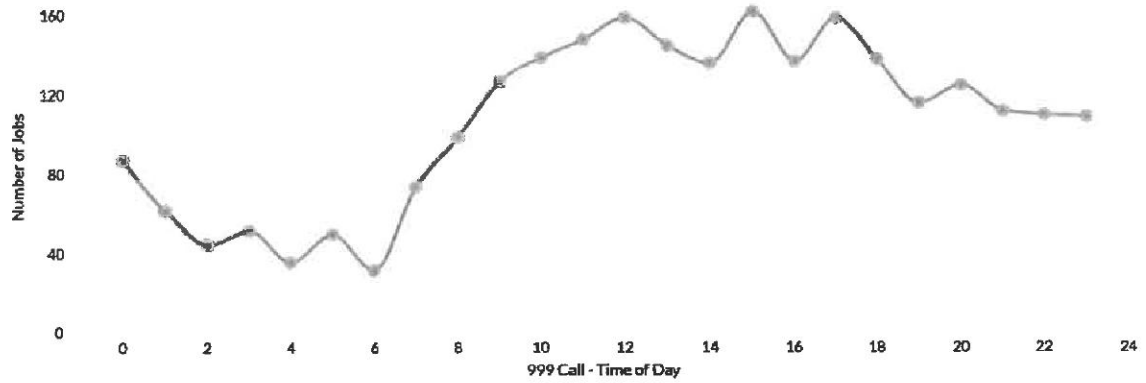
	2021/22		2020/21	
Incident Type	Number	%	Number	%
Cardiac arrest	443	24.6%	433	24.5%
Other medical emergencies	354	19.7%	371	21.0%
Road traffic collisions	386	21.5%	342	19.3%
Falls	268	14.9%	263	14.9%
Self-harm	125	6.9%	101	5.7%
Other accidental injuries	67	3.7%	76	4.3%
Sport/Leisure	66	3.7%	65	3.7%
Assault	60	3.3%	57	3.2%
Other	31	1.7%	61	3.4%

East Anglian Air Ambulance

Trustees' Report (including Strategic Report)

Year ended 30 June 2022

EAAA commenced 24 hour operations by air from its Norwich base on 30 June 2021; the first time an emergency aircraft had been available 24 hours a day in the East of England. The end of this financial year therefore marked the first anniversary of this important achievement. Our activity during the 24 hour period over the year can be summarised as follows:



There has been a significant learning curve during the year both for our crews and for EEAST, whose control rooms task our crews, and our effectiveness and the activity during the early hours have gradually increased throughout the year.

EAAA was inspected by the Care Quality Commission (CQC), the healthcare regulator, in June 2022 with less than two working days' notice. We were delighted with the outcome which rated EAAA as "outstanding" overall and across all five domains of the CQC's inspection process (Safe, Caring, Responsive, Effective and Well-Led). This is a very proud achievement for all staff, and the culmination of many years of generosity from our supporters and hard work by everyone involved with the Charity.

Patient Outcomes

We continue to improve our approach to understanding patient outcomes and the impact that EAAA's service has had. This is heavily dependent on collaboration with other healthcare partners and data sharing with the many hospitals that we deliver our patients to, as well as sophisticated analysis against large datasets such as the Trauma Audit and Research Network (TARN). Accessing patient outcome information is important for our Aftercare service, to facilitate contact and offer support to our patients and relatives, and for our crews, to learn about the impact of their care. This is undertaken through data sharing agreements with hospitals and other partners across the region and access to the National Care Records Service.

We have pioneered analysis of out-of-hospital cardiac arrest outcomes across the East of England to understand the benefits of treatment that HEMS teams can bring, and to further our understanding of the effectiveness of treatments and interventions. Over the year we have ascertained that for the cardiac arrest patients EAAA has attended, 37% of them experience a return of spontaneous circulation, compared with 14% for those attended by a regular ambulance crew. This in turn feeds through to improvements in the chances of cardiac arrest patients successfully being discharged from hospital.

The RAID team has been crucial in this work and its profile increased markedly during the year. EAAA hosted its first dedicated PHEM research and development conference in November 2021 under the theme of 'Breaking Barriers: national data sets improving collaboration and outcomes in PHEM'. Over 470 people registered for the event with over 200 delegates joining live on the day. The diverse conference audience included UK-wide and international delegates, including participants from other air ambulances (19%), the NHS (55%) and universities (12%).

Aftercare

Our Aftercare service supported 530 patients and/or their families during 2021/22, with 24% of patients treated during the year, or people associated with them, receiving aftercare support themselves. This is an increase of 17% over the previous year and builds on rapid growth during 2020/21; during the Covid-19 Pandemic we have become more effective in making contact with our patients and/or their families. We are monitoring the effectiveness of the different contact methods we use, and whether we are equally effective with all ethnic groups and other measures of diversity. There is more to do here and we are constantly reviewing our approach and trialling new ways to achieve better results.

Life Support Training

Although community life support training activity was severely hampered by the Pandemic during the first half of the year, activity increased towards the summer with the appointment of both a full time manager and trainer. A group of volunteers has been trained to deliver the community programme, giving us the opportunity to scale up the operation considerably. Engagement with schools is an important part of the plan in the coming year.

Training medical professionals in Advanced Life Support (ALS) has also resumed this year, with the new one-day e-ALS courses held for the first time, with a glowing course and venue assessment by the Resuscitation Council regional representative. EAAA's clinical staff are almost uniquely qualified to deliver these courses given their extensive resuscitation experience and our courses are always over-subscribed.

Operational Developments

Aside from establishing EAAA's 24/7 service by air, there were other noteworthy achievements during the year:

- Following EAAA's involvement in the national RePHILL pre-hospital blood trial, we started to carry blood products on the service in July 2021. This is a complex logistical and technical challenge but was achieved seamlessly with the support of our partners at Norfolk & Norwich University Hospital NHS Foundation Trust and Cambridge University Hospitals NHS Foundation Trust. During the year, 71 patients received blood during treatment and we are proud to say that not a single unit of blood was wasted.
- One of our Airbus H145 helicopters was significantly upgraded with the replacement of its four-rotor head to the new five-rotor head, the latest 'D3' specification for brand new H145 aircraft. This was negotiated as part of the new seven-year contract agreed with Babcock Mission Critical Services Onshore Ltd in 2021. This brings two main benefits to our operation:
  - Decreased vibration resulting in reduced crew fatigue and patient benefits (pain control, maintaining reliable monitoring and reduced risk of cardiovascular instability in severely injured patients) and making inflight patient interventions easier; and
  - Increased payload, allowing us to carry more equipment, sometimes a family member and most importantly more fuel to increase endurance, thereby reducing the need to refuel so often and increasing availability.
- The second aircraft should be upgraded in the first quarter of 2023.
- Work commenced on a second helipad at Helimed House. This will be positioned closer to our crew room, reducing activation times, and will also allow aircraft swaps to take place more efficiently with less downtime. We are very grateful to the HELP Appeal for funding this important development in our service.

Financial Review

Results for the year

Overview

The Charity performed ahead of expectations in the financial year ended 30 June 2022 through careful cost management, resulting in an underspend across all areas, and better than anticipated income. We were also the fortunate beneficiary of a number of unusually large legacies towards the end of the year, resulting in a significant surplus.

Summary Financial Results	2022 £	2021 £
Total income	18,112,677	14,233,440
Total expenditure	(15,619,756)	(13,217,393)
Net (losses)/gains on investments	(319,559)	1,531,665
Net Income	**2,173,362**	**2,547,712**

Income

The Charity derives the majority of its income from fundraising activities, legacies and the Lottery (operated by its subsidiary company). It is important that the Charity has a diverse mix of income streams so it is less vulnerable to downturns in one income type or another. This also improves cash flow as some income is regular, whilst other income is seasonal.

Given the uncertainties over how the Pandemic would continue to affect everyone's lives, we began the year cautiously optimistic that we could maintain the previous year's income levels and rebuild our events income in particular. Thanks to the generosity of our supporters, we exceeded our original plans by building in all areas of our various income streams, with events returning to pre-Pandemic levels and donations for specific service improvements, such as Blood on Board, really boosting the income for the year.

Legacy income totalled £5.6m (2021: £3.5m), with an exceptional series of large legacy donations being recognised at the end of the year. In previous years, we have credited 25% of legacy income to the Designated Planned Capital Expenditure Fund (PCEF) to ensure we had sufficient funds to complete large projects, such as the construction of Helimed House. The extra income from legacies this year presents a unique opportunity to enable us to begin saving for other large projects we know we will need to complete over the next three to five years. Consequently, the Trustees elected to credit £1.4m to the PCEF.

Trading income from EAAA's trading subsidiary which manages the Lottery, Raffle and sale of merchandise increased by £0.3m to £6.7m. This increase was due to growth in the membership of the Lottery, offset by a reduction in the income from our Raffles.

Expenditure

Expenditure rose across all areas, reflecting general inflationary pressures and also increased activity. This was the Charity's first year of operating 24/7 HEMS and the increase in costs compared with the year ended 2021 reflects this. In addition, the resumption of fundraising activity comes with associated costs. For example, last year Lottery costs were artificially low due to the inability to canvass for new members due to Pandemic restrictions. Thankfully, we maintained strong membership levels and have since been able to resume canvassing activities to ensure that the Lottery membership base is not only maintained but continues to grow.

Overall, however, costs remained below original planning assumptions in all areas of the Charity.

Liquidity

Although the Charity holds healthy reserves (see below) there is always a need to ensure sufficient working capital is held. This is particularly significant for the following reasons:

1) Our income comprises regular and seasonal inflows of cash, whilst our operating costs generally remain similar each month.
2) A large proportion of our current assets derives from legacy income in respect of which the cash has not yet been received.

The Charity and its trading subsidiary held the following liquid funds as at 30 June 2022:

Liquid funds	2022 £	2021 £
Investments	10,506,085	11,325,644
Deposit account	518,095	518,095
Current accounts	4,857,879	2,481,431
Total	**15,882,059**	**14,325,170**

The decrease in the value of the investment portfolio during the year is due to the drawdown of funds (£0.5m) to support working capital requirements and losses of £0.3m in the fund value (compared with a gain of £1.5m in 2021), reflecting the wider economic downturn seen in both domestic and global markets.

Funds

The Charity and its trading subsidiary hold both Restricted and Unrestricted Funds.

Funds	2022 £	2021 £
Restricted funds	381,276	287,789
Unrestricted funds		
Designated funds	1,792,017	400,000
General fund	27,153,147	26,465,289
Total unrestricted funds	**28,945,164**	**26,865,289**
Total funds	**29,326,440**	**27,153,078**

Restricted Funds

Details of the Restricted funds, which amounted to £0.381m at 30 June 2022, are shown in note 17 to the financial statements. Primarily these funds relate to donations made for specific purposes, such as replacement of medical equipment and our Rapid Response Vehicles. These donations cannot be used for any other purpose.

Unrestricted Funds

Unrestricted Funds are the funds that are available to use as the Trustees see fit on furthering the Charity's objectives. They may be earmarked (deemed to be Designated Funds) for essential future spending – for example to fund a project that could not be met from future income alone. They also form the Reserves that the Charity holds to mitigate potential financial risks (termed the 'General Fund').

Designated Funds

In order to plan for the future, the Charity sets aside funds for future capital projects in a Planned Capital Expenditure Fund (PCEF), the most recent example being the completion of the new Norwich base to facilitate 24/7 HEMS. Historically, 25% of income from legacies was allocated to the PCEF each year, with further enhancements by transfers from the General Fund, at the discretion of the Trustees.

The Trustees regularly consider future potential capital needs and envisage that the Charity is highly likely to need to relocate from its Cambridge base due to the planned sale of the site by the landlord. The Trustees have therefore elected to continue crediting 25% of legacy income recognised in the year (equating this year to £1.392m) to the PCEF so that the Charity can afford to complete this relocation in future years.

General Fund

The Trustees' policy is that 'free reserves' (i.e. excluding tangible assets such as land and buildings held for the Charity's use) within the General Fund should be held at a level equivalent to approximately 12 months' expenditure. As at 30 June 2022, the free reserves were £18.9m, being the equivalent of 12.9 months' planned expenditure for the year to 30 June 2023.

The Trustees consider it prudent to retain this level of reserves for ongoing working capital and to enable the Charity to continue in the event that:

- There is a temporary period of reduced income
- There is an unexpected increase in operational costs
- Unexpected financial risks materialise which have a negative impact on the financial position of the Charity

This approach has proved invaluable over the last two years, enabling the Charity to continue not only delivering current service levels but to press ahead with planned service improvements, such as operating HEMS 24/7. The policy also sets the Charity in good stead to face the current challenges of recession and inflation.

In determining the level of reserves required the Trustees have considered:

- Five-year budgets and forecasts
- Working capital requirements
- Changes in legislation relating to Lottery canvassing or other external pressures
- Fluctuations in legacy income
- The planned costs of future service developments
- Risks relating to a significant increase in planned voluntary income forecast over the next five years
- Potential increases in operational expenditure
- Stock market fluctuations
- Changes in Government policy relating to the provision of Air Ambulance services

Investment policy

The majority of the Charity's reserves are held in investments and in cash in current or deposit accounts.

A portion of these reserves has been identified as funds required to meet cash flow needs during the next four years including:

1) Working capital
2) Expenditure out of restricted funds
3) Planned capital expenditure

The remaining reserves are held in an investment portfolio to provide capital growth whilst also generating income to support the ongoing activities of the Charity. Professional advice is taken on how the Charity's funds are invested and the primary purpose of the investments is to protect the value in real terms of the cash invested in them. The Charity chooses to invest with reputable fund managers who specialise in charities and comply with normal ethical codes of investment.

During the year, the Trustees routinely reviewed the Investment Strategy and, whilst the Trustees do not anticipate the need to realise the portfolio in the foreseeable future, they consider that the investments should be capable of being realised within six months.

The Trustees will continue to review the Investment Strategy in light of EAAA's new Strategy and current and future economic conditions, and will use appropriate expert advice to assist them in their decision making.

Going concern

The Charity's financial position and performance have been outlined in the financial review above. The Trustees have assessed projected future income, expenditure and cash flows and analysed the strength of the Charity's reserves and liquid assets. Consideration has been given to stability and diversity of various income streams in making this assessment.

After the challenges of navigating through the Covid-19 Pandemic, the Charity is now facing ongoing uncertainty arising from the domestic and global economic environment. This has and will continue to increase our cost base as well as impacting the potential income that we can reasonably expect our supporters to contribute given the pressure on household income. Despite this, the Charity has had the financial resilience to maintain and develop services due to the generosity of our supporters now and across the 22 years of our history. We have developed sufficient reserves to ensure we can navigate these financial challenges and we are committed to continuing to invest in innovation and improvement for the sake of our beneficiaries.

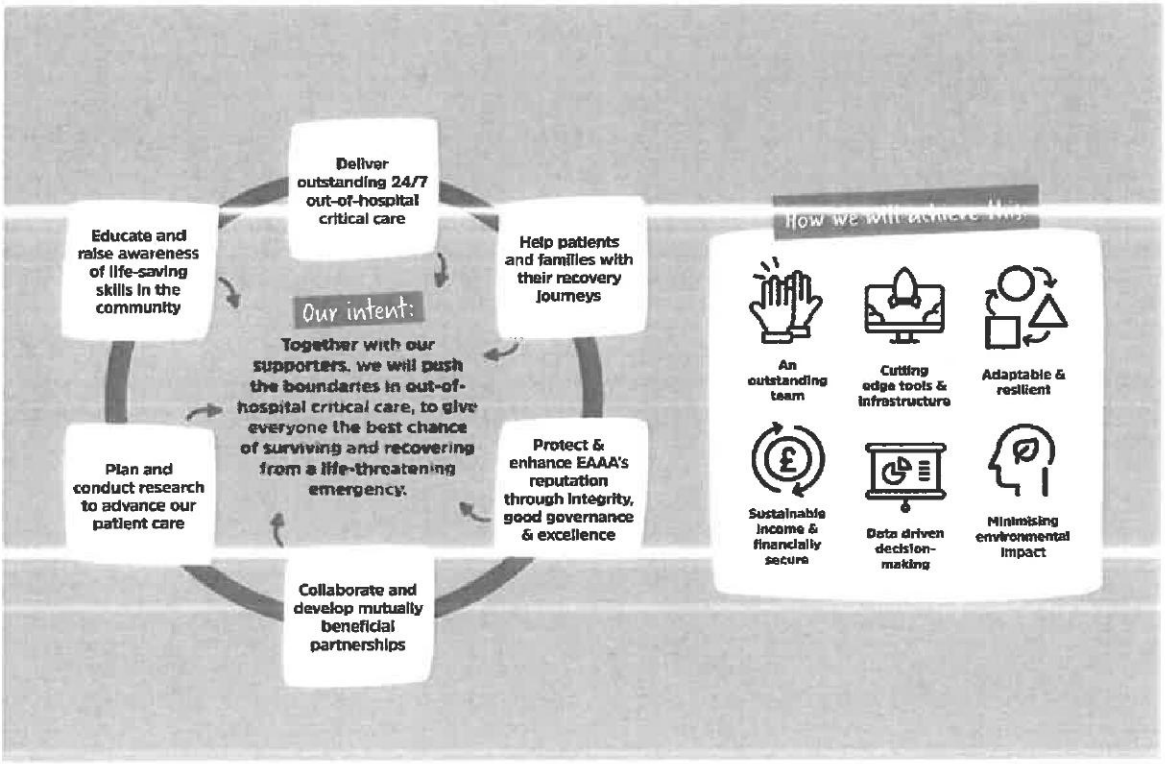
The Trustees conclude that there is reasonable expectation that the Charity and its subsidiary have adequate resources to continue their activities for the foreseeable future. We will monitor progress against our longer-term financial plan and take appropriate steps to mitigate risks. Accordingly, the Trustees consider it wholly appropriate to continue to adopt the going concern basis in preparing the financial statements.

Plans for the future

Having achieved the major strategic aim of providing a 24/7 service by helicopter when EAAA commenced this service on 30 June 2021, the Trustees have reviewed the future plans during the last year.

All members of staff were encouraged to contribute to a strategic review and external subject matter experts were also approached to share their views of the future. A new strategy was approved at the Trustee meeting in June 2022 and will be shared with our external stakeholders during the fourth quarter of 2022.

The following graphic summarises the strategy, with the primary strategic intent supported by six interlinked objectives. These are, in turn, underpinned by six enablers that are considered essential to the successful achievement of the strategy:



Five-year financial projections have been built around the activities necessary to achieve the objectives. The main activities envisaged over the next five years are to:

- increase our Research, Audit, Innovation and Development (RAID) activity to continually develop our capability and improve patient outcomes.
- increase our life support training activity to train 20,000 members of the community (both directly and indirectly) per annum by the end of 2027.
- provide aftercare support to more than 50% of our patients and/or their families each year by June 2027.
- grow our active supporter base from 124,000 to 174,000 by June 2027.
- continue to use our influence to develop a robust network of 24/7 lit helipads at hospitals throughout the region to support our night operations.
- upgrade our transport platforms to the latest specifications: our second helicopter to 'D3' specification and replace the RRV fleet, adopting EV technology when it is practical to do so.
- upgrade the medical fit of our two aircraft to incorporate the latest innovations to aid patient care.
- implement cutting edge information systems to assist in the efficiency of our operations and facilitate greater insight from all our data.
- maintain and develop a diversified income portfolio to mitigate risks arising from economic cycles.
- develop and commence implementation of a long-term roadmap to achieve an operation with lower carbon emissions and net zero overall by 2040.

The economic climate is likely to have a detrimental effect on both our costs and the income available to us. The Trustees will regularly review the financial plans and forecasts against the strategic deliverables to assess affordability. This includes reviewing the Investment Strategy and taking independent advice to ensure funds are managed as effectively as possible.

Structure, governance and management

Constitution

EAAA was established on 6 September 2000 as a charitable company limited by guarantee. It is governed by its Articles of Association which were fully reviewed and updated by the Trustees on 20 February 2018.

East Anglian Air Ambulance (Trading) Limited was formed on 2 January 2001 as a wholly-owned subsidiary to carry out trading activities on behalf of the Charity.

Recruitment and appointment of Trustees

The Directors of the Charity are its Trustees for the purposes of Charity Law. The Trustees oversee the governance of the Charity and are responsible for ensuring that the Charity is being run in accordance with the strategy and agreed policies and procedures. The Trustees comprise of at least five and not more than nine persons.

Trustees are appointed to serve in three-year terms which can be extended if this is agreed as being in the interests of the Charity. The Chairman may serve for a maximum of two additional terms. The election and re-election of Trustees normally takes place at the Annual Trustees meeting. The Nomination Committee leads the process of selection of candidates for appointment to the Board of Trustees and to make recommendations to the Trustees regarding plans for succession.

Accordingly, Major General Sir William Cubitt KCVO CBE DL retired on 30 June 2022, having served the Charity tremendously as our Chairman for seven years. We were very pleased that Sarah Evans ACA, a Trustee since December 2019, was appointed as our new Chairman from 1 July 2022.

We are also very grateful for the support and service given by Penny Walkinshaw DL, who retired during the year after over seven years with the Charity, and welcome David Richardson FCA onto the Board as a new Trustee with effect from 23 June 2022. Please see page 1 of this report for further information on the Charity Trustees.

The current Trustees are the Members of the Charity for Company Law purposes.

Trustee induction and training

On appointment Trustees are given an induction briefing and a comprehensive Trustee Governance Manual which includes:

- Information about the organisational structure of the Charity
- Guidance on their roles and responsibilities
- The Memorandum and Articles of Association
- The latest statutory and management accounts

Trustees attend training sessions and are encouraged to keep up to date with Charity issues by reading Charity Commission newsletters and other relevant publications. The Charity uses the Charity Commission's Governance Code as a framework by which to assess application of good practice and opportunities for improvements.

Organisational structure

The Charity is governed by the non-executive Board of Trustees which meets approximately every three months. The Board is responsible for the strategy and direction of the organisation and for ensuring that the charity is run in accordance with the Charity Commission governance code. The Board of Trustees is supported by two Board committees: The Finance Committee and the Nominations Committee.

The Finance Committee comprising four Trustees meets quarterly to consider financial matters and makes recommendations to the Trustees accordingly. The Chief Executive and the Finance Director/Company Secretary are in attendance and representatives of the Executive Team also join these meetings as appropriate.

The Nominations Committee consists of the Committee Chairman and up to four nominated Trustees, appointed annually at the Annual Meeting. The Committee is an advisory committee which leads on Trustee recruitment, selection, succession planning and training. The Committee oversees the recruitment and selection process for the Chief Executive, as well as reviewing and approving the remuneration of the Executive Team.

Day to day operations and fundraising activities of EAAA are led by the Executive Team which comprises:

- Chief Executive
- Director of Engagement and Income
- Medical Director
- Finance Director (and Company Secretary)
- Director of People and Culture
- Director of Operations

Decisions requiring Trustee approval are defined in the Trustees Governance Manual and include:

- Board and Committee appointments
- The Charity's strategic aims, its objectives and direction
- The appointment and remuneration packages of the Chief Executive and Executive Directors

The Charity is a member of Air Ambulances UK (AAUK), the national organisation championing, supporting and representing the lifesaving work of the UK's 21 air ambulance charities.

The Chief Executive and other members of the Executive Team have regular meetings with their counterparts at EEAST and the Essex & Herts Air Ambulance Trust (EHAAT) and Magpas Air Ambulance which also serve the EEAST area to ensure that HEMS activity in the region is coordinated, efficient and effective.

The Charity's wholly owned trading subsidiary, East Anglian Air Ambulance (Trading) Limited runs a Lottery and undertakes certain trading activities. The company operates independently of the Charity in accordance with Charity Commission guidelines, with its own independently chaired Board of Directors.

Remuneration Policy

The success of the Charity is largely dependent on its ability to attract and retain talented staff, with appropriate skills, whose own values align with those of the organisation.

The Charity is therefore committed to investing in its people, both in terms of remuneration and their professional and personal development. Positive wellbeing in the workplace has been at the core of our culture for a long time and this has stood us in good stead through the challenges the recent Pandemic brought to all organisations and their people.

The Charity has a structured pay policy which ensures that salaries reflect the knowledge, skills, responsibilities, experience and personal competencies required for the satisfactory performance of each role. Salaries are reviewed regularly and benchmarked primarily against the not for profit sector, but with an eye on other sectors given the competitive nature of the current employment marketplace.

The remuneration packages of the Chief Executive and Executive Directors are benchmarked against those of similar organisations and are reviewed by the Nominations Committee before being ratified by the Trustees.

Risk management

Risk management is well embedded into the operations of the Charity, with risks identified, considered and regularly reviewed through various forums and processes. The Charity's risk register is monitored each month by the Executive Team, with significant risks reviewed quarterly by the Trustees, together with progress in implementing mitigations.

The major risks and uncertainties facing the Charity have been identified as being issues which would lead to a curtailment or cessation of the air ambulance service as a result of:

- A disruption (whether short, medium or long term) in the service availability of the aircraft resulting from technical fault, accident or grounding of all similar aircraft
- A shortfall in the availability of frontline crew (doctors, paramedics or pilots) to support the rota
- A significant and enduring fall in fundraising income resulting from a variety of causes, including inflation, economic downturn, regulatory or legislative changes
- The inability of the Charity to meet regulatory standards across its various activities

The Trustees are satisfied that, so far as is practicable, appropriate procedures and systems are in place to mitigate these risks and others identified in the risk assessment process.

Where cash is required for capital projects within a two year period, the Trustees consider moving funds from the investment portfolio to cash deposits as a hedge against adverse investment performance.

Health and Safety

EAAA is committed to promoting a positive safety culture throughout the Charity in accordance with its Health & Safety policies, procedures and risk assessments and all legislation.

The Charity will ensure that all operations are carried out in a way to remove and/or control any risk and ensure the health, safety and welfare of all its Trustees, staff, volunteers, patients and all those that could be affected by its activities.

Clinical Governance

EAAA's arrangements have been designed to reflect those found in NHS organisations, with due regard to the seven pillars of clinical governance:

- Clinical Effectiveness
- Risk Management
- Patient & Public Involvement
- Audit
- Staff Management
- Education & Training
- Clinical Information Governance

The structure of the senior clinical team has been reorganised and enhanced during 2022, with a part-time Medical Director (MD) supported by two Deputy MDs overseeing two areas: Research & Education and Clinical Governance & Service Delivery. In addition, the senior clinical team includes three other roles: the Head of Aftercare, who plays a vital role in the pillar of patient & public involvement, the Head of Research & Education and Head of Clinical Governance & Service Delivery who support the relevant deputy MDs.

The Clinical Governance Steering Group (CGSG) has an overarching responsibility across all EAAA clinical activities, including clinical risk management and reviewing all clinical incidents, with the RAID and Patient Outcome Group (POG) reporting to this group. The CGSG meets monthly and presents at the monthly clinical governance team meeting.

At the operational level, all clinical cases are reviewed by the duty EAAA consultant, and the more complex cases are discussed at the weekly case review session. Learning points are shared with the entire team. At the patient-clinician interphase, all new clinicians undergo formal PHEM training of 2-3 weeks duration, followed by 100% supervision over nine shifts, before being signed off to practice with remote support and a minimum of 20% consultant supervision.

Safeguarding

As set out in the Care Act 2014, EAAA has a duty to ensure any safeguarding concerns are raised and addressed, working in partnership with other agencies and referring cases to the Multi Agency Safeguarding Hub (MASH) where applicable. EAAA is committed to safeguarding everyone who comes into contact with the service, staff, volunteers, and those who receive care (patients, relatives, and public). EAAA also recognises that children and adults at risk from harm require particular safeguarding measures to be taken. EAAA is committed to providing a culture of zero tolerance of any forms of abuse.

The Charity's safeguarding policy provides a common understanding of safeguarding issues and good practice in responding to them, outlines roles and responsibilities, and clarifies governance, monitoring and oversight within the organisation. We review our arrangements regularly and use an action plan to monitor improvements and to ensure our compliance.

All staff and our Trustees undertake safeguarding training on an annual basis to an appropriate level, depending on their role. Our volunteers have access to safeguarding information leaflets and the Safeguarding Policy and are also invited to attend online or in person training updates.

All safeguarding allegations/concerns regarding EAAA staff are acted upon, and are reported to the CEO. Progress updates are reviewed by the Executive Team on a monthly basis and the CEO also provides quarterly safeguarding reports to the Trustees.

Fundraising regulation

The Charity is registered with the Fundraising Regulator and follows the Code of Fundraising Practice. Further to this the Charity has various policies which are updated on a regular basis including; Fundraising, Social Responsibility in Gambling, Cash Handling and Money Laundering, and the Charity's Supporter Promise which is published on our website.

Our Lottery and Raffle activity is also regulated by the Gambling Commission and we adhere to their rules and regulations, complete gambling returns to their specified schedule have two registered Responsible Persons. The Charity subscribes to the Direct Marketing Association and abides by the requirements of the General Data Protection Regulation (GDPR).

Our fundraising operations are guided by policies and processes which ensure they are compliant with all regulations and led by appropriately qualified team members who also track changes in the sector to keep us at the forefront of ethical and effective fundraising methods.

The Charity monitors the activities of the canvassers we engage on an ongoing basis. This is undertaken in various ways, including by contacting supporters that canvassers have approached in order to gain feedback from them on their experience.

Canvassers complete a rigorous induction and training programme to ensure they can recognise vulnerable people and to provide appropriate safeguarding measures in-line with the Gambling Commission LCCP, Code of Fundraising Practice, F2F Rule Book and the Charity's own safeguarding policy.

Fundraising complaints

The Charity continues to use an online incident reporting system for reporting, recording and monitoring all complaints. Fundraising complaints are evaluated and responded to as quickly as possible.

In the year to 30 June 2022, EAAA received 20 (2021: 18) complaints relating to Lottery canvassing, being less than 0.01% (2021: 0.02%) of people contacted.

In accordance with our policy review schedule the Charity's complaints policy was revised and updated in December 2021 and is published on the Charity's website.

Equal opportunities

EAAA is committed to ensuring equal opportunities, fairness of treatment, dignity, work-life balance and the elimination of all forms of discrimination in the workplace for all. The Charity aims to create a working environment in which all individuals are able to make best use of their skills, free from discrimination or harassment, and in which all decisions are based on merit. This commitment extends to staff, applicants, volunteers and contractors engaging with the Charity.

Environmental management

EAAA is committed to minimising its energy consumption and carbon footprint and developing a road map to achieving carbon neutrality from its operations by 2040.

The Charity recognises that its current helicopters use non-renewable hydrocarbon fuel and are therefore not exemplars of low carbon transport. Whilst continuing to provide its critical care service to patients, the Charity is working with its partners and other air ambulance organisations to identify more environmentally friendly means of operating and developing a step-wise plan to reduce its carbon footprint from its core operations.

EAAA is currently in the process of measuring its baseline direct and indirect organisational emissions from which it will develop its future reduction plans. Although the emissions from its air operations make up a high proportion of its environmental impact, improvements in ground-based emissions, waste to landfill reductions, supply chain sustainability and carbon offsetting are all areas where measurable progress can and will be made in the shorter term.

Regulatory bodies

The Charity is subject to regulation by the Care Quality Commission, Civil Aviation Authority, Charity Commission, Gambling Commission, Information Commissioner and the Fundraising Regulator.

Trustees' responsibilities

The Trustees (who are also directors of EAAA for the purposes of company law) are responsible for preparing the Trustees' Report (including the Strategic Report) and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charitable company and group and of the incoming resources and application of resources, including the income and expenditure, of the group for the year. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP 2015 (FRS 102);
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material
- departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company and the group will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and group and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- there is no relevant audit information of which the charitable company's auditor is unaware; and
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

Signed by order of the Trustees on 16/12/2022
Sarah Evans ACA (Chairman)



East Anglian Air Ambulance

Independent Auditor's Report to the Members of East Anglian Air Ambulance

Year ended 30 June 2022

Opinion

We have audited the financial statements of East Anglian Air Ambulance (the 'parent charitable company') and its subsidiary (the 'group') for the year ended 30 June 2022 which comprise the Group Statement of Financial Activities (including the Income and Expenditure account), the Group and Parent Charitable Company Balance Sheets, the Group Statement of Cash Flows and 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 30 June 2022, 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.

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

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the Trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the group's or the parent charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. 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.

In connection with our audit of the financial statements, 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 audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. 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.

Opinion 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' Annual Report (including the Strategic Report and Trustees' Report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Strategic Report and the Trustees' 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 the 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 Trustees' Report.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not 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 Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of Trustees

As explained more fully in the Trustees' Responsibilities Statement set out on page 22, 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 the 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 obtained an understanding of the legal and regulatory frameworks within which the company operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, Charities Act 2011 and SORP 2015.

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be the override of controls by management. Our audit procedures to respond to these risks included:

- enquiry of management about the Group's policies, procedures and related controls regarding compliance with laws and regulations and if there are any known instances of non-compliance;
- examining supporting documents for all material balances, transactions and disclosures;
- review of the board meeting minutes;
- enquiry of management and review and inspection of relevant correspondence;
- evaluation of the selection and application of accounting policies related to subjective measurements and complex transactions;
- analytical procedures to identify any unusual or unexpected relationships;
- testing the appropriateness of journal entries recorded in the general ledger and other adjustments made in the preparation of the financial statements; and
- review of accounting estimates for biases.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

These inherent limitations are particularly significant in the case of misstatement resulting from fraud as this may involve sophisticated schemes designed to avoid detection, including deliberate failure to record transactions, collusion or the provision of intentional misrepresentations.

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. 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 2006. 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 for our audit work, for this report, or for the opinions we have formed.

IAN WEEKES

Senior Statutory Auditor
For and on behalf of
Crowe U.K. LLP
Statutory Auditor
Riverside House
40 - 46 High Street
Maidstone
Kent
ME14 1JH

Date: 8th February 2023

East Anglian Air Ambulance

Group Statement of Financial Activities (including Income and Expenditure Account)

Year ended 30 June 2022

	Note	Unrestricted Funds £	Restricted Funds £	Total Funds 2022 £	Total Funds 2021 £
Income					
Donations and legacies	2	10,610,352	561,915	11,172,267	7,547,822
Other trading activities	3	6,692,671	-	6,692,671	6,352,323
Investments	4	186,887	-	186,887	233,493
Other	5	60,852	-	60,852	99,802
Total income		17,550,762	561,915	18,112,677	14,233,440
Expenditure					
Raising funds	6	3,996,393	-	3,996,393	2,805,329
Charitable activities	7	11,571,277	52,086	11,623,363	10,412,064
Total expenditure		15,567,670	52,086	15,619,756	13,217,393
Net income before (losses)/gains on investments		1,983,092	509,829	2,492,921	1,016,047
Net (losses)/gains on investments	13	(319,559)	-	(319,559)	1,531,665
Net income		1,663,533	509,829	2,173,362	2,547,712
Transfers between funds	17	416,342	(416,342)	-	-
Net movements in funds		2,079,875	93,487	2,173,362	2,547,712
Total funds brought forward	17	26,865,289	287,789	27,153,078	24,605,366
Total funds carried forward	17	28,945,164	381,276	29,326,440	27,153,078

All income and expenditure derive from continuing activities.

The Statement of Financial Activities includes all gains and losses recognised during the year.

The notes on pages 30 to 49 form part of these financial statements.

East Anglian Air Ambulance

Group and Parent Charitable Company Balance Sheets

30 June 2022

	Note	Group 2022 £	Group 2021 £	Charity 2022 £	Charity 2021 £
Fixed assets					
Tangible assets	12	8,242,207	8,634,319	8,242,207	8,634,319
Investments	13	10,506,085	11,325,644	10,506,087	11,325,646
		18,748,292	19,959,963	18,748,294	19,959,965
Current assets					
Stocks	14	108,730	148,789	94,923	128,452
Debtors	15	6,921,305	5,863,439	10,162,870	7,153,581
Cash on deposit		518,095	518,095	518,095	518,095
Cash at bank and in hand		4,857,879	2,481,431	1,011,954	627,059
		12,406,009	9,011,754	11,787,842	8,427,187
Creditors: Amounts falling due within one year	16	(1,827,861)	(1,818,639)	(1,212,575)	(1,236,953)
Net current assets		10,578,148	7,193,115	10,575,267	7,190,234
Total assets less current liabilities		29,326,440	27,153,078	29,323,561	27,150,199
Net assets		29,326,440	27,153,078	29,323,561	27,150,199
Charity Funds					
Restricted funds	17	381,276	287,789	381,276	287,789
Unrestricted funds					
Designated funds	17	1,792,017	400,000	1,792,017	400,000
General fund	17	27,153,147	26,465,289	27,150,268	26,462,410
Total unrestricted funds		28,945,164	26,865,289	28,942,285	26,862,410
Total Charity funds		29,326,440	27,153,078	29,323,561	27,150,199

The financial statements were approved and authorised for issue by the Board on 16/12/2022

Signed on behalf of the board of Trustees

E S Evans ACA (Chairman)

N R Savory FCA DL

Company number: 04066700

The notes on pages 30 to 49 form part of these financial statements.

East Anglian Air Ambulance

Group Statement of Cash Flows

Year ended 30 June 2022

	Note	Group 2022 £	Group 2021 £
Net cash flow from operating activities	**23**	2,035,159	700,294
Cash flows from investing activities			
Income received from investments		185,991	231,495
Receipts from sale of tangible fixed assets		4,203	-
Payments to acquire tangible fixed assets		(349,801)	(4,742,715)
Bank interest received		896	1,998
Disposal of investments		500,000	1,500,000
Net cash flow from investing activities		341,289	(3,009,222)
Net increase /(decrease) in cash and cash equivalents		2,376,448	(2,308,928)
Cash and cash equivalents at 1 July 2021	**24**	2,999,526	5,308,454
Cash and cash equivalents at 30 June 2022	**24**	5,375,974	2,999,526
Cash and cash equivalents consists of:			
Cash at bank and in hand		5,375,974	2,999,526
Cash and cash equivalents at 30 June 2022	**24**	5,375,974	2,999,526

The notes on pages 30 to 49 form part of these financial statements.

East Anglian Air Ambulance

Notes to the Financial Statements

Year ended 30 June 2022

1. General information

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

(a) General information and basis of preparation

East Anglian Air Ambulance is a private charitable company limited by guarantee in the United Kingdom. The registered office is Helimed House, Hangar 14, Gambling Close, Norwich Airport, Norwich, NR6 6EG. The nature of the Charity's operations and its principal activities are to relieve sickness and injury by the provision of a helicopter air ambulance service or other emergency transportation wholly or mainly within the area served by the East of England Ambulance NHS Trust.

The Charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice published in October 2019, applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Companies Act 2006 and UK Generally Accepted Practice as it applies from 1 January 2015.

The financial statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements are prepared in Sterling which is the functional currency of the Charity.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

(b) Group financial statements

The financial statements consolidate the results of the Charity and its wholly owned subsidiary East Anglian Air Ambulance (Trading) Limited on a line by line basis. A separate Statement of Financial Activities, or Income and Expenditure account, for the Charity itself is not presented because the Charity has taken advantage of the exemptions afforded by Section 408 of the Companies Act 2006.

(c) Funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The aim and use of each restricted fund is set out in the notes to the financial statements.

1. General information (continued)

(d) Income

All income is included in the Statement of Financial Activities when entitlement has passed to the charity, it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured.

For donations to be recognised the Charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained then income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the charity and it is probable that they will be fulfilled.

Legacies are included in the Statement of Financial Activities when the legacy has been received unless, before receipt, there is sufficient evidence to provide the necessary certainty that the legacy will be received and the value of the incoming resources can be measured with sufficient reliability.

Donated goods and professional services are recognised as income when the Charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the Charity is probable and can be measured reliably. In accordance with the Charity SORP, general volunteer time is not recognised. Upon receipt, donated goods and services are recognised on the basis of the fair value to the Charity, being the amount the Charity would have been willing to pay to obtain the services on the open market. An equivalent amount is recognised as expenditure in the period of receipt.

Investment income is earned through holding assets for investment purposes such as shares. It includes dividends and interest. Where it is not practicable to identify investment management costs incurred within a scheme with reasonable accuracy the investment income is reported net of these costs. It is included when the amount can be measured reliably. Interest income is recognised using the effective interest method and dividend income is recognised as the Charity's right to receive payment is established.

Income from trading activities includes income earned from fundraising events and trading activities to raise funds for the Charity. Income is received in exchange for supplying goods and services in order to raise funds and is recognised when entitlement has occurred.

Income from the government and other grants are recognised at fair value when the Charity has entitlement after any performance conditions have been met, if it is probable that the income will be received and the amount can be measured reliably. If entitlement is not met then these amounts are deferred.

Lottery and raffle income are recognised when each lottery or raffle is drawn.

Training income is recognised once the training has been provided.

1. General information (continued)

(e) Legacies

With effect from 1 July 2012, 25% of all legacies received are credited directly to the Planned Capital Expenditure designated fund, unless otherwise agreed with the Executors. If the will indicates how the legacy is to be used it is credited to a restricted fund.

(f) Expenditure recognition

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure includes any VAT which cannot be recovered and is charged as an expense in the Statement of Financial Activities in the year in which it is incurred. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, if it is probable that the settlement will be required and the amount of the obligation can be measured reliably. It is categorised under the following headings:

- Costs of raising funds comprise the costs associated with attracting voluntary income and the costs of trading for fundraising purposes including merchandise and lottery.
- Expenditure on charitable activities comprises those costs incurred by the Charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.
- Governance costs include those costs associated with meeting the constitutional and statutory requirements of the Charity and include the audit fees and costs linked to the strategic management of the Charity.
- All costs are allocated between the expenditure categories of the Statement of Financial Activities on a basis designed to reflect the use of the resource. Costs relating to a particular activity are allocated directly, others are apportioned on an appropriate basis e.g. floor areas, staff time or estimated usage as set out in notes 6 and 7.

(g) Operating leases

Rentals applicable to operating leases are charged to the Statement of Financial Activities on a straight line basis over the period in which the cost is incurred.

Amounts payable for the provision of the helicopter are charged to the Statement of Financial Activities in the period to which they relate.

1. General information (continued)

(h) Tangible fixed assets

All items costing less than £1,000 are written off in the year of purchase.

Tangible fixed assets are stated at cost less accumulated depreciation.

Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows:

Norwich base - building	- 2% straight line
Norwich base - leasehold land	- 150 years straight line
Cambridge base - leasehold land & buildings	- 6 year period ended 30 June 2027 on a straight line basis
Asset under construction - Norwich helipad	- not depreciated
Plant & motor vehicles	- 20% straight line
Fixtures, fittings, computers & database	- 33.3% straight line
Medical & helicopter equipment	- 25% straight line
Website	- 20% straight line

The Cambridge base - leasehold land and buildings was previously being depreciated at 5% straight line. During the year ended 30 June 2022 the Trustees re-assessed the useful economic life of this asset and currently expect that the Charity will continue to operate from this base until 30 June 2027. As a result of this the net book value of this asset brought forward at 1 July 2021 of £1,573,293 is being depreciated over the expected remaining useful economic life of 6 years, on a straight line basis. The annual depreciation charge for the year ended 30 June 2022 is therefore £163,377 higher than it would have been under the previous basis.

(i) Fixed asset investments

Fixed asset investments comprise shares held in the subsidiary company, East Anglian Air Ambulance (Trading) Limited, together with a portfolio of quoted investments in pooled funds managed by BNY Mellon Fund Managers Limited. Investments in subsidiaries are measured at cost less impairment. Quoted investments are revalued to their fair value at the balance sheet date and the unrealised gain or loss is taken to the Statement of Financial Activities.

(j) Stocks

Stocks are valued at the lower of cost and net realisable value.

(k) Pensions

The Charity operates a defined contribution pension scheme. The charge in the Statement of Financial Activities represents the contributions payable by the Charity during the year.

1. General information (continued)

(l) Tax

The Charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

(m) Judgements and key sources of estimation uncertainty

The following judgements (apart from those involving estimates) have been made in the process of applying the above accounting policies that have had the most significant effect on amounts recognised in the financial statements:

(i) Accrued legacy income
Management judgements are required to estimate a suitable amount of legacy income to accrue at the reporting date. The amount is calculated based on the conditions set out in the Charity SORP (FRS 102).

At 30 June 2022 the financial statements include accrued legacy income of £5,164,461 (2021: £4,277,260).

(ii) Donated goods and services
Management judgement is used to estimate the fair value of professional services donated to the Charity, calculated based on the fair value to the Charity. Donated goods and services received comprise Doctors and Critical Care Paramedics, landing fees waived and pro bono professional services. The fair value of services provided by Doctors and Critical Care Paramedics is calculated as the number of hours donated multiplied by the hourly rate that the Charity would have expected to be charged to obtain the services on the open market.

The financial statements for the year ended 30 June 2022 include donated goods and services of £1,098,948 (2021: £1,237,933).

(iii) Tangible fixed assets
Management judgement is used to assess the useful expected life and residual value of tangible fixed assets. If there is an indication that there has been a significant change since the last annual reporting date in the pattern by which the Charity expects to consume an asset's future economic benefits, management review its present depreciation method and, if current expectations differ, change the depreciation method to reflect the new pattern.

1. General information (continued)

(n) Financial instruments

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted.

Debt instruments are subsequently measured at amortised cost.

Other financial instruments are subsequently measured at fair value, with any changes recognised in the Statement of Financial Activities.

2. Income from donations and legacies

	2022			2021		
	Unrestricted Funds	Restricted Funds	Total Funds	Unrestricted Funds	Restricted Funds	Total Funds
	£	£	£	£	£	£
Collections & collecting tins	112,981	-	112,981	58,322	-	58,322
Third party & Charity events	1,080,128	-	1,080,128	396,184	-	396,184
Grants from trusts	323,534	-	323,534	181,168	-	181,168
Corporate donors	186,600	-	186,600	174,681	-	174,681
General donations	1,348,921	-	1,348,921	898,220	-	898,220
In memoriam	480,123	-	480,123	437,456	-	437,456
Gift Aid tax reclaimable	344,376	-	344,376	248,338	-	248,338
Circle of Benefactors	66,674	-	66,674	104,659	-	104,659
Donations towards Helipad	-	210,000	210,000	-	-	-
Donations towards research	-	5,000	5,000	-	-	-
Donations towards medical equipment	-	167,127	167,127	-	345,297	345,297
Donations towards CPR training	-	179,788	179,788	-	-	-
Donated goods and services	1,098,948	-	1,098,948	1,237,933	-	1,237,933
Legacies	5,568,067	-	5,568,067	3,465,564	-	3,465,564
	10,610,352	561,915	11,172,267	7,202,525	345,297	7,547,822

3. Income from other trading activities

	2022			2021		
	Unrestricted Funds	Restricted Funds	Total Funds	Unrestricted Funds	Restricted Funds	Total Funds
	£	£	£	£	£	£
Lottery income	6,337,096	-	6,337,096	5,968,936	-	5,968,936
Raffle income	286,663	-	286,663	319,642	-	319,642
Merchandise income	66,835	-	66,835	62,412	-	62,412
Match Bingo income	2,077	-	2,077	1,333	-	1,333
	6,692,671	-	6,692,671	6,352,323	-	6,352,323

4. Income from investments

	2022			2021		
	Unrestricted Funds	Restricted Funds	Total Funds	Unrestricted Funds	Restricted Funds	Total Funds
	£	£	£	£	£	£
Bank interest received	896	-	896	1,998	-	1,998
Dividends received	185,991	-	185,991	231,495	-	231,495
	186,887	-	186,887	233,493	-	233,493

5. Other income

	2022			2021		
	Unrestricted Funds	Restricted Funds	Total Funds	Unrestricted Funds	Restricted Funds	Total Funds
	£	£	£	£	£	£
Income from recycling	3,817	-	3,817	4,154	-	4,154
Furlough grant received	4,063	-	4,063	57,468	-	57,468
Training courses	52,972	-	52,972	38,180	-	38,180
	60,852	-	60,852	99,802	-	99,802

Total income from Government grants amounted to £4,063 (2021: £57,468).

6. Analysis of expenditure on raising funds

	Costs of generating voluntary income £	Fundraising trading (lottery) £	Fundraising trading £	Total 2022 £	Total 2021 £
Fundraising & event costs	248,609	231,428	-	480,037	327,994
Lottery and Match Bingo prizes	-	163,570	-	163,570	158,300
Canvassers and agents commission	260,364	917,013	-	1,177,377	322,030
Marketing and consultancy	208,802	34,818	-	243,620	167,360
Goods for resale	-	-	20,936	20,936	45,294
Staff costs	1,114,842	187,606	41,479	1,343,927	1,307,647
Premises establishment costs	104,561	13,070	13,070	130,701	106,143
Administration costs	186,382	104,045	105,234	395,661	338,590
Depreciation and profit/loss on disposal of fixed assets	23,597	5,656	11,311	40,564	31,971
Total 2022 (unrestricted)	2,147,157	1,657,206	192,030	3,996,393	2,805,329
Total 2021 (unrestricted)	1,687,579	1,007,968	109,782	2,805,329	

Costs are allocated directly or apportioned on the following basis:

Staff costs	Staff time
Premises establishment costs	Floor area
General office administration costs	Staff time
Training and recruitment costs	Staff time
Legal and professional	Time
Depreciation	Usage
Bank charges and interest	Transactions

7. Analysis of expenditure on charitable activities

	Operational & support costs £	Governance costs £	Total 2022 £	Total 2021 £
Helicopter costs	6,268,560	-	6,268,560	5,647,843
Doctors' salaries and fees	952,410	-	952,410	758,776
Doctors and Critical Care Paramedics - donated services	966,156	-	966,156	1,128,141
Other donated goods and services	132,792	-	132,792	28,992
Legal and professional - pro bono services	-	-	-	80,800
Other staff costs	1,759,449	-	1,759,449	1,555,178
Medical consumables and other clinical costs	243,393	-	243,393	202,394
Premises establishment costs	131,796	-	131,796	103,777
Administration costs	459,675	11,985	471,660	463,437
Depreciation and profit/loss on disposal of fixed assets	697,147	-	697,147	442,726
	11,611,378	11,985	11,623,363	10,412,064
Restricted	52,086	-	52,086	
Unrestricted	11,559,292	11,985	11,571,277	
Total 2022	11,611,378	11,985	11,623,363	
Restricted	223,993	-	223,993	
Unrestricted	10,144,914	43,157	10,188,071	
Total 2021	10,368,907	43,157	10,412,064	

Costs are allocated directly or apportioned on the following basis:

Staff costs	Staff time
Premises establishment costs	Floor area
General office administration costs	Staff time
Training and recruitment costs	Staff time
Legal and professional	Time
Depreciation	Usage
Bank charges and interest	Transactions

8. Net income for the year

Net income is stated after charging/(crediting):	2022	2021
	£	£
Depreciation of tangible assets	740,168	474,696
Profit on disposal of tangible assets	(2,458)	-
Operating lease rentals - helicopter standing charges	5,311,536	4,930,261
Operating lease rentals - other	2,846	105,944

9. Auditor's remuneration

	2022	2021
	£	£
Audit of the Charity's annual financial statements	17,000	12,700
Audit of the subsidiary company's annual financial statements	4,500	7,350
Professional services	-	12,353
	21,500	32,403

10. Trustees' and key management personnel remuneration and expenses

No Trustees received any remuneration or other benefits from the Charity during the year (2021: £nil).

No Trustees received any expenses during the year in the course of their duties (2021: £nil).

The total amount of employee benefits received by key management personnel was £482,367 (2021: £511,392). The Trustees consider the key management personnel to be the CEO and five executive team members (2021: CEO and five executive team members).

11. Staff costs and employee benefits

The average number of contracted employees and full time equivalent (FTE) during the year was as follows:

	2022	2021	2022	2021
	No.	No.	FTE No.	FTE No.
Operations	10	11	9	9
Doctors	13	11	8	6
Locum Doctors	12	24	1	-
Lottery	4	3	4	3
Fundraising	32	28	30	26
Communications and marketing	5	4	5	4
Administration	20	16	18	15
Faculty	6	5	-	-
	102	102	75	63

The total staff costs and employee benefits were as follows:

	2022	2021
	£	£
Wages and salaries	3,040,427	2,887,774
Social security costs	315,611	295,146
Pension contributions	159,630	143,665
Life insurance	9,138	8,406
	3,524,806	3,334,991

11. Staff costs and employee benefits (continued)

The number of employees who received total employee benefits (excluding pension contributions) of more than £60,000 was as follows:

	2022	2021
	No.	No.
£60,000 to £70,000	3	1
£70,000 to £80,000	-	2
£80,000 to £90,000	2	-
£90,000 to £100,000	-	1
£100,000 to £110,000	1	2
£110,000 to £120,000	1	-
£120,000 to £130,000	-	1

12. Tangible fixed assets - Group

	Long leasehold land & buildings - Norwich base	Short leasehold land & buildings - Cambridge base	Asset under construction - Norwich helipad	Plant & motor vehicles	Fixtures, fittings and computers	Medical & helicopter equipment	Total
	£	£	£	£	£	£	£
Cost							
At 1 July 2021	6,293,655	2,009,901	-	488,896	726,515	1,200,515	10,719,482
Additions	24,012	8,353	137,115	64,140	2,749	113,432	349,801
Disposals	-	-	-	-	(246,840)	(217,955)	(464,795)
At 30 June 2022	6,317,667	2,018,254	137,115	553,036	482,424	1,095,992	10,604,488
Depreciation							
At 1 July 2021	45,463	436,608	-	367,852	485,412	749,828	2,085,163
Charge for the year	132,930	263,608	-	52,789	105,335	185,506	740,168
Eliminated on disposals	-	-	-	-	(246,840)	(216,210)	(463,050)
At 30 June 2022	178,393	700,216	-	420,641	343,907	719,124	2,362,281
Net book value							
At 30 June 2022	6,139,274	1,318,038	137,115	132,395	138,517	376,868	8,242,207
At 30 June 2021	6,248,192	1,573,293	-	121,044	241,103	450,687	8,634,319

12. Tangible fixed assets - Charity

	Long leasehold land & buildings - Norwich base	Short leasehold land & buildings - Cambridge base	Asset under construction - Norwich helipad	Plant & motor vehicles	Fixtures, fittings and computers	Medical & helicopter equipment	Total
	£	£	£	£	£	£	£
Cost							
At 1 July 2021	6,293,655	2,009,901	-	488,896	715,851	1,200,515	10,708,818
Additions	24,012	8,353	137,115	64,140	2,749	113,432	349,801
Disposals	-	-	-	-	(246,840)	(217,955)	(464,795)
At 30 June 2022	6,317,667	2,018,254	137,115	553,036	471,760	1,095,992	10,593,824
Depreciation							
At 1 July 2021	45,463	436,608	-	367,852	474,748	749,828	2,074,499
Charge for the year	132,930	263,608	-	52,789	105,335	185,506	740,168
Eliminated on disposals	-	-	-	-	(246,840)	(216,210)	(463,050)
At 30 June 2022	178,393	700,216	-	420,641	333,243	719,124	2,351,617
Net book value							
At 30 June 2022	6,139,274	1,318,038	137,115	132,395	138,517	376,868	8,242,207
At 30 June 2021	6,248,192	1,573,293	-	121,044	241,103	450,687	8,634,319

13. Fixed asset investments

	Group 2022	Group 2021	Charity 2022	Charity 2021
	£	£	£	£
Market value at 1 July 2021	11,325,644	11,293,979	11,325,644	11,293,979
Disposals	(500,000)	(1,500,000)	(500,000)	(1,500,000)
Net (loss)/gain on revaluation	(319,559)	1,531,665	(319,559)	1,531,665
Market value at 30 June 2022	10,506,085	11,325,644	10,506,085	11,325,644
Investment in subsidiary at 1 July 2021 and 30 June 2022	-	-	2	2
Carrying value at 30 June 2022	10,506,085	11,325,644	10,506,087	11,325,646
Investments at fair value comprise:				
Equities	10,506,085	11,325,644	10,506,085	11,325,644
Total	10,506,085	11,325,644	10,506,085	11,325,644

13. Fixed asset investments (continued)

Investments at fair value represent investments in the Newton Growth and Income Fund For Charities and BNY Mellon Real Return Fund. The fair value is determined by reference to the market value at the balance sheet date.

The Charity holds 2 shares of £1 each in its wholly owned subsidiary company East Anglian Air Ambulance (Trading) Limited (company number 04136827) which is incorporated in the United Kingdom. The company runs a lottery, operates Raffle Draws and sells merchandise. The profits of the company are donated to the East Anglian Air Ambulance by Gift Aid.

The summary financial performance of the subsidiary is:

	2022	2021
	£	£
Turnover	6,692,671	6,351,645
Expenditure	(1,699,281)	(984,807)
Bank interest receivable	815	710
Profit	4,994,205	5,367,548
Amount donated to East Anglian Air Ambulance by Deed of Covenant	4,994,205	5,367,548
Net assets	2,881	2,881

14. Stocks

	Group 2022	Group 2021	Charity 2022	Charity 2021
	£	£	£	£
Retail goods for resale	13,807	20,337	-	-
Drugs and medical consumables	94,923	128,452	94,923	128,452
	108,730	148,789	94,923	128,452

15. Debtors

	Group 2022	Group 2021	Charity 2022	Charity 2021
	£	£	£	£
Trade debtors	23,569	20,934	22,538	20,115
Amount due from subsidiary undertakings	-	-	3,455,513	1,523,816
Other debtors	271	131	-	-
VAT	349,768	406,737	350,356	374,984
Prepayments	841,606	807,416	628,372	606,445
Accrued income	5,706,091	4,628,221	5,706,091	4,628,221
	6,921,305	5,863,439	10,162,870	7,153,581

Accrued income includes accrued legacy income of £5,164,461 (2021: £4,277,260) and HM Treasury capital funding of £nil (2021: £27,133).

16. Creditors: amounts falling due within one year

	Group 2022	Group 2021	Charity 2022	Charity 2021
	£	£	£	£
Trade creditors	679,364	839,009	645,254	778,183
Taxation and social security	94,400	93,890	94,400	93,890
Accruals and deferred income	1,045,237	882,058	470,161	362,548
Other creditors	8,860	3,682	2,760	2,332
	1,827,861	1,818,639	1,212,575	1,236,953

Included within accruals and deferred income is £556,503 (2021: £508,404) relating to income from lottery ticket sales received in advance. This relates to monies received before the year end for draws held at later dates. Deferred income from 2021 of £532,596 (2021: deferred income from 2020 of £505,496) has been credited to the Statement of Financial Activities during the year.

17. Analysis of charitable funds

Analysis of movements in unrestricted funds

Year ended 30 June 2022

	Balance at 1 July 2021	Income	Expenditure	Transfers	Investment gains	Balance at 30 June 2022
	£	£	£	£	£	£
General Fund	26,465,289	16,158,745	(15,567,670)	416,342	(319,559)	27,153,147
Designated Planned Capital Expenditure Fund	400,000	1,392,017	-	-	-	1,792,017
	26,865,289	17,550,762	(15,567,670)	416,342	(319,559)	28,945,164

The transfer to the General Fund comprises amounts capitalised on the balance sheet of £381,607, being £92,347 from the Medical Equipment Fund, £137,115 from the Helipad Appeal Fund, £37,582 from the CPR Training Fund and £118,563 from HM Treasury Capital Fund.

Revenue costs incurred in prior years of £34,735 have also been transferred to the General Fund from the Medical Equipment Fund.

Year ended 30 June 2021

	Balance at 1 July 2020	Income	Expenditure	Transfers	Investment losses	Balance at 30 June 2021
	£	£	£	£	£	£
General Fund	19,427,484	13,021,752	(12,993,400)	5,477,788	1,531,665	26,465,289
Designated Planned Capital Expenditure Fund	4,728,733	866,391	-	(5,195,124)	-	400,000
	24,156,217	13,888,143	(12,993,400)	282,664	1,531,665	26,865,289

The transfer to the General Fund comprises £282,664 from the HM Treasury Capital Fund following the completion of the new Cambridge hangar and £5,195,124 from the Designated Planned Capital Expenditure Fund relating to the Norwich base and the additional cost of the Cambridge hangar which was not covered by the HM Treasury Capital grant.

17. Analysis of charitable funds (continued)

Analysis of movements in restricted funds
Year ended 30 June 2022

	Balance at 1 July 2021	Income	Expenditure	Transfers	Balance at 30 June 2022
	£	£	£	£	£
Medical Equipment Fund	169,226	167,127	(52,086)	(127,082)	157,185
CPR Training Fund	-	179,788	-	(33,582)	146,206
Research Fund	-	5,000	-	-	5,000
HM Treasury Capital Fund	118,563	-	-	(118,563)	-
Helipad Fund	-	210,000	-	(137,115)	72,885
	287,789	561,915	(52,086)	(416,342)	381,276

All transfers were to the General Fund, as shown in the analysis of movements in unrestricted funds above and represent where restricted funds have been spent in accordance with the restrictions placed upon them.

Year ended 30 June 2021

	Balance at 1 July 2020	Income	Expenditure	Transfers	Balance at 30 June 2021
	£	£	£	£	£
Medical Equipment Fund	47,922	279,588	(158,284)	-	169,226
Training Fund	-	4,620	(4,620)	-	-
Covid Response Fund	-	61,089	(61,089)	-	-
HM Treasury Capital Fund	401,227	-	-	(282,664)	118,563
	449,149	345,297	(223,993)	(282,664)	287,789

The transfer from the HM Treasury Capital Fund of £282,664 relates to the amount of grant funding received towards the cost of the Cambridge hangar, which was completed during the year. This was transferred to the General Fund.

Fund descriptions

(a) General funds

These represent the tangible fixed assets and 'free reserves' of the group excluding designated funds.

(b) Designated funds

Planned Capital Expenditure Fund
This designated fund is set aside from legacy and other income towards the cost of capital projects planned during the next five years.

25% of all legacy income is credited directly to this fund, unless otherwise agreed with the executors or the terms of the will state otherwise. The fund may also be enhanced by transfers from the General Fund, at the discretion of the Trustees, in order to build up sufficient reserves for particular planned projects, which the Trustees anticipate is likely to include a new Cambridge base.

	£
Fund balance at 1 July 2021	400,000
25% of legacy income	1,392,017
Fund balance at 30 June 2022	1,792,017

17. Analysis of charitable funds (continued)

(c) Restricted funds

Medical Equipment Fund
This fund represents donations received towards the purchase of medical equipment. Once the equipment has been purchased the cost is transferred back to unrestricted funds. The balance carried forward at 30 June 2022 is £157,185 (2021: £169,226).

CPR Training Fund
This fund represents donations received towards providing bystander CPR training. The balance carried forward at 30 June 2022 is £146,206 (2021: £nil).

Research Fund
This fund comprises donations received towards the cost of conducting research into the use of balloon catheters for out-of-hospital cardiac arrest. The balance at 30 June 2022 is £5,000.

HM Treasury Capital Fund
This fund comprised funding receivable from HM Treasury towards the new Norwich base, the purchase of Rapid Response Vehicles and night vision goggles. The balance carried forward at 30 June 2022 is £nil (2021: £118,563).

Helipad Fund
This fund comprises income received towards the cost of construction of a second helipad at the Norwich base. The balance carried forward at 30 June 2022 is £72,885 (2021: £nil).

Covid Response Fund
This fund comprised income received towards dealing with the Covid-19 pandemic. The balance carried forward at 30 June 2022 is £nil (2021: £nil).

Training Fund
This fund represented donations received towards training costs. The balance carried forward at 30 June 2022 is £nil (2021: £nil).

18. Analysis of group net assets between funds

At 30 June 2022

	General Fund	Designated Funds	Restricted Funds	Total
	£	£	£	£
Fixed asset investments	10,506,085	-	-	10,506,085
Tangible fixed assets	8,242,207	-	-	8,242,207
Stock	108,730	-	-	108,730
Debtors	6,921,305	-	-	6,921,305
Bank	3,202,681	1,792,017	381,276	5,375,974
Creditors	(1,827,861)	-	-	(1,827,861)
Fund balances at 30 June 2022	27,153,147	1,792,017	381,276	29,326,440

18. Analysis of group net assets between funds (continued)

At 30 June 2021

	General Fund	Designated Funds	Restricted Funds	Total
	£	£	£	£
Fixed asset investments	11,325,644	-	-	11,325,644
Tangible fixed assets	8,634,319	-	-	8,634,319
Stock	148,789	-	-	148,789
Debtors	5,836,306	-	27,133	5,863,439
Bank	2,338,870	400,000	260,656	2,999,526
Creditors	(1,818,639)	-	-	(1,818,639)
Fund balances at 30 June 2021	26,465,289	400,000	287,789	27,153,078

19. Operating lease commitments

The total future minimum lease payments under non-cancellable operating leases are as follows:

	Land & buildings 2022	Aircraft 2022	Land & buildings 2021	Aircraft 2021
	£	£	£	£
Operating leases expiring:				
Not later than one year	2,844	5,238,336	2,844	5,238,336
Later than one and not later than five years	-	20,953,344	-	20,953,344
Later than five years	-	3,928,752	-	9,167,088
	2,844	30,120,432	2,844	35,358,768

Under the terms of the contract, lease payments on the aircraft are linked to various indices. As a result of this amounts payable in the future may fluctuate.

20. Trustees indemnity insurance

During the year the Charity purchased an insurance policy which is designed specifically for Charity Trustees. The cost of this policy for the year was £2,592 (2021: £1,296).

21. Company status

The Company is limited by guarantee. In the event of winding up, each member is liable to contribute a sum not exceeding £1.

22. Surplus of the Charity (parent company)

A surplus of £2,173,362 (2021: £2,547,712) has been recognised in the accounts of the Charity. The Charity is not required to produce its own profit and loss account because of the exemption provision in Section 408 of the Companies Act 2006.

23. Reconciliation of net movement in funds to net cash flow from operating activities

	Group 2022 £	Group 2021 £
Net income for the year	2,173,362	2,547,712
Income received from investments	(185,991)	(231,495)
Depreciation of tangible fixed assets	740,168	474,696
Net losses/(gains) on investments	319,559	(1,531,665)
Bank interest received	(896)	(1,998)
Profit on disposal of tangible fixed assets	(2,458)	-
Decrease/(increase) in stocks	40,059	(34,806)
Increase in debtors	(1,057,866)	(693,395)
Increase in creditors	9,222	171,245
Net cash flows from operating activities	2,035,159	700,294

24. Reconciliation of net cash flow movement to movement in net funds

	Group 2022 £	Group 2021 £
Increase/(decrease) in cash in the period & change in net funds	2,376,448	(2,308,928)
Net funds at 1 July 2021	2,999,526	5,308,454
Net funds at 30 June 2022	5,375,974	2,999,526

25. Related party transactions

The Charity entered into the following transactions with East Anglian Air Ambulance (Trading) Limited during the year:

	2022 £	2021 £
Profits Gift Aided to Charity	4,994,205	5,367,548
Staff costs recharged by Charity	161,211	145,351
Balance owed to Charity at the year end	3,455,513	1,523,816

The Charity received donations totalling £5,000 (2021: £10,000) from Charitable Trusts and other entities connected to a Trustee.

The Charity purchased services amounting to £6,737 (2021: 2,850) from Mills & Reeve LLP, a business in which D Astill has an interest. The balance owed to that business at 30 June 2022 was £3,904 (2021: £nil).

26. Financial instruments

The carrying amounts of the group and charity's financial instruments are as follows:

	Group 2022 £	Group 2021 £	Charity 2022 £	Charity 2021 £
Financial assets				
Measured at fair value through net income	10,506,085	11,325,644	10,506,085	11,325,644

27. Capital commitments

The Charity had capital commitments at 30 June 2022 of £68,754 (2021: £167,157).

EAST ANGLIAN AIR AMBULANCE

England & Wales - Charity number 1083876

Accounts

Registered Charity Number: 1083876
Company Number: 04066700

East Anglian
Air Ambulance

Company limited by guarantee

Financial Statements and Annual Report

For the year ended

30 June 2021

East Anglian Air Ambulance

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Year ended 30 June 2021

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East Anglian Air Ambulance

Charity Details

Year ended 30 June 2021

The Trustees present their report and audited consolidated financial statements of the charity and the group for the year ended 30 June 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 published in October 2019 applicable in the UK and Republic of Ireland (FRS 102).

Reference and administrative details

Registered charity name	East Anglian Air Ambulance
Charity registration number	1083876
Company registration number	04066700
Principal office and registered office	Helimed House Hangar 14 Gambling Close Norwich Airport Norwich NR6 6EG
The Trustees	Major General Sir William Cubitt KCVO CBE DL (Chairman) * † D Astill † Mrs S Bourne † Ms E S Evans * R S Holden * N R Savory FCA DL * Mrs P A Walkinshaw DL T F Wells † A W Wilson (appointed 15 December 2020) * Member of Finance Committee † Member of Nominations Committee
Chief Executive	M Jones
Company Secretary	Mrs R Spencer
Auditor	Lovewell Blake LLP Chartered Accountants & Registered Auditor Bankside 300 Peachman Way Broadland Business Park Norwich NR7 0LB

East Anglian Air Ambulance

Charity Details

Year ended 30 June 2021

Solicitors	Hansells 13 The Close Norwich NR1 4DS Birketts LLP Kingfisher House 1 Gilders Way Norwich NR3 1UB
Bankers	NatWest Bank plc 1 Broadland Business Park Peachman Way Norwich NR7 0WF Barclays Bank plc 3 St James Court Whitefriars Norwich NR3 1RJ Virgin Money plc Jubilee House Gosforth Newcastle upon Tyne NE3 4PL
Investment Managers	BNY Mellon Fund Managers Limited Client Service Centre PO Box 366 Darlington DL1 9RF

East Anglian Air Ambulance

Chairman's Statement

Year ended 30 June 2021

Summary of performance

In 2020/2021, East Anglian Air Ambulance (EAAA) crews were tasked to 2,632 missions (2,360 in the previous year) and treated 1,769 patients (1,611 in the previous year). The difference between the numbers of missions and patients is due to stand-downs, where the patients no longer require critical care.

1,434 of these missions were attended by helicopter and 1,198 by Rapid Response Vehicle (RRV) due either to proximity of the patient, the new RRV-only night shift in Norwich, or occasionally to the unavailability of the helicopter for weather or technical reasons.

45% of the missions were in Norfolk, 19% in Suffolk, 18% in Cambridgeshire, 5% in Bedfordshire and the remaining 13% 'out of area' reflecting EAAA's willingness to be tasked across boundaries within the NHS East of England Ambulance Service Trust (EEAST) area and beyond. During the majority of the year, this was predominantly at night when the EAAA helicopter based in Cambridge was the only unit available across the region, but this situation changed at the year end when the Norwich aircraft became available for 24 hours per day, and Cambridge reverted to aircraft cover only on the day shift.

The majority of incidents attended by EAAA were cardiac arrests, road traffic collisions, accidental injuries, other medical emergencies, and self-harm. Whilst there were fewer taskings during the quieter periods of lockdown over the last year, activity has largely returned to normal levels, with emerging signs of increasing demand.

Survival from cardiac arrest relies on an intact 'Chain of Survival' which includes early bystander CPR (cardio-pulmonary resuscitation), early use of an AED (defibrillator), and early attendance of a critical care team such as an EAAA crew. To that end, the Charity plans to expand its community and professional resuscitation training programme. This activity was curtailed by the restrictions imposed during the Covid-19 pandemic but will restart now that restrictions have eased.

Throughout the pandemic, EAAA has continued to provide its Aftercare service to patients and their loved ones to help them come to terms with and cope with their incident and the aftermath. This can be a meeting with the crew or a longer-term programme of support and signposting to other specialist providers of post-discharge care and advice. Through necessary restriction of access to the operating bases, meetings between the crew and patients and their families have typically been organised through virtual platforms since the start of the pandemic but face-to-face meetings were reinstituted towards the end of the year. The Aftercare Team is also leading on securing data sharing agreements with hospitals to aid research and objective measurement of outcomes. The Aftercare Team supported 444 former patients in 2020/21, a 44% increase on the previous year, despite the intermittent redeployment of team members during the Covid-19 pandemic.

Blending medicine and aviation is, and is likely to remain an expensive business. In 2020/21, expenditure totalled £13.2m, of which £10.4m related to operational and support expenditure and £2.8m related to fundraising expenditure. The total expenditure equates to just £4.40 per year per head of the approximate 3 million population of the four counties, and the approximate cost per mission has remained at £3,500.

East Anglian Air Ambulance

Chairman's Statement

Year ended 30 June 2021

Total income for the year was £14.2m, the majority of which was raised through our fundraising activities (£13.9m). The other constituent is movement in the value of investments held by EAAA as part of its reserves. Following the bounce back in value of stock markets, this amounted to £1.5m over the year. Fundraising is a major effort every year and great credit is due to the community and the EAAA fundraising staff and volunteers, without whom we simply would not be here. The main sources of (gross) revenue were the EAAA Lottery (£6.4m), legacies (£3.5m), community fundraising (£2.5m) and grants from trusts and government.

After four years of planning, fundraising and preparation, EAAA was able to commence a full 24/7 service by helicopter (and RRV) on the last day of the year, enabling EAAA to respond around the clock by air from Norwich Airport. This is the realisation of a long-held ambition and will enable our critical care team to reach patients in some parts of the region who have been hitherto out of reach for our car-based crews overnight.

This final step in our service provision was also made possible through the achievement of two key milestones: the completion of our new headquarters and operating base at Norwich Airport, and the negotiation and signing of a new seven year aviation contract with our partners Babcock Mission Critical Services Onshore to guarantee provision of the 24 hour flying service.

The new base, Helimed House, provides essential rest and state-of-the-art training facilities for our crews. Helimed House also provides accommodation for all Norwich-based staff, bringing ground and frontline crews together under one roof for the first time in many years, thereby fostering the cross-functional working and proximity to the operation that is so valuable to many aspects of our work.

A positive side-effect of the pandemic has been the step change in collaboration between all air ambulance organisations which has been to the great mutual benefit. The productive partnership with its fellow air ambulance charities, both regionally and nationally has helped EAAA to continue to deliver the highest quality of patient care and as well as securing improvements in enabling infrastructure such as lit helipads at the major hospitals.

EAAA protects its service from adverse financial scenarios by holding at least 12 months' running costs in reserve. The reserve also provides income towards EAAA's running costs.

EAAA's work is a team effort. The operational crews comprise pilots employed by Babcock, clinicians who are self-employed locum doctors, seconded from partner hospitals or from the Services, or employed variously by EAAA (directly-employed consultants and registrars), and senior paramedics seconded from the East of England Ambulance Service Trust (EEAST). The Charity is run by an executive staff supported by volunteers. The money is raised by a dynamic staff of directly employed and volunteer fundraisers. The Charity is ably guided by the Trustees with the support of county committees, whose contributions are greatly appreciated.

EAAA is more conscious than ever that the funding of the critical service it provides comes from the community it serves. The last year has reinforced how reliant the future of the charity is on its supporters, and indeed how generous they are, particularly when we reach out to them in difficult times. Without their ongoing support, EAAA would not be able to continue its service, and we are extremely grateful.

East Anglian Air Ambulance

Trustees' Report (including Directors' Report and Strategic Report)

Year ended 30 June 2021

Objectives and activities

Objectives of the Charity

The objects of the Charity are:

- The relief of sickness and injury by the provision of emergency medical services and equipment and in particular by the provision of a helicopter air ambulance service or other emergency transportation wholly or mainly within the area served by the East of England Ambulance NHS Trust;
- For the benefit of the public and the advancement of health, the provision of training, research and education in the field of pre-hospital medicine and the treatment or prevention of sickness and injury; and
- The provision of health-related services by and including the provision of post-hospital support for patients.

Activities

The EAAA charity deploys medical teams by helicopter or RRV to predominantly life-threatening or life-changing accidents and medical emergencies, for 24 hours a day, 365 days a year mainly across Norfolk, Suffolk, Cambridgeshire and Bedfordshire. EAAA teams are tasked by EEAST as part of the 999 emergency system. The EAAA service is provided free of charge to the NHS and to the patient, with the funding raised from the community.

The medical teams comprise doctors trained in pre-hospital emergency medicine, and Critical Care Paramedics, with medical equipment and drugs which enable them to conduct medical interventions which are beyond the capability of the NHS road ambulance crews. They are also able to transport patients by helicopter to the appropriate specialist hospital which can be crucial given the distances often involved. They deploy from the EAAA bases at Norwich Airport and Cambridge Airport.

With survival from cardiac arrest relying on an intact 'Chain of Survival' which includes early bystander CPR (Cardio-Pulmonary Resuscitation), early use of an AED (defibrillator), and early attendance of a critical care team such as an EAAA crew, the Charity also delivers a community CPR training programme.

EAAA has also further expanded its Aftercare provision for patients and their loved ones to help them come to terms with and cope with their incident and the aftermath. This can be a meeting with the crew or a longer-term programme of support and signposting to other charities and support agencies for clinical and non-clinical support.

East Anglian Air Ambulance

Trustees' Report (including Directors' Report and Strategic Report)

Year ended 30 June 2021

Public benefit statement

The Trustees confirm that they have had due regard to the Charity Commission's guidance on public benefit and that the Charity meets the requirements in the advancement of its objects.

The Charity exists to provide free of charge enhanced emergency medical care services to the people of East Anglia and its visitors, by virtue of two helicopter and RRV-based teams - each normally consisting of a doctor and a Critical Care Paramedic (CCP). These HEMS (Helicopter Emergency Medical Services) teams have the capacity to save life by conducting advanced medical interventions wherever a patient has become ill, whether for a medical reason such as a cardiac arrest or because of an accident of some kind.

The Charity's objects are pursued by means of a highly-skilled and experienced team of pre-hospital emergency consultants presiding over a team of clinicians using state-of-the-art equipment, delivered by the fastest means available to patients who then benefit from life-saving interventions of the kind normally delivered in an emergency department of a hospital. These can include the administration of a general anaesthetic which in some cases can significantly increase the likelihood of very seriously ill patients surviving until they can reach a hospital that is equipped to deal with them. As the NHS relies increasingly on widely distributed specialist facilities, the HEMS teams' ability to transport patients by helicopter is also of huge value.

EAAA runs a CPR training programme to raise awareness and encourage members of the community to feel confident in delivering CPR and using a defibrillator. This training is available free of charge to community groups, although donations are welcomed.

The Public Benefit is thus the medical treatment of critically ill or injured members of the public free of charge to the patient and to the NHS.

Strategic Report

Volunteers

The Charity has around 340 volunteers, managed by a small team of staff led by the Volunteer Programme Manager. There are nearly 220 regular volunteers and 120 occasional volunteers. Ordinarily they would support the Charity by co-ordinating collection tins, giving presentations to community groups and attending events. Increasingly they provide administrative support in the Charity's offices, helping the Supporter Engagement Team, the lottery and events teams and manning the welcome desk at Helimed House, our headquarters. There are also volunteer trainers in the First Aid programme; supporting the delivery of the Aftercare service, and of course, on the board of Trustees.

Our volunteers have remained very resilient and have resumed and then suspended volunteering activity in line with all the government guidelines and advice during the pandemic. The volunteering team prioritised regular communications with all the volunteers during this time to ensure that they felt included and engaged, to remind them of their value to the Charity and inviting them to join us again when opportunities and restrictions permitted. When volunteering activity had to stop, online training opportunities were offered, including safeguarding, gifts in wills messaging and general updates and refreshers from the Charity.

The health and wellbeing of our volunteers is paramount, and we have sought feedback at every opportunity before asking them to undertake any new roles or resume their old ones. We still risk assess all roles, and those wishing to undertake them, and seek further medical advice when appropriate.

Charity achievements

The Charity continues to focus on delivering the best outcomes for patients and their loved ones, primarily in the pre-hospital environment and increasingly in prevention and aftercare.

Despite the ongoing challenges of operating through the pandemic, EAAA was able to maintain its core operation across its two bases and crew availability was very high, with only a handful of shifts dropped due to clinician shortages caused by isolation. This confirmed that our internal processes to protect our staff from infection were robust, particularly as the staff shortages that were experienced were universally found to have stemmed from potential exposures elsewhere.

We are also proud and grateful to the unstinting support of the communities we serve that we were able to press forward with a number of service developments despite a challenging fundraising environment. This culminated in the commencement of EAAA's service being available for 24 hours a day by air on the last day of the financial year, the culmination of a phased project that commenced five years before.

This expansion of our service reflects the Charity's current Five Year Strategic Plan which spans 2020-2025 and comprises four core strands:

1. Improve patient outcomes
2. Develop widespread positive awareness
3. Develop and maintain a secure and sustainable fundraising stream
4. Nurture and manage an outstanding team

In the light of achieving this defining service enhancement, and with the benefit of the experiences and developments of the last 18 months, the Charity will be undertaking a review of its strategic plan during FY2021/22 to ensure that the future direction and priorities are clear and appropriate. Until this has been completed, our achievements will continue to be set out against these four strands:

(i) Improving patient outcomes

During 2020/21 the Charity continued its relentless focus on improving the care for its patients, whether this stems from improved internal clinical training, new equipment or interventions, data sharing with other healthcare organisations, raising public awareness of the importance of early CPR and defibrillation in cardiac arrest patients or saving vital seconds at any stage of its missions. Clearly there have been constraints in what could be achieved in some areas during the restrictions imposed during the pandemic, with more activity in some areas than others.

The Charity's aftercare service increased the number of patients it supported during their long-term recovery from 308 last year to 444, representing approximately 25% of EAAA's patients. This increase was achieved by the four-strong team of Clinical Liaison Nurses despite being resource-constrained for long periods during the major outbreaks of the pandemic when some of our seconded nurses were redeployed to their host hospitals to treat Covid-19 patients. Various initiatives during the year contributed to the increase in patients that were supported, including the sending of aftercare cards with links to an online survey and bereavement cards to families whose loved ones had not survived; these have increased engagement over previous methods. Another innovation during the year was to set up a Patient Peer Support Group on Facebook where patients and families can share their experiences and support each other through difficult times. This now has more than 50 members.

The team continually reviews its list of resources, to improve its ability to appropriately signpost patients and/or their relatives to other charities and supportive agencies that can provide additional support to aid their recovery. This is to help minimise the impact of trauma in the community and improve patient outcomes following a life-changing or life-threatening medical emergency or incident.

The Aftercare Team has strong relationships with key hospitals in the region which is paying dividends in re-establishing contact with patients at an early stage in their recovery process and increasingly leading to greater sharing of data on patient outcomes to close the feedback loop with our clinicians, who need this information to reflect upon and refine their practice. In May 2021 the Aftercare Team presented their work to an international audience at a pre-hospital care conference 'The Journey of a Trauma Patient' organised by Barts Hospital.

East Anglian Air Ambulance

Trustees' Report (including Directors' Report and Strategic Report)

Year ended 30 June 2021

The Charity achieved two major milestones during the year, one of which was a necessary precursor to the other. In March 2021 EAAA took possession of its new operating base and headquarter building at Norwich Airport, Helimed House. From an operational perspective, this building has brought our facilities up to the required standard to properly support around the clock working of both our clinicians and pilots by providing appropriate rest facilities, for both on-shift personnel and for those between shifts or in need of rest and recuperation immediately post-shift. It has also introduced a state of the art immersive training suite for our clinicians to regularly practice the sorts of scenarios they will face when called out by simulating a variety of environmental conditions; moving imagery of any scenario can be projected on three sides of the room, augmented by a powerful surround sound system, temperature control from 4°C to 30°C, a high powered fan to simulate wind and high fidelity video recording equipment to aid personal learning and sharing of simulations. The building also brought together, for the first time in many years, all Norwich-based ground staff under the same roof as the frontline crew. This essential connection fosters collaboration and keeps all our staff in touch with the core operation and the Charity's purpose.

The second achievement was to commence clinical operations by air for 24 hours a day for the first time. This long held ambition has finally been achieved after about five years of phased development. The crew at Norwich Airport are now available for 24 hour per day by helicopter (or RRV), the first 24 hour HEMS capability in the East of England. It was estimated five years ago that this final extension to its service would enable EAAA to respond to approximately 600 more taskings each year and reach patients who otherwise are unlikely to receive treatment from a critical care team when they need it most.

A component that was fundamental to this achievement was the negotiation and signing of a new aviation contract with our partner Babcock Mission Critical Services Onshore. The contract was ground-breaking in being the first open-book contract for both parties and the contractual template was developed from scratch. The work to agree this new seven year contract took two years to complete and was achieved with pro bono advice to EAAA from two highly experienced aviation industry experts.

The whole Charity is very proud to achieve this important milestone, especially as it has been achieved during a severe pandemic and is testament to the Charity's prudent approach to its financial management and the remarkable support of the public over many years.

Another development of the facilities has delivered a daily increase of approximately 30 minutes in aircraft availability at EAAA's Cambridge base. The Charity had identified some time ago that having a dedicated hangar next to the operating base would save time for the pilots at the beginning and end of their operational day and result in more availability. By virtue of a grant from the Department of Health & Social Care, and the agreement of a variation to EAAA's ground lease at Cambridge Airport to accommodate it, a new hangar was constructed in early 2021 and came into use in April, thereby yielding approximately 180 further hours of availability to be despatched to patients each year.

Understandably Covid disrupted our planned training programmes, including delaying the implementation of intermediate life support courses (ILS) but towards the end of the year we were able to resume training healthcare professionals in advanced life support (ALS) including a new collaboration with Royal Papworth Hospital. 142 candidates were trained during the year, including 35 on the joint EAAA/RPH e-ALS.

(ii) Widespread positive awareness

EAAA is fortunate to have a strong positive reputation in the region, but as a charity which relies on public donations in an increasingly competitive market, widening awareness of the importance of its work is more vital than ever before.

The Charity's work with patients underpins all its activities and the regard in which it is held by the community. The Charity recognises that reputation is precious, hard won and easily lost.

Clearly, the pandemic has made the job of maintaining, let alone increasing, awareness much more difficult. Different strategies have been necessary, and in respect of some activities, it has not been possible to deliver a similar programme. Virtual means of delivering our message have been adopted where possible, but, for example, our ability to use canvassers to sign up lottery players has been severely hampered over the last year. Perhaps surprisingly, the loss of players during this time has not been as bad as we first anticipated, but cancellations did become more apparent towards the end of the year. Thankfully the resumption of canvassing activity has turned this around.

Following on from last year's highly successful '#TogetherWe' campaign to raise money for PPE, the Charity ran another campaign to raise funds for carrying blood products on our operational platforms. This again raised significant awareness of our activities and was successful in raising nearly £100k, thereby giving us the green light to work towards this service enhancement, which in some cases has proven lifesaving for particular categories of trauma patients.

We also continued to publish our in-house magazine 'Lift Off' to some 67,000 readers as well as it being available online. This featured articles on some of the pandemic-specific challenges we faced as well as patient stories and our plans for developing our services further.

While maintaining its reputation as a life-saving charity, EAAA will continue to work on raising awareness of what the community can do to help save lives too, through partnership working and placing the organisation as a truly collaborative leader in the sector.

(iii) Secure and sustainable income

Despite the adverse effects of the Pandemic, income for 2020/21 fell by only 5% compared to 2019/20. The Charity's lead income streams of the lottery and legacies remained strong, with the lottery income accounting for 46% of total fundraised income. Legacies continue to develop as a significant revenue stream, representing 25% of total income. We were also very fortunate that the level of income from general donations and regular giving continues to grow, increasing by 9% on 2019/20 levels.

Income from events, trusts and corporate donors were the main areas that were impacted by the Pandemic and the associated restrictions that were in place for much of the year. The Charity was able to adapt its approach to offset much of this; however, income from these areas was £0.84m lower than in 2019/20.

The diversity of income streams has ensured the Charity was well placed to weather the challenges of the Pandemic and work continues to find innovative ways of raising funds to ensure this remains the case for the future.

All Charity staff are encouraged to have two questions in mind - 'am I working in the best interest of the patient?' and 'can I justify this expenditure to any donor?'.

The first question has been covered in the section above. The second question encourages the Charity's staff to seek best value in every decision and minimise waste in every action.

The Charity's reserves policy, detailed later, underpins its financial sustainability, providing not only that prudent provision for a 'once in a lifetime rainy day', but also a source of additional income from those reserves prudently invested. The Charity has been able to benefit from the market conditions to generate a large gain on the investments we hold, which helped to offset the lower income we have suffered in some of our conventional fundraising streams. The last year has demonstrated the wisdom of our trustees over the years, with the reserves called upon to support our operations during a very real example of exactly what the reserves policy was put in place to cater for. The reserves policy is reviewed by Trustees annually.

(iv) Nurture and manage an outstanding team

To deliver the very best care for every patient, the Charity must recruit, support and develop outstanding individuals for each role in the organisation. The success of the Charity is entirely dependent on the contribution of each and every individual.

The guiding principles are the Charity's values, designed by staff in July 2019, which detail how we need to behave in order to succeed. Our recruitment places emphasis on attitude as well as aptitude, which is embedded further during a thorough induction process and continually during employment through frequent '1-2-1's between staff and their line managers and annual appraisals. The latter are also based on the organisation's values. A wide range of training courses are available to staff throughout the year.

Staff are encouraged to take the certificated Level 1 'First Aid at Work' training, delivered in-house, and the Mental Health First Aid programmes. The Charity is also a strong supporter and promoter of the McQueen Charter which recommends good practice in maintaining mental health in the workplace.

During the last year when it has been impossible for staff to be physically together, the Charity put in place extensive welfare and wellbeing resources to support all staff in uncertain times, whether working at home, on the front line or furloughed. Significant effort has been put into communication to keep staff informed and engaged, and careful planning was undertaken to manage the return to some office working when guidelines and internal policies permitted to ensure that concerns were being addressed. Time was taken to undertake introductory staff tours of the new headquarters building before we resumed occupation to demonstrate that it would be a safe environment to work in.

Partly as a result of the engagement and wellbeing activities adopted in recent years, the Charity was delighted to win a number of significant awards during the year which raised awareness of EAAA as a great place to work:

- Norfolk Business Awards: Best Employer (November 2020)
- Best Companies: Best Charity to Work For in the UK, 6th Best Employer in the East of England region, 14th Best Medium-sized business (May 2021)
- Living Sport Awards (Cambridge): Best Employer (November 2020)
- SME Business Awards (Cambridge): Best Employer, Best Not For Profit organisation (March 2020)
- SME Business Awards (Bedfordshire): Business Chameleon (June 2021)

It is a credit to the Charity and its staff that once again recent vacancies at Director and other senior levels have been filled after thorough selection processes by internal candidates.

Key performance indicators

	2021	2020
Total Missions	2,632	2,360
Total Patients	1,769	1,611
Missions by county		
Norfolk	1,181	1,064
Suffolk	491	421
Cambridgeshire	463	396
Bedfordshire	122	146
Essex	169	137
Hertfordshire	194	190
Other	12	6
	2,632	2,360
Patients by incident type		
Cardiac Arrests	433	372
Road Traffic Collisions	342	392
Accidental injury	339	280
Medical emergencies	371	285
Other	284	282
	1,769	1,611

Financial Review

Results for the year

Income

The total income for the year was £14.2m (2020: £14.8m).

Voluntary income other than from legacies totalled £4.1m (2020: £4.9m) of which £345k (2020: £859k) related to restricted income. The total income from government grants was £54k (2020: £420k).

Legacy income totalled £3.5m (2020: £3m) and in accordance with the accounting policy referred to elsewhere, £866k (2020: £758k), being 25% of legacy income, has been credited to the designated Planned Capital Expenditure Fund.

Trading income from EAAA's trading subsidiary which manages the lottery, raffle and sale of merchandise decreased by £42k to £6.4m. Costs decreased significantly by £433k to £0.99m (2020: £1.4m) due to the inability to canvass for new members, giving a net contribution of £5.4m (2020: £4.98m). Canvassing activity, and therefore costs, have since necessarily resumed in order that the lottery membership base is not only maintained but continues to grow.

Expenditure

Expenditure totalled £13.2m, an increase of £0.2m compared to 2020. An increase of £675k related to the costs of delivering charitable services, including helicopter operational costs and the employment of doctors/paramedics (£484k). However, this was offset considerably by reduced costs in fundraising of £478k due to the Pandemic-related constraints on fundraising activity.

Net income before unrealised gains on investment assets totalled £1m (2020: £1.8m) but investment gains of £1.5m (2020 saw a loss of £0.66m) improved the overall increase to the Charity's funds to £2.5m (2020: £1.15m). Total funds stood at £27.2m (2020: £24.6m).

The value of the investment portfolio at 30 June 2021 was £11.3m (2020: £11.3m). At 30 June 2021 bank deposit and current accounts comprised:

	2021 £'000	2020 £'000
Designated cash deposit accounts (for the building of the new Norwich base)	24	3,068
General fund deposit account to cover lottery payments received in advance	518	517
Current account	2,467	1,732

Principal sources of funding

The Charity derives the majority of its income from the lottery (operated by its subsidiary company), legacies and community fundraising.

Reserves

Reserves represent those parts of the Charity's unrestricted funds that are freely available to spend on the Charity's purposes and comprise:

- Designated Funds earmarked or designated for essential future spending – for example to fund a project that could not be met from future income alone
- The General Fund excluding tangible assets such as land and buildings held for the Charity's use

	2021 £'000	2020 £'000
Planned Capital Expenditure Fund (Designated)	400	4,729
General Fund	17,831	15,061
	18,231	19,790

Planned Capital Expenditure Fund

A designated fund is set aside in order to build up sufficient funds for particular capital projects. 25% of income from legacies is allocated to this fund each year, with further enhancements by transfers from the General Fund, at the discretion of the Trustees. The Norwich base capital project and the new hangar at the Cambridge base were completed during the year, and consequently funds were released from the Planned Capital Expenditure Fund to the General Fund as expenditure was incurred. Once all final payments have been made, it is envisaged that this fund will not be required in the near future and therefore any remaining funds will be released back into the General Fund for use in our normal course of operations. The Trustees regularly consider future potential capital needs and, if required, may choose to operate a similar fund in future years.

General Fund

It is the Trustees' policy that free reserves within the General Fund should be held at a level equivalent to approximately 12 months' expenditure. The Trustees consider it prudent to retain this level of reserves for ongoing working capital and to enable the Charity to continue in the event that:

- There is a temporary period of reduced income
- There is an unexpected increase in operational costs
- Unexpected management/overhead costs are incurred

The events of the last twelve months have tested this approach and enabled the Charity to continue not only delivering current service levels but to press ahead with planned service improvements, such as operating HEMS 24/7.

In determining the level of reserves required the Trustees have considered:

- Five-year budgets and forecasts
- Working capital requirements
- Changes in legislation relating to lottery canvassing or other external pressures
- Fluctuations in legacy income
- The planned costs of future service developments and other revenue expenditure projects
- Risks relating to a significant increase in planned voluntary income forecast over the next 5 years
- Potential increases in operational expenditure including additional costs for the direct employment of some doctors and paramedics
- Stock market fluctuations
- Changes in Government policy relating to the provision of Air Ambulance services

At 30 June 2021 the General Fund Reserve was £17.8m, being the equivalent of 16 months' budgeted expenditure for the year to 30 June 2021.

With the planned introduction of enhanced services and moving to 24/7 HEMS, the Trustees plan to use some of the General Fund reserve to meet any additional costs in the short term. In the longer term the planned increase in fundraising income is expected to produce a more balanced budget. Other capital projects will also be considered.

Restricted Funds

Details of the restricted funds, which amounted to £288k at 30 June 2021, are shown in note 17 to the financial statements.

Investment policy

The majority of the Charity's reserves are held in investments and cash or deposit accounts.

A portion of these reserves have been identified as funds required to meet cash flow needs during the next four years including:

(a) Working capital
(b) Expenditure out of restricted funds
(c) Planned capital expenditure

The majority of these reserves are held in cash and deposits emphasizing minimal risk and access at short notice. In addition, accrued income at 30 June 2021 amounted to £5m which included legacy income notified but yet to be received of £4.3m and a Government grant of £27k.

The remaining reserves are held in an investment portfolio to provide capital growth whilst also generating income to support the ongoing activities of the Charity. During the year, the Trustees routinely reviewed the Investment Strategy and, whilst the Trustees do not anticipate the need to realise the portfolio in the foreseeable future, they consider that the investments should be capable of being realised within 6 months.

The key risk to the longer-term reserves is stock market volatility. To mitigate this, the risk profile of the funds is regularly reviewed and, at the end of the year, a decision was made to split the fund into two funds to diversify the risk (transaction completed post year-end). The Trustees understand that this is likely to mean that the capital value of these investments will fluctuate.

The Charity chooses to invest with reputable fund managers who specialise in charities and comply with normal ethical codes of investment.

The Finance Committee has the responsibility for recommending strategy and monitoring the performance of the investments which are held in pooled funds managed by BNY Mellon Fund Managers Limited, an authorised investment manager regulated by the FCA. The Committee reviews the information provided by the investment manager quarterly and reports to the Trustees who are responsible for decision making. The investment manager is required to present in person to the Committee on an annual basis.

Professional advice is taken where appropriate on the investment of cash deposits. EAAA policy is that the amount of cash held in current accounts or other deposit accounts with any one bank or institution is not to exceed £500k for more than three months.

Going concern

The Charity's financial position and performance have been outlined in the financial review above. The Trustees have assessed projected future income, expenditure and cash flows and analysed the strength of the Charity's reserves and liquid assets. Consideration has been given to stability and diversity of various income streams in making this assessment.

The global pandemic has had, and continues to have, an impact on our operations and our fundraising activities. Despite this, the Charity has had the financial resilience to maintain and develop services due to the generosity of our supporters now and across the many years of our history. We anticipate that income will remain lower than originally planned for the next twelve months; however, we are committed to developing new and innovative income opportunities.

The Trustees conclude that there is reasonable expectation that the Charity and its subsidiary have adequate resources to continue their activities for the foreseeable future. We will monitor progress against our longer-term financial plan and take appropriate steps to mitigate factors. Accordingly, the Trustees consider it wholly appropriate to continue to adopt the going concern basis in preparing the financial statements.

Plans for the future

The Charity's current 5 Year Strategic Plan runs from 2020 to 2025 and is configured around four interlinked strands that are mutually supportive in the form of a virtuous circle.

The Charity's clinical and operations teams' focus on the development of improvements and introduction of new technologies has continued and even accelerated during the challenges of the last year as they relentlessly focus on achieving the best possible patient outcomes.

The engagement and fundraising teams will develop wider regular giving and broaden the appeal of the Charity's challenge events, whilst expanding awareness of the Charity's work across the region. There is recognition of the changing landscape of fundraising and the need to adapt, particularly in the way large scale participation events are delivered, and how we engage our supporters through virtual platforms.

EAAA is very proud of its new headquarter building and operating base in Norwich but has so far had little chance to leverage its advantages. The building offers a means to foster closer collaborative working amongst all staff, to engage and welcome visitors and supporters and to foster closer relationships with our community through external use of our meeting space. We are excited about the potential and keen to exploit it.

The pandemic has encouraged the Charity to make flexible and remote working available to all, so the new building has been configured to promote 'social' working while facilitating independent working remotely. Like many other organisations, EAAA is adopting a hybrid working model for many of its staff as we have individually and as an organisation broken the taboo of remote working and have concluded that achieving a balance of working from home and attending the office has many benefits.

After two years of negotiation, EAAA completed a brand new seven year agreement in April 2021 with its helicopter services provider, Babcock Mission Critical Services Onshore. This was agreed on an open book basis, the first contract of this type that either party had entered into. The emphasis is now on embedding the new contractual provisions and ways of working that the agreement introduces, working collaboratively to improve our service and learning together as we gain experience in operating for 24 hours a day by air. As part of the contract, and with the costs included in the agreed monthly charges, both helicopters (Airbus H145) will be upgraded during the next year with a new five-bladed head. This has a number of benefits to the operation and EAAA's patients, particularly a reduction in vibration, enabling more interventions to be performed during patient transit, and an increased payload, delivering an ability to carry more fuel and thereby extending range.

This achievement of this final step in the extension of its core service capability will allow the Charity to focus more effort into prevention, resuscitation training and aftercare, which could reduce the number of patients requiring pre-hospital emergency care, improve the condition in which they are presented, and hasten their rehabilitation after what may well have been the worst moment of their lives. A resuscitation training strategy is being developed that is likely to focus on two basic strands; free of charge community and schools training in basic CPR and the use of defibrillators, and chargeable training of medical professionals in Intermediate Life Support (ILS) and Advanced Life Support (ALS). Given the depth of experience of our clinicians in these areas, we believe EAAA has unique credibility to deliver such training, which will also increase awareness of the Charity and all that it does for its patients amongst these key audiences.

This developing vision is not something that can be delivered by EAAA on its own. It will require research, campaigning and collaboration with other charities, public sector and community organisations and the general public to make a noticeable difference and reduce the impact of trauma and medical emergency on the community.

Structure, governance and management

Constitution

EAAA was established on 6 September 2000 as a charitable company limited by guarantee. It is governed by its Articles of Association which were fully reviewed and updated by the Trustees on 20 February 2018.

East Anglian Air Ambulance (Trading) Limited was formed on 2 January 2001 as a wholly-owned subsidiary to carry out trading activities on behalf of the Charity.

Recruitment and appointment of Trustees

The Directors of the Charity are its Trustees for the purposes of Charity Law and throughout this report are collectively referred to as the Trustees. The Trustees oversee the governance of the Charity and are responsible for ensuring that the Charity is being run in accordance with the strategy and agreed policies and procedures.

The Trustees comprise of at least five and not more than nine persons. Trustees are appointed to serve in three-year terms which can be extended if this is agreed as being in the interests of the Charity. The Chairman may serve for a maximum two additional terms.

Accordingly, during the year, one Trustee retired (The Earl of Iveagh retired on 15 December 2020) and one new Trustee was appointed (A W Wilson was appointed on 15 December 2020).

The current Trustees are the Members of the Charity for Company Law purposes.

The election and re-election of Trustees normally takes place at the Annual Trustees meeting.

A Nomination Committee leads the process of selection of candidates for appointment to the Board of Trustees and to make recommendations to the Trustees regarding plans for succession.

Trustee induction and training

On appointment Trustees are given an induction briefing and a comprehensive Trustee Governance Manual which includes:

- Information about the organisational structure of the Charity
- Guidance on their roles and responsibilities
- The Memorandum and Articles of Association
- The latest statutory and management accounts

Trustees attend training sessions and are encouraged to keep up to date with Charity issues by reading Charity Commission newsletters and other relevant publications. The Charity uses the Charity Commission's Governance Code as a framework by which to assess application of good practice and opportunities for improvements.

East Anglian Air Ambulance

Trustees' Report (including Directors' Report and Strategic Report)

Year ended 30 June 2021

Organisational structure

The Charity is governed by the Trustees who meet every three months and are responsible for the strategy and direction of the organisation.

A Finance Committee comprising four Trustees, the Chief Executive, Company Secretary and representatives of the Executive Team meets quarterly to consider financial matters and reports to the Trustees accordingly.

At the date of this report, the Executive Team comprises:

- Chief Executive
- Director of Engagement and Income
- Medical Director
- Finance Director (and Company Secretary)
- Director of People and Culture
- Head of Operations

The Executive Team directs the day-to-day operational and fundraising activities of the Charity. The Chief Executive provides monthly written reports to the Trustees.

Decisions requiring Trustee approval are defined in the Trustees Governance Manual and include:

- Board and Committee appointments
- The Charity's strategic aims, its objectives and direction
- The appointment and remuneration packages of the Chief Executive and Executive Directors

The Charity is a member of Air Ambulances UK (AAUK), renamed and re-established as a national charity in January 2020. AAUK provides grants and membership services to the UK's air ambulance charities and its wider membership, including ambulance services and the supply chain that supports this valuable life-saving service. Members are governed by a Code of Conduct which formally recognises the integral part that air ambulances play in the medical service provision.

The Chief Executive and other members of the executive team have regular meetings with their counterparts at EEAST and the Essex & Herts Air Ambulance Trust (EHAAT) and Magpas Air Ambulance which also serve the EEAST area.

The Charity's wholly owned trading subsidiary, East Anglian Air Ambulance (Trading) Limited runs a lottery and undertakes certain trading activities. The company operates independently of the Charity in accordance with Charity Commission guidelines.

Remuneration Policy

The success of the Charity is largely dependent on its ability to attract and retain talented staff, with appropriate skills, whose own values align with those of the organisation.

The Charity is therefore committed to investing in its people, both from a remuneration perspective and in terms of their professional and personal development. The last year has also reinforced our long held view regarding the importance of positive wellbeing in the workplace. This has been an area of focus within EAAA for some time and was recognised as being exemplary during the darkest times of the pandemic, reflected in the awards bestowed upon the Charity during the year. It is also reflected in the promotion of the Head of HR to Director of People and Culture.

The Charity has a structured pay policy which ensures that salaries reflect the knowledge, skills, responsibilities, experience and personal competencies required for the satisfactory performance of each role. Salaries are reviewed annually and benchmarked primarily against the non-profit sector, but with an eye on other sectors given the competitive nature of the current employment marketplace.

The remuneration packages of the Chief Executive and Executive Directors are benchmarked against those of similar organisations and are reviewed by the Nominations Committee before being ratified by the Trustees.

Risk management

The Charity has a comprehensive Risk Management Policy. The Risk Register is monitored each month by the Executive Team, with significant risks reviewed quarterly by the Trustees, together with progress in implementing mitigations.

Risks are categorised under the following headings:

- Sustainable business
- EAAA reputation
- Patient outcomes (including clinical)
- Outstanding team

Department Directors are responsible for ensuring that controls are established to mitigate risks through planning and operational decision making, management systems, insurance cover and special advice. A more robust risk management review cycle has been introduced during the last year, with members of the Extended Leadership Team (ELT) driving the process to ensure that all staff are contributing to identifying and managing risks across the organisation. The Charity uses Datix software to report and manage incidents, almost all of which result from one of the risks referred to above.

Where cash is required for capital projects within a two year period, the Trustees move funds from the investment portfolio to cash deposits as a hedge against adverse investment performance. Two such transfers were agreed during the year to ensure sufficient funds were available to complete the construction of the new Norwich Base.

The major risks and uncertainties facing the Charity have been identified as being issues which would lead to a curtailment or cessation of the air ambulance service as a result of:

- A disruption (whether short, medium or long term) in the service availability of the aircraft resulting from technical fault, accident or grounding of all similar aircraft
- A shortfall in the availability of frontline crew (doctors, paramedics or pilots) to support the rota
- A significant and ongoing fall in fundraising income
- The inability of the Charity to meet clinical standards and respond to clinical issues

The Trustees are satisfied that, so far as is practicable, procedures and systems are in place to mitigate these risks and others identified in the risk assessment process.

Health and Safety

EAAA is committed to promoting a positive safety culture throughout the Charity in accordance with its Health & Safety policies, procedures and risk assessments and all legislation.

The Charity will ensure that all operations are carried out in a way to remove and/or control any risk and ensure the health, safety and welfare of all its trustees, staff, volunteers, patients and all those that could be affected by its activities.

Safeguarding

The EAAA safeguarding statement was revised in September 2020:

'EAAA is committed to safeguarding everyone who comes into contact with the service, staff, volunteers, and those who receive care (patients, relatives, and public). EAAA also recognises that children and adults at risk from harm require particular safeguarding measures to be taken. EAAA is committed to providing a culture of zero tolerance of any forms of abuse.'

The Charity's safeguarding policy has been re-written in light of recent Government and Charity Commission guidance. The policy is intended to provide a common understanding of safeguarding issues, develop good practice in responding and recognising safeguarding concerns, outline roles and responsibilities, and clarify governance, monitoring and oversight within the organisation. It has been disseminated within the organisation, and an action plan developed and monitored to ensure our compliance. Safeguarding training has been delivered to our volunteers, is now incorporated in our staff induction programme and all staff (clinical and non-clinical) are also undertaking online safeguarding training on an annual basis to an appropriate level, depending on their role.

Fundraising regulation

The Charity is registered with the Fundraising Regulator and follows the Code of Fundraising Practice issued by the regulator. Further to this the Charity has a Supporter Promise which is published on our website.

Our lottery and raffle activity is also regulated by the Gambling Commission and we adhere to their rules and regulations and complete gambling returns to their specified schedule. The Charity subscribes to the Direct Marketing Association and abides by the requirements of the General Data Protection Regulation (GDPR).

Several of the Fundraising Team are members of the Institute of Fundraising, the Chartered Institute of Marketing and the Direct Marketing Association and use these sources to stay abreast of changes and trends within the sector.

Fundraising complaints

The Charity continues to use an online reporting system for reporting, recording and monitoring all complaints. Fundraising complaints are evaluated daily and responded as quickly as possible.

In the year to 30 June 2021, EAAA received complaints relating to lottery canvassing from less than 0.02% of people contacted.

In accordance with our policy review schedule the Charity's complaints policy was updated in April 2021 and is published on the Charity's website.

Equal opportunities

EAAA is committed to ensuring equal opportunities, fairness of treatment, dignity, work-life balance and the elimination of all forms of discrimination in the workplace for all. The Charity aims to create a working environment in which all individuals are able to make best use of their skills, free from discrimination or harassment, and in which all decisions are based on merit. This commitment extends to staff, applicants, volunteers and contractors engaged in the work of the Charity.

Environmental management

EAAA is committed to setting a good example in minimising its energy consumption and carbon footprint using practical, affordable means that are endorsed and supported by the community.

The Charity recognises that helicopters running on non-renewable hydrocarbon fuel are not exemplars of low carbon transport. The Charity must therefore ensure that it delivers a service which is as efficient and effective as possible, while looking forward to a time when more environmentally friendly means of delivering critical care to patients suffering trauma or medical emergency become available.

Our objectives are to:

- Actively monitor and encourage the development of more eco-friendly means of delivering a pre-hospital emergency medicine service by air and road
- Seek ways of reducing the Charity's carbon footprint throughout the entire operation
- Minimise the Charity's impact on the environment by regularly reviewing and evaluating the efficiency and effectiveness of our work
- Raise staff and volunteer awareness of environmental issues and promote individual good practice by setting eco-friendly values
- Communicate environmental performance both within the organisation and to the Charity's stakeholders annually

The Charity is currently undertaking a review of its environmental and sustainability strategy which it aims to publish and adopt by the end of the next financial year (June 2022).

Regulatory bodies

The Charity is subject to regulation by the Care Quality Commission, Civil Aviation Authority, Charity Commission, Gambling Commission, Information Commissioner and the Fundraising Regulator.

Connections with non-charities

EAAA follows the Charity Commission's guidance which requires charities to consider their relationships with non-charity organisations. The Charity has reviewed its relationship with its trading subsidiary, East Anglian Air Ambulance (Trading) Limited and the following organisations which are involved in delivering services to its beneficiaries:

- Babcock Mission Critical Services Onshore Limited (which owns and runs the aircraft)
- East of England Multi-Professional Deanery (which provides and employs Pre-Hospital Emergency Medicine "PHEM" trainee doctors)
- NHS East of England Ambulance Service Trust (EEAST) which provides PHEM trained paramedics, and manages the Critical Care Desk and the deployment of missions

Arrangements with these organisations and any risks identified in working with them are reviewed on a regular basis and action taken where appropriate.

East Anglian Air Ambulance

Trustees' Report (including Directors' Report and Strategic Report)

Year ended 30 June 2021

Trustees' responsibilities

The Trustees (who are also directors of EAAA for the purposes of company law) are responsible for preparing the Trustees' Report (including the Strategic Report) and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charitable company and group and of the incoming resources and application of resources, including the income and expenditure, of the group for the year. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP 2015 (FRS 102);
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material
- departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company and the group will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and group and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- there is no relevant audit information of which the charitable company's auditor is unaware; and
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

Signed by order of the Trustees on 8 December 2021.
Major General Sir William Cubitt KCVO CBE DL (Chairman)



East Anglian Air Ambulance

Independent Auditor's Report to the Members of East Anglian Air Ambulance

Year ended 30 June 2021

Opinion

We have audited the financial statements of East Anglian Air Ambulance (the 'parent charitable company') and its subsidiary (the 'group') for the year ended 30 June 2021 which comprise the Group Statement of Financial Activities (including the Income and Expenditure account), the Group and Parent Charitable Company Balance Sheets, the Group Statement of Cash Flows and 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 30 June 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.

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

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the Trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the group's or the parent charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. 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.

In connection with our audit of the financial statements, 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 audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. 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.

Opinion 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' Annual Report (including the Strategic Report and Trustees' Report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Strategic Report and the Trustees' 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 the 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 Trustees' Report.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not 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 Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of Trustees

As explained more fully in the Trustees' Responsibilities Statement set out on page 25, 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 the 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

We have been appointed auditor under the Companies Act 2006 and report in accordance with this Act.

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:

- Enquiry of management and those charged with governance;
- Enquiry of entity staff compliance functions to identify any instances of non-compliance with laws and regulations;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations;
- Performing audit work over the risk of management override of controls, including testing of journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for bias.

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. This description forms part of our auditor's report.

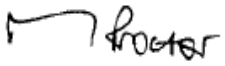
East Anglian Air Ambulance

Independent Auditor's Report to the Members of East Anglian Air Ambulance

Year ended 30 June 2021

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. 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 for our audit work, for this report, or for the opinions we have formed.



Mark Proctor FCA DChA (Senior Statutory Auditor)

For and on behalf of
Lovewell Blake LLP
Chartered Accountants and statutory auditor
Bankside 300
Peachman Way
Broadland Business Park
Norwich
NR7 0LB

31 January 2022

East Anglian Air Ambulance

Group Statement of Financial Activities (Including Income and Expenditure Account)

Year ended 30 June 2021

	Note	Unrestricted Funds £	Restricted Funds £	Total Funds 2021 £	Total Funds 2020 £
Income					
Donations and legacies	**2**	7,202,525	345,297	7,547,822	7,920,787
Other trading activities	**3**	6,352,323	-	6,352,323	6,393,504
Investments	**4**	233,493	-	233,493	351,082
Other	**5**	99,802	-	99,802	169,235
Total income		13,888,143	345,297	14,233,440	14,834,608
Expenditure					
Raising funds	**6**	2,805,329	-	2,805,329	3,283,418
Charitable activities	**7**	10,188,071	223,993	10,412,064	9,737,940
Total expenditure		12,993,400	223,993	13,217,393	13,021,358
Net income before gains on investments		894,743	121,304	1,016,047	1,813,250
Net gains/(losses) on investments	**13**	1,531,665	-	1,531,665	(664,480)
Net income		2,426,408	121,304	2,547,712	1,148,770
Transfers between funds	**17**	282,664	(282,664)	-	-
Net movements in funds		2,709,072	(161,360)	2,547,712	1,148,770
Total funds brought forward	**17**	24,156,217	449,149	24,605,366	23,456,596
Total funds carried forward	**17**	26,865,289	287,789	27,153,078	24,605,366

All income and expenditure derive from continuing activities.

The Statement of Financial Activities includes all gains and losses recognised during the year.

The notes on pages 33 to 52 form part of these financial statements.

East Anglian Air Ambulance

Group and Parent Charitable Company Balance Sheets

30 June 2021

	Note	Group 2021 £	Group 2020 £	Charity 2021 £	Charity 2020 £
Fixed assets					
Tangible assets	**12**	8,634,319	4,366,300	8,634,319	4,366,300
Investments	**13**	11,325,644	11,293,979	11,325,646	11,293,981
Cash at bank and in hand					
Designated fund deposits		23,639	3,068,351	23,639	3,068,351
		19,983,602	18,728,630	19,983,604	18,728,632
Current assets					
Stocks	**14**	148,789	113,983	128,452	101,298
Debtors	**15**	5,866,999	5,173,604	7,153,581	5,460,778
Cash on deposit		518,095	517,493	518,095	517,493
Cash at bank and in hand		2,467,141	1,731,959	603,420	929,627
		9,001,024	7,537,039	8,403,548	7,009,196
Creditors: Amounts falling due within one year	**16**	(1,831,548)	(1,660,303)	(1,236,953)	(1,135,341)
Net current assets		7,169,476	5,876,736	7,166,595	5,873,855
Total assets less current liabilities		27,153,078	24,605,366	27,150,199	24,602,487
Net assets		27,153,078	24,605,366	27,150,199	24,602,487
Charity Funds					
Restricted funds	**17**	287,789	449,149	287,789	449,149
Unrestricted funds					
Designated funds	**17**	400,000	4,728,733	400,000	4,728,733
General fund	**17**	26,465,289	19,427,484	26,462,410	19,424,605
Total unrestricted funds		26,865,289	24,156,217	26,862,410	24,153,338
Total Charity funds		27,153,078	24,605,366	27,150,199	24,602,487

The financial statements were approved and authorised for issue by the Board on 8 December 2021.

Signed on behalf of the board of Trustees





Major General Sir William Cubitt KCVO CBE DL (Chairman) N R Savory FCA DL

Company number: 04066700

The notes on pages 33 to 52 form part of these financial statements.

East Anglian Air Ambulance

Group Statement of Cash Flows

Year ended 30 June 2021

	Note	Group 2021 £	Group 2020 £
Net cash flow from operating activities	**23**	700,294	1,180,838
Cash flows from investing activities			
Income received from investments		231,495	307,710
Payments to acquire tangible fixed assets		(4,742,715)	(2,839,748)
Bank interest received		1,998	43,372
Disposal of investments		1,500,000	500,000
Net cash flow from investing activities		(3,009,222)	(1,988,666)
Net decrease in cash and cash equivalents		(2,308,928)	(807,828)
Cash and cash equivalents at 1 July 2020	**24**	5,317,803	6,125,631
Cash and cash equivalents at 30 June 2021	**24**	3,008,875	5,317,803
Cash and cash equivalents consists of:			
Cash at bank and in hand		3,008,875	5,317,803
Cash and cash equivalents at 30 June 2021	**24**	3,008,875	5,317,803

The notes on pages 33 to 52 form part of these financial statements.

East Anglian Air Ambulance

Notes to the Financial Statements

Year ended 30 June 2021

1. General information

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

(a) General information and basis of preparation

East Anglian Air Ambulance is a private charitable company limited by guarantee in the United Kingdom. The registered office is Helimed House, Hangar 14, Gambling Close, Norwich Airport, Norwich, NR6 6EG. The nature of the charity's operations and principal activities are to relieve sickness and injury by the provision of an air ambulance service.

The Charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice published in October 2019, applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Companies Act 2006 and UK Generally Accepted Practice as it applies from 1 January 2015.

The financial statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements are prepared in Sterling which is the functional currency of the Charity.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

(b) Group financial statements

The financial statements consolidate the results of the Charity and its wholly owned subsidiary East Anglian Air Ambulance (Trading) Limited on a line by line basis. A separate Statement of Financial Activities, or Income and Expenditure account, for the Charity itself is not presented because the Charity has taken advantage of the exemptions afforded by Section 408 of the Companies Act 2006.

(c) Funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The aim and use of each restricted fund is set out in the notes to the financial statements.

1. General information (continued)

(d) Income

All income is included in the Statement of Financial Activities when entitlement has passed to the charity, it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured.

For donations to be recognised the Charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained then income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the charity and it is probable that they will be fulfilled.

Legacies are included in the Statement of Financial Activities when the legacy has been received unless, before receipt, there is sufficient evidence to provide the necessary certainty that the legacy will be received and the value of the incoming resources can be measured with sufficient reliability.

Donated goods and professional services are recognised as income when the Charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the Charity is probable and can be measured reliably. In accordance with the Charity SORP, general volunteer time is not recognised. Upon receipt, donated goods and services are recognised on the basis of the fair value to the Charity, being the amount the Charity would have been willing to pay to obtain the services on the open market. An equivalent amount is recognised as expenditure in the period of receipt.

Investment income is earned through holding assets for investment purposes such as shares. It includes dividends and interest. Where it is not practicable to identify investment management costs incurred within a scheme with reasonable accuracy the investment income is reported net of these costs. It is included when the amount can be measured reliably. Interest income is recognised using the effective interest method and dividend income is recognised as the Charity's right to receive payment is established.

Income from trading activities includes income earned from fundraising events and trading activities to raise funds for the Charity. Income is received in exchange for supplying goods and services in order to raise funds and is recognised when entitlement has occurred.

Income from the government and other grants are recognised at fair value when the Charity has entitlement after any performance conditions have been met, if it is probable that the income will be received and the amount can be measured reliably. If entitlement is not met then these amounts are deferred.

1. General information (continued)

(e) Legacies

With effect from 1 July 2012, 25% of all legacies received are credited directly to the Planned Capital Expenditure designated fund, unless otherwise agreed with the Executors. If the will indicates how the legacy is to be used it is credited to a restricted fund.

(f) Expenditure recognition

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure includes any VAT which cannot be recovered and is charged as an expense in the Statement of Financial Activities in the year in which it is incurred. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, if it is probable that the settlement will be required and the amount of the obligation can be measured reliably. It is categorised under the following headings:

Costs of raising funds comprise the costs associated with attracting voluntary income and the costs of trading for fundraising purposes including merchandise and lottery.

Expenditure on charitable activities comprises those costs incurred by the Charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Governance costs include those costs associated with meeting the constitutional and statutory requirements of the Charity and include the audit fees and costs linked to the strategic management of the Charity.

All costs are allocated between the expenditure categories of the Statement of Financial Activities on a basis designed to reflect the use of the resource. Costs relating to a particular activity are allocated directly, others are apportioned on an appropriate basis e.g. floor areas, staff time or estimated usage as set out in notes 6 and 7.

(g) Operating leases

Rentals applicable to operating leases are charged to the Statement of Financial Activities on a straight line basis over the period in which the cost is incurred.

Amounts payable for the provision of the helicopter are charged to the Statement of Financial Activities in the period to which they relate.

1. General information (continued)

(h) Tangible fixed assets

Tangible fixed assets are stated at cost less accumulated depreciation.

Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows:

Norwich base - building	- 2% straight line
Norwich base - leasehold land	- 150 years straight line
Plant & motor vehicles	- 20% straight line
Cambridge base - leasehold land & buildings	- 5% straight line
Medical & helicopter equipment	- 25% straight line
Fixtures, fittings, computers & database	- 33.3% straight line
Website	- 20% straight line

All items costing less than £500 are written off in the year of purchase.

(i) Fixed asset investments

Fixed asset investments comprise shares held in the subsidiary company, East Anglian Air Ambulance (Trading) Limited, together with a portfolio of quoted investments in pooled funds managed by BNY Mellon Fund Managers Limited. Investments in subsidiaries are measured at cost less impairment. Quoted investments are revalued to their fair value at the balance sheet date and the unrealised gain or loss is taken to the Statement of Financial Activities.

(j) Stocks

Stocks are valued at the lower of cost and net realisable value.

(k) Pensions

The Charity operates a defined contribution pension scheme. The charge in the Statement of Financial Activities represents the contributions payable by the Charity during the year.

(l) Tax

The Charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

1. General information (continued)

(m) Judgements and key sources of estimation uncertainty

The following judgements (apart from those involving estimates) have been made in the process of applying the above accounting policies that have had the most significant effect on amounts recognised in the financial statements:

(i) Accrued legacy income

Management judgements are required to estimate a suitable amount of legacy income to accrue at the reporting date. The amount is calculated based on the conditions set out in the Charity SORP (FRS 102).

At 30 June 2021 the financial statements include accrued legacy income of £4,277,260 (2020: £2,726,715).

(ii) Donated goods and services

Management judgement is used to estimate the fair value of professional services donated to the Charity. This is in respect of Doctors and Critical Care Paramedics and pro bono professional services. This is calculated based on the fair value to the Charity, being the number of hours donated multiplied by the hourly rate that the Charity would have expected to be charged to obtain the services on the open market.

The financial statements for the year ended 30 June 2021 include donated goods and services of £1,237,933 (2020: £919,026).

1. General information (continued)

(n) Financial instruments

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted.

Debt instruments are subsequently measured at amortised cost.

Other financial instruments are subsequently measured at fair value, with any changes recognised in the Statement of Financial Activities.

2. Income from donations and legacies

	2021			2020		
	Unrestricted Funds	Restricted Funds	Total Funds	Unrestricted Funds	Restricted Funds	Total Funds
	£	£	£	£	£	£
Collections & collecting tins	58,322	-	58,322	122,283	-	122,283
Third party & Charity events	396,184	-	396,184	881,121	-	881,121
Grants from trusts	181,168	-	181,168	404,028	-	404,028
Corporate donors	174,681	-	174,681	246,891	-	246,891
General donations	898,220	-	898,220	822,587	-	822,587
In memoriam	437,456	-	437,456	420,263	-	420,263
Gift Aid tax reclaimable	248,338	-	248,338	91,530	-	91,530
Circle of Benefactors	104,659	-	104,659	121,435	-	121,435
HM Treasury Capital Funding	-	-	-	-	336,472	336,472
Donations towards medical equipment	-	345,297	345,297	-	522,574	522,574
Donated goods and services	1,237,933	-	1,237,933	919,026	-	919,026
Legacies	3,465,564	-	3,465,564	3,032,577	-	3,032,577
	7,202,525	345,297	7,547,822	7,061,741	859,046	7,920,787

Total income from Government grants amounted to £57,468 (2020: £420,133), which includes £57,468 (2020: £83,661) shown within other income in note 5.

3. Income from other trading activities

	2021			2020		
	Unrestricted Funds	Restricted Funds	Total Funds	Unrestricted Funds	Restricted Funds	Total Funds
	£	£	£	£	£	£
Lottery income	5,968,936	-	5,968,936	6,002,224	-	6,002,224
Raffle income	319,642	-	319,642	325,498	-	325,498
Merchandise income	62,412	-	62,412	62,041	-	62,041
Scratch card income	1,333	-	1,333	3,741	-	3,741
	6,352,323	-	6,352,323	6,393,504	-	6,393,504

4. Income from investments

	2021			2020		
	Unrestricted Funds	Restricted Funds	Total Funds	Unrestricted Funds	Restricted Funds	Total Funds
	£	£	£	£	£	£
Bank interest received	1,998	-	1,998	43,372	-	43,372
Dividends received	231,495	-	231,495	307,710	-	307,710
	233,493	-	233,493	351,082	-	351,082

5. Other income

	2021			2020		
	Unrestricted Funds	Restricted Funds	Total Funds	Unrestricted Funds	Restricted Funds	Total Funds
	£	£	£	£	£	£
Income from recycling	4,154	-	4,154	18,908	-	18,908
Furlough grant received	57,468	-	57,468	83,661	-	83,661
Training courses	38,180	-	38,180	66,666	-	66,666
	99,802	-	99,802	169,235	-	169,235

6. Analysis of expenditure on raising funds

	Costs of generating voluntary income £	Fundraising trading (lottery) £	Fundraising trading £	Total 2021 £	Total 2020 £
Fundraising & event costs	143,990	204,213	-	348,203	506,547
Lottery prizes	-	158,300	-	158,300	160,996
Canvassers and agents commission	-	301,821	-	301,821	732,591
Marketing and consultancy	155,840	11,520	-	167,360	176,829
Goods for resale	-	-	45,294	45,294	32,581
Staff costs	1,099,610	168,467	39,570	1,307,647	1,244,673
Premises establishment costs	87,209	9,232	9,702	106,143	89,705
Administration costs	181,843	150,120	6,627	338,590	318,734
Depreciation and profit/loss on disposal of fixed assets	19,087	4,295	8,589	31,971	20,762
Total 2021 (unrestricted)	1,687,579	1,007,968	109,782	2,805,329	3,283,418
Total 2020 (unrestricted)	1,747,040	1,444,835	91,543	3,283,418	

Costs are allocated directly or apportioned on the following basis:

Staff costs	Staff time
Premises establishment costs	Floor area
General office administration costs	Staff time
Training and recruitment costs	Staff time
Legal and professional	Time
Depreciation	Usage
Bank charges and interest	Transactions

7. Analysis of expenditure on charitable activities

	Operational & support costs £	Governance costs £	Total 2021 £	Total 2020 £
Helicopter costs	5,647,843	-	5,647,843	5,331,962
Doctors' salaries and fees	758,776	-	758,776	1,285,634
Doctors and Critical Care Paramedics - donated services	1,157,133	-	1,157,133	919,026
Legal and professional - pro bono services	80,800	-	80,800	-
Other staff costs	1,555,178	-	1,555,178	1,179,255
Medical consumables and other clinical costs	202,394	-	202,394	161,958
Premises establishment costs	103,777	-	103,777	83,282
Administration costs	420,280	43,157	463,437	477,420
Depreciation and profit/loss on disposal of fixed assets	442,726	-	442,726	299,403
	10,368,907	43,157	10,412,064	9,737,940
Restricted	223,993	-	223,993	
Unrestricted	10,144,914	43,157	10,188,071	
Total 2021	10,368,907	43,157	10,412,064	
Restricted	76,453	-	76,453	
Unrestricted	9,614,578	46,909	9,661,487	
Total 2020	9,691,031	46,909	9,737,940	

Costs are allocated directly or apportioned on the following basis:

Staff costs	Staff time
Premises establishment costs	Floor area
General office administration costs	Staff time
Training and recruitment costs	Staff time
Legal and professional	Time
Depreciation	Usage
Bank charges and interest	Transactions

8. Net income for the year

Net income is stated after charging:	2021	2020
	£	£
Depreciation of tangible assets	474,696	320,165
Operating lease rentals - helicopter standing charges	4,930,261	4,527,688
Operating lease rentals - other	105,944	96,951

9. Auditor's remuneration

	2021	2020
	£	£
Audit of the Charity's annual financial statements	12,700	12,300
Audit of the subsidiary company's annual financial statements	7,350	7,150
Professional services	12,353	17,044
	32,403	36,494

10. Trustees' and key management personnel remuneration and expenses

The Trustees did not receive any remuneration from the Charity during the year or in the previous year.

No members of the Board received expenses in the course of their duties during the year in respect of travel and subsistence (2020: none).

The total amount of employee benefits received by key management personnel was £511,392 (2020: £461,521). The Trustees consider the key management personnel to be the CEO and five executive team members (2020: CEO and five executive team members).

11. Staff costs and employee benefits

The average number of contracted employees and full time equivalent (FTE) during the year was as follows:

	2021	2020	2021	2020
	No.	No.	FTE No.	FTE No.
Operations	11	11	9	9
Doctors	11	9	6	6
Locum Doctors	24	25	-	-
Lottery	3	3	3	3
Fundraising	28	27	26	25
Communications and marketing	4	4	4	4
Administration	16	17	15	16
Faculty	5	-	-	-
	102	96	63	63

11. Staff costs and employee benefits (continued)

The total staff costs and employee benefits were as follows:

	2021	2020
	£	£
Wages and salaries	2,887,774	2,690,842
Social security costs	295,146	272,485
Pension contributions	143,665	133,990
Life insurance	8,406	7,078
	3,334,991	3,104,395

The aggregate ex-gratia payments during the year totalled £nil (2020: £10,000).

The number of employees who received total employee benefits (excluding pension contributions) of more than £60,000 was as follows:

	2021	2020
	No.	No.
£60,000 to £70,000	1	2
£70,000 to £80,000	2	-
£90,000 to £100,000 *	1	1
£100,000 to £110,000 **	2	-
£110,000 to £120,000	-	1
£120,000 to £130,000 **	1	1

Year ended 30 June 2021: * Chief Executive, ** Doctors.

12. Tangible fixed assets - Group

	Long leasehold land & buildings - Norwich base	Short leasehold land & buildings - Cambridge base	Plant & motor vehicles	Fixtures, fittings and computers	Medical & helicopter equipment	Total
	£	£	£	£	£	£
Cost						
At 1 July 2020	2,312,800	1,566,092	480,661	510,598	1,106,616	5,976,767
Additions	3,980,855	443,809	8,235	215,917	93,899	4,742,715
At 30 June 2021	6,293,655	2,009,901	488,896	726,515	1,200,515	10,719,482
Depreciation						
At 1 July 2020	-	347,337	302,860	409,888	550,382	1,610,467
Charge for the year	45,463	89,271	64,992	75,524	199,446	474,696
At 30 June 2021	45,463	436,608	367,852	485,412	749,828	2,085,163
Net book value						
At 30 June 2021	6,248,192	1,573,293	121,044	241,103	450,687	8,634,319
At 30 June 2020	2,312,800	1,218,755	177,801	100,710	556,234	4,366,300

12. Tangible fixed assets - Charity

	Long leasehold land & buildings - Norwich base	Short leasehold land & buildings - Cambridge base	Plant & motor vehicles	Fixtures, fittings and computers	Medical & helicopter equipment	Total
	£	£	£	£	£	£
Cost						
At 1 July 2020	2,312,800	1,566,092	480,661	499,934	1,106,616	5,966,103
Additions	3,980,855	443,809	8,235	215,917	93,899	4,742,715
At 30 June 2021	6,293,655	2,009,901	488,896	715,851	1,200,515	10,708,818
Depreciation						
At 1 July 2020	-	347,337	302,860	399,224	550,382	1,599,803
Charge for the year	45,463	89,271	64,992	75,524	199,446	474,696
At 30 June 2021	45,463	436,608	367,852	474,748	749,828	2,074,499
Net book value						
At 30 June 2021	6,248,192	1,573,293	121,044	241,103	450,687	8,634,319
At 30 June 2020	2,312,800	1,218,755	177,801	100,710	556,234	4,366,300

13. Fixed asset investments

	Group 2021	Group 2020	Charity 2021	Charity 2020
	£	£	£	£
Market value at 1 July 2020	11,293,979	12,458,459	11,293,979	12,458,459
Disposals	(1,500,000)	(500,000)	(1,500,000)	(500,000)
Net gain/(loss) on revaluation	1,531,665	(664,480)	1,531,665	(664,480)
Market value at 30 June 2021	11,325,644	11,293,979	11,325,644	11,293,979
Investment in subsidiary at 1 July 2020 and 30 June 2021	-	-	2	2
Carrying value at 30 June 2021	11,325,644	11,293,979	11,325,646	11,293,981
Investments at fair value comprise:				
Equities	11,325,644	11,293,979	11,325,644	11,293,979
Total	11,325,644	11,293,979	11,325,644	11,293,979

13. Fixed asset investments (continued)

Investments at fair value represent the investment in the Newton Growth and Income Fund For Charities. The fair value is determined by reference to the market value at the balance sheet date.

The Charity holds 2 shares of £1 each in its wholly owned subsidiary company East Anglian Air Ambulance (Trading) Limited (company number 04136827) which is incorporated in the United Kingdom. The company runs a lottery, operates Grand Raffle Draws and sells merchandise. The profits of the company are donated to the East Anglian Air Ambulance by Gift Aid.

The summary financial performance of the subsidiary is:

	2021	2020
	£	£
Turnover	6,351,645	6,393,504
Expenditure	(984,807)	(1,417,370)
Bank interest receivable	710	5,826
Profit	5,367,548	4,981,960
Amount donated to East Anglian Air Ambulance by Gift Aid	5,367,548	4,981,960
Net assets	2,881	2,881

14. Stocks

	Group 2021	Group 2020	Charity 2021	Charity 2020
	£	£	£	£
Retail goods for resale	166	306	-	140
Drugs and medical consumables	148,623	113,677	128,452	101,158
	148,789	113,983	128,452	101,298

15. Debtors

	Group 2021	Group 2020	Charity 2021	Charity 2020
	£	£	£	£
Trade debtors	20,934	40,975	20,115	21,975
Amount due from subsidiary undertakings	-	-	1,523,816	367,992
Other debtors	131	97,153	-	96,655
VAT	36,751	625,226	1,438	588,866
Prepayments	807,416	611,494	606,445	586,534
Accrued income	5,001,767	3,798,756	5,001,767	3,798,756
	5,866,999	5,173,604	7,153,581	5,460,778

Accrued income includes accrued legacy income of £4,277,260 (2020: £2,726,715) and HM Treasury capital funding of £27,133 (2020: £790,313).

16. Creditors: amounts falling due within one year

	Group 2021	Group 2020	Charity 2021	Charity 2020
	£	£	£	£
Bank loans and overdrafts	9,349	-	-	-
Trade creditors	839,009	792,104	778,183	763,419
Taxation and social security	93,890	80,634	93,890	80,634
Accruals and deferred income	886,968	782,135	362,548	288,708
Other creditors	2,332	5,430	2,332	2,580
	1,831,548	1,660,303	1,236,953	1,135,341

Included within accruals and deferred income is £508,404 (2020: £481,927) relating to income from lottery ticket sales received in advance. This relates to monies received before the year end for draws held at later dates. Deferred income from 2020 of £505,496 (2020: deferred income from 2019 of £513,496) has been credited to the Statement of Financial Activities during the year.

17. Analysis of charitable funds

Analysis of movements in unrestricted funds

Year ended 30 June 2021

	Balance at 1 July 2020	Income	Expenditure	Transfers	Investment gains	Balance at 30 June 2021
	£	£	£	£	£	£
General Fund	19,427,484	13,021,752	(12,993,400)	5,477,788	1,531,665	26,465,289
Designated Planned Capital Expenditure Fund	4,728,733	866,391	-	(5,195,124)	-	400,000
	24,156,217	13,888,143	(12,993,400)	282,664	1,531,665	26,865,289

The transfer to the General Fund comprises £282,664 from the HM Treasury Capital Fund following the completion of the new Cambridge hangar and £5,195,124 from the Designated Planned Capital Expenditure Fund relating to the Norwich base and the additional cost of the Cambridge hangar which was not covered by the HM Treasury Capital grant.

17. Analysis of charitable funds (continued)

Year ended 30 June 2020

	Balance at 1 July 2019	Income	Expenditure	Transfers	Investment losses	Balance at 30 June 2020
	£	£	£	£	£	£
General Fund	16,887,071	13,217,418	(12,944,905)	2,932,380	(664,480)	19,427,484
Designated Planned Capital Expenditure Fund	5,985,637	758,144	-	(2,015,048)	-	4,728,733
	22,872,708	13,975,562	(12,944,905)	917,332	(664,480)	24,156,217

Transfers to the General Fund comprise amounts from the restricted Medical Equipment Fund of £518,661, HM Treasury Capital Fund of £389,086 and Norwich Base Fund of £9,585 and from the designated Planned Capital Expenditure Fund of £2,015,048. All of these transfers are in respect of tangible assets purchased.

Analysis of movements in restricted funds

Year ended 30 June 2021

	Balance at 1 July 2020	Income	Expenditure	Transfers	Balance at 30 June 2021
	£	£	£	£	£
Medical Equipment Fund	47,922	279,588	(158,284)	-	169,226
Training Fund	-	4,620	(4,620)	-	-
Covid Response Fund	-	61,089	(61,089)	-	-
HM Treasury Capital Fund	401,227	-	-	(282,664)	118,563
	449,149	345,297	(223,993)	(282,664)	287,789

The transfer from the HM Treasury Capital Fund of £282,664 relates to the amount of grant funding received towards the cost of the Cambridge hangar, which was completed during the year. This was transferred to the General Fund.

Year ended 30 June 2020

	Balance at 1 July 2019	Income	Expenditure	Transfers	Balance at 30 June 2020
	£	£	£	£	£
Medical Equipment Fund	113,587	522,574	(69,578)	(518,661)	47,922
Training Fund	6,875	-	(6,875)	-	-
HM Treasury Capital Fund	453,841	336,472	-	(389,086)	401,227
Norwich Base Fund	9,585	-	-	(9,585)	-
	583,888	859,046	(76,453)	(917,332)	449,149

Transfers comprise amounts from the Medical Equipment Fund of £518,661, HM Treasury Capital Fund of £389,086 and Norwich Base Fund of £9,585 to the General Fund in respect of tangible assets purchased.

17. Analysis of charitable funds (continued)

Fund descriptions

(a) General funds

These represent the tangible fixed assets and 'free reserves' of the group excluding designated funds.

(b) Designated funds

Planned Capital Expenditure Fund
In addition the Charity has a "designated" fund set aside from legacy and other income towards the cost of capital projects planned during the next five years.

25% of all legacy income is credited directly to this fund, unless otherwise agreed with the executors or the terms of the will state otherwise. The fund may also be enhanced by transfers from the General Fund, at the discretion of the Trustees, in order to build up sufficient reserves for particular planned projects.

	£
Fund balance at 1 July 2020	4,728,733
25% of legacy income	866,391
Transfer to General Fund	(5,195,124)
Fund balance at 30 June 2021	400,000

(c) Restricted funds

Medical Equipment Fund
This fund represents donations received towards the purchase of medical equipment. Once the equipment has been purchased the cost is transferred back to unrestricted funds. The balance carried forward at 30 June 2021 is £169,226 (2020: £47,922).

Training Fund
This fund represented donations received towards training costs. The balance carried forward at 30 June 2021 is £nil (2020: £nil).

HM Treasury Capital Fund
This fund comprises funding receivable from HM Treasury towards the new Norwich base, the purchase of Rapid Response Vehicles and night vision goggles. The balance carried forward at 30 June 2021 is £118,563 (2020: £401,227).

Norwich Base Fund
This fund comprised donations received towards the cost of the new base in Norwich. The balance carried forward at 30 June 2021 is £nil (2020: £nil).

Covid Response Fund
This fund comprises income received towards dealing with the Covid-19 pandemic. The balance carried forward at 30 June 2021 is £nil.

18. Analysis of group net assets between funds

At 30 June 2021

	General Fund £	Designated Funds £	Restricted Funds £	Total £
Fixed asset investments	11,325,644	-	-	11,325,644
Tangible fixed assets	8,634,319	-	-	8,634,319
Stock	148,789	-	-	148,789
Debtors	5,839,866	-	27,133	5,866,999
Bank	2,348,219	400,000	260,656	3,008,875
Creditors	(1,831,548)	-	-	(1,831,548)
Fund balances at 30 June 2021	26,465,289	400,000	287,789	27,153,078

At 30 June 2020

	General Fund £	Designated Funds £	Restricted Funds £	Total £
Fixed asset investments	11,293,979	-	-	11,293,979
Tangible fixed assets	4,366,300	-	-	4,366,300
Stock	113,983	-	-	113,983
Debtors	3,701,612	681,679	790,313	5,173,604
Bank	1,611,913	4,047,054	(341,164)	5,317,803
Creditors	(1,660,303)	-	-	(1,660,303)
Fund balances at 30 June 2020	19,427,484	4,728,733	449,149	24,605,366

19. Operating lease commitments

The total future minimum lease payments under non-cancellable operating leases are as follows:

	Land & buildings 2021 £	Aircraft 2021 £	Land & buildings 2020 £	Aircraft 2020 £
Operating leases expiring:				
Not later than one year	-	5,238,336	99,940	4,884,635
Later than one and not later than five years	-	20,953,344	37,149	2,072,450
Later than five years	-	9,167,088	-	-
	-	35,358,768	137,089	6,957,085

Under the terms of the contract, lease payments on the aircraft are linked to various indices. As a result of this amounts payable in the future may fluctuate.

20. Trustees indemnity insurance

During the year the Charity purchased an insurance policy which is designed specifically for Charity Trustees. The cost of this policy for the year was £1,296 (2020: £994).

21. Company status

The Company is limited by guarantee. In the event of winding up, each member is liable to contribute a sum not exceeding £1.

22. Surplus of the Charity (parent company)

A surplus of £2,547,712 (2020: £1,148,770) has been recognised in the accounts of the Charity. The Charity is not required to produce its own profit and loss account because of the exemption provision in Section 408 of the Companies Act 2006.

23. Reconciliation of net movement in funds to net cash flow from operating activities

	Group 2021 £	Group 2020 £
Net income for the year	2,547,712	1,148,770
Income received from investments	(231,495)	(307,710)
Depreciation of tangible fixed assets	474,696	320,165
Net (gains)/losses on investments	(1,531,665)	664,480
Bank interest received	(1,998)	(43,372)
Increase in stocks	(34,806)	(44,306)
Increase in debtors	(693,395)	(996,063)
Increase in creditors	171,245	438,874
Net cash flows from operating activities	700,294	1,180,838

24. Reconciliation of net cash flow movement to movement in net funds

	Group 2021 £	Group 2020 £
Decrease in cash in the period & change in net funds	(2,308,928)	(807,828)
Net funds at 1 July 2020	5,317,803	6,125,631
Net funds at 30 June 2021	3,008,875	5,317,803

The Charity holds a bank deposit of £518,095 (2020: £517,493) on behalf of East Anglian Air Ambulance (Trading) Limited.

25. Related party transactions

The company has taken advantage of the exemptions conferred by FRS 102 not to make disclosures regarding transactions with East Anglian Air Ambulance (Trading) Limited.

The Charity received donations totalling £10,000 (2020: £18,605) from Charitable Trusts and another entity connected to a Trustee.

The Charity purchased services amounting to £nil (2020: £275) from Hansells Solicitors and Financial Advisers, a business in which R S Holden has an interest.

The Charity purchased services amounting to £2,850 (2020: £19,269) from Mills & Reeve LLP, a business in which D Astill has an interest.

The Charity made purchases amounting to £nil (2020: £125) from R C Snelling Limited, a business in which N Savory is a director.

26. Financial instruments

The carrying amounts of the group and charity's financial instruments are as follows:

	Group 2021 £	Group 2020 £	Charity 2021 £	Charity 2020 £
Financial assets				
Measured at fair value through net income	11,325,644	11,293,979	11,325,644	11,293,979

27. Capital commitments

The Charity had capital commitments at 30 June 2021 of £167,157 (2020: £4,047,972).