



# ANNUAL **REPORT** & FINANCIAL STATEMENTS

2024/2025





**THE VERY  
BEST CARE,  
WHEN THE  
VERY WORST  
HAPPENS.**



**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 contributory 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.

## 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





## 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



1,483

Helicopter taskings



1,304

Critical care car taskings



975

Night-time taskings



665

Patients and families supported with aftercare



156

Children treated



£4,250

Cost of a tasking



32,109

Trained in community CPR

16 taskings in one day

(2 September 2024)



289

Regular volunteers



59

Missions funded by volunteer hours



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

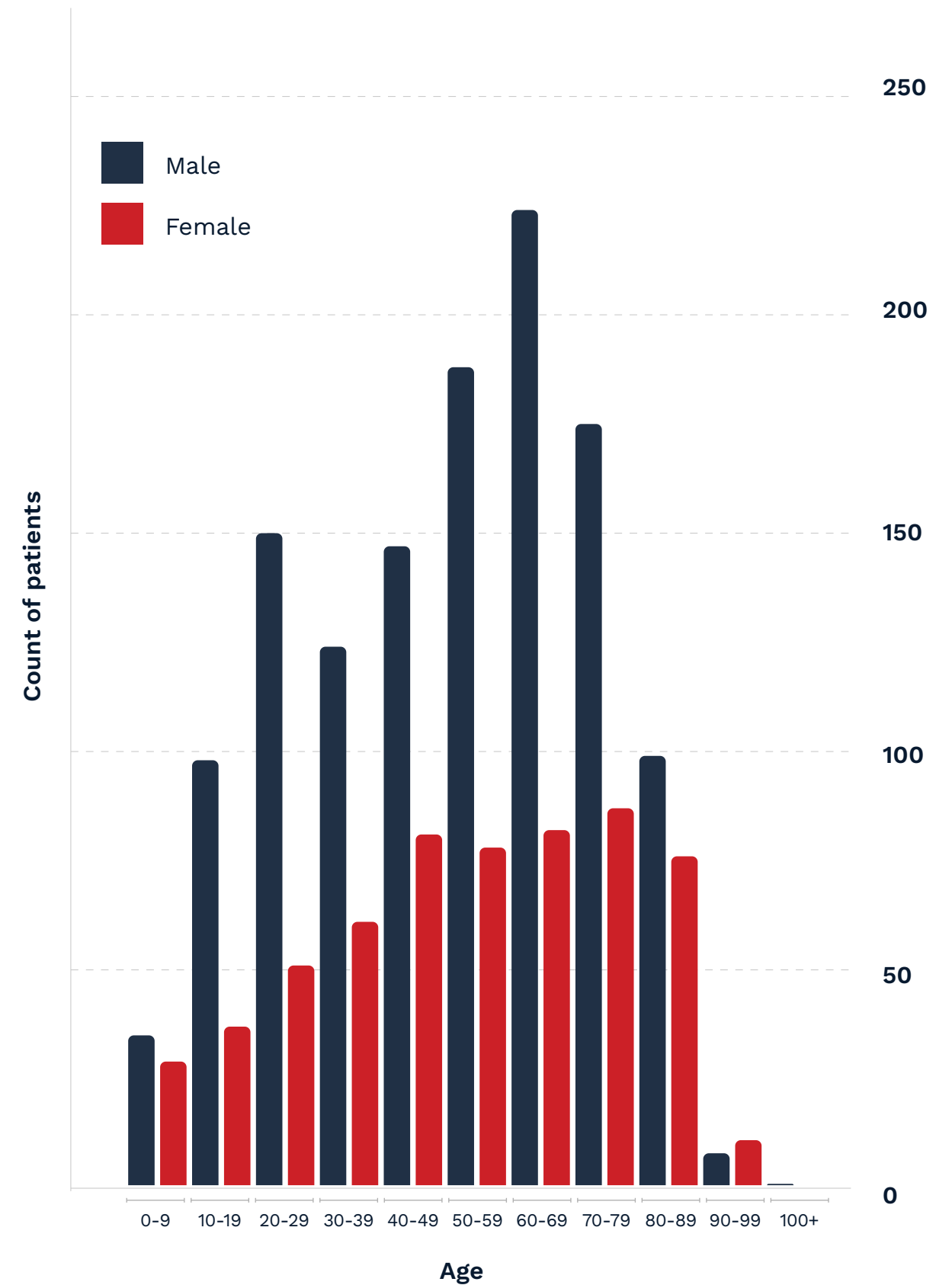
Prehospital Emergency Anaesthesia (PHEA)



61

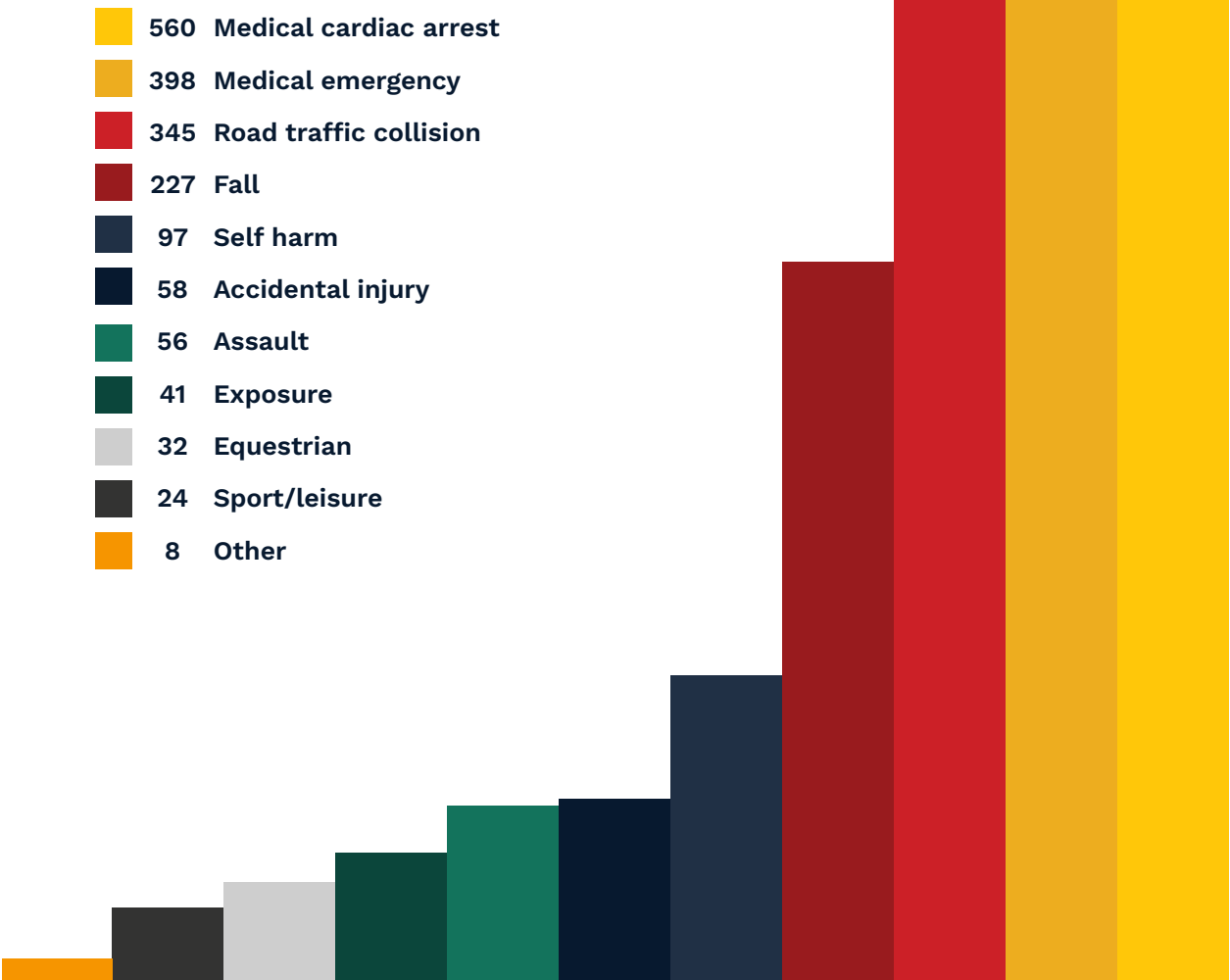
Patients receiving surgical interventions

## Patients age/ Gender breakdown



# INCIDENTS & TASKINGS

The types of emergencies we attended




 **1,812** Day taskings

 **975** Night taskings

## Tasking locations



	<b>Norwich</b> Helicopter taskings <b>713</b>	<b>Cambridge</b> Helicopter taskings <b>770</b>
	<b>Norwich</b> Critical care car taskings <b>704</b>	<b>Cambridge</b> Critical care car taskings <b>600</b>



# 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.

## 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.





# 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 tCO<sub>2</sub>e, compared to 841.69 tCO<sub>2</sub>e 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 tCO <sub>2</sub> e	2023/24 tCO <sub>2</sub> e	2024/25 tCO <sub>2</sub> e
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



# 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.

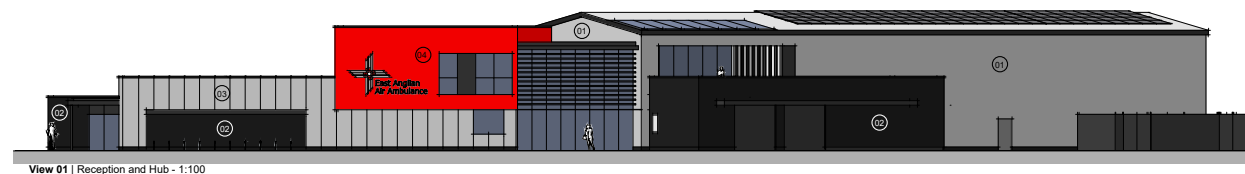
We agreed heads of terms for the purchase of the land in March 2025 and exchanged contracts in October 2025. We submitted our planning application to South Cambridgeshire District Council in November 2025.



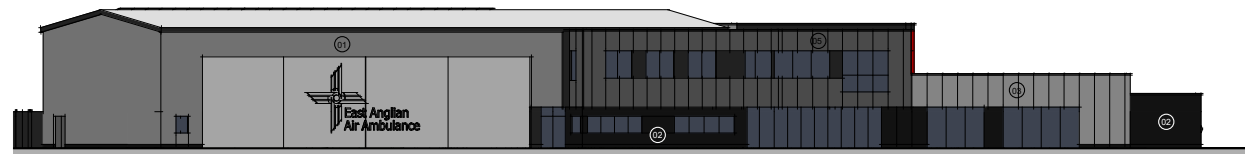
## Cambridge Air Base Appeal – Bring us in to land

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

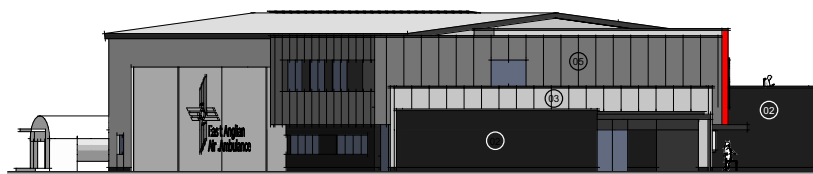
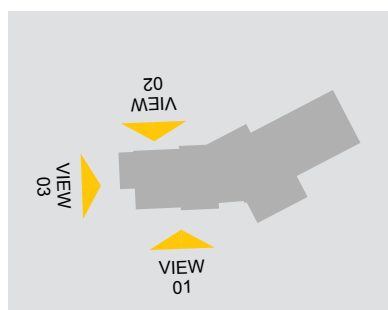
valued support of both new and existing donors to make this important project a reality. We have an active Cambridge Air Base Campaign Committee supporting the fundraising team, who are working tirelessly to secure significant gifts from individuals across the region and helping to establish a Navigators 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.



View 01 | Reception and Hub - 1:100



View 02 | Training Space and Hub - 1:100



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



# 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

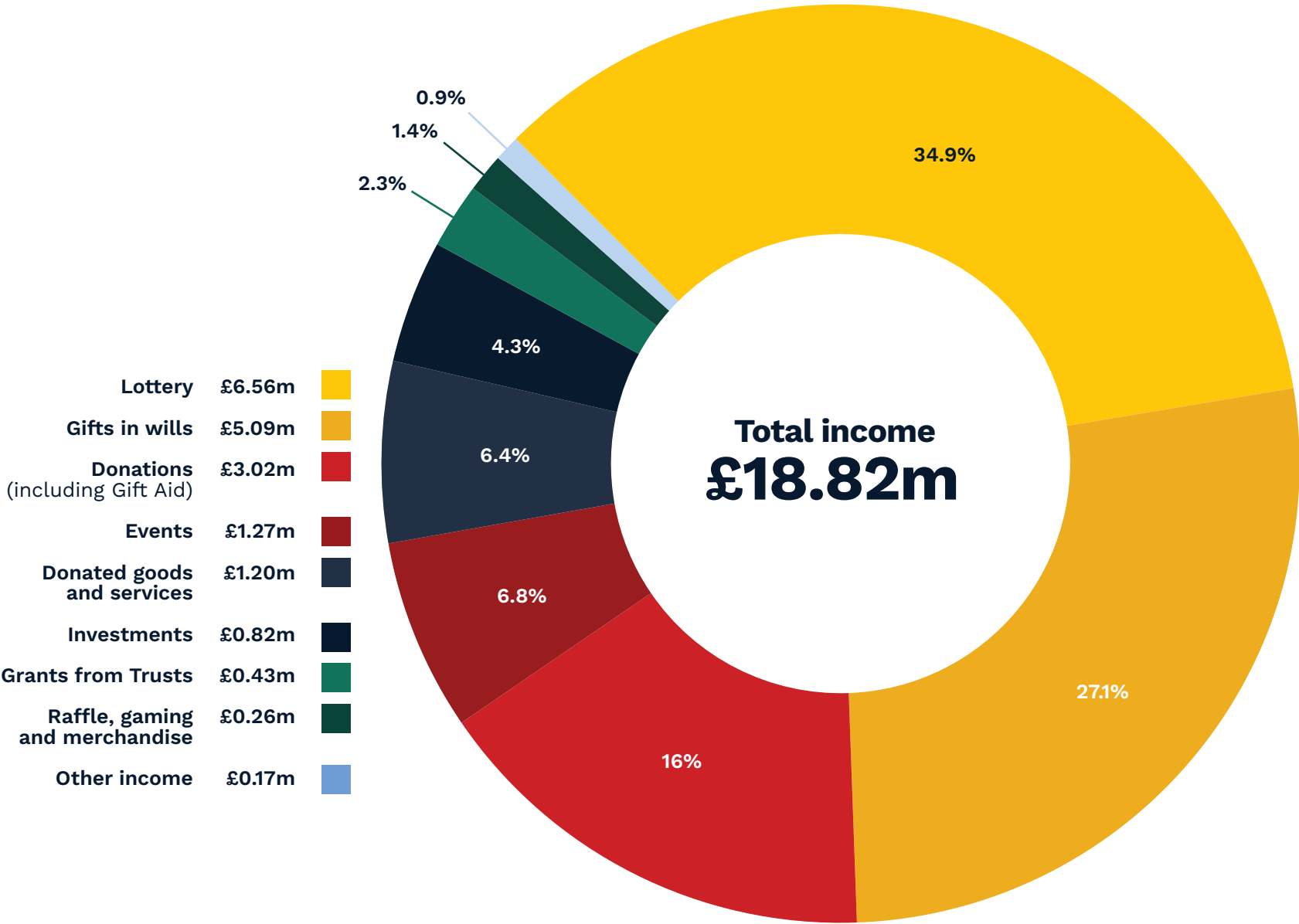
Gifts in wills contributed £5.1m of income, which is below what we had budgeted and a reduction on last year (2024: £5.7m). Whilst we believe our legacy income will continue to be an increasingly important income source, it is also less predictable and can fluctuate significantly year to year, reinforcing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

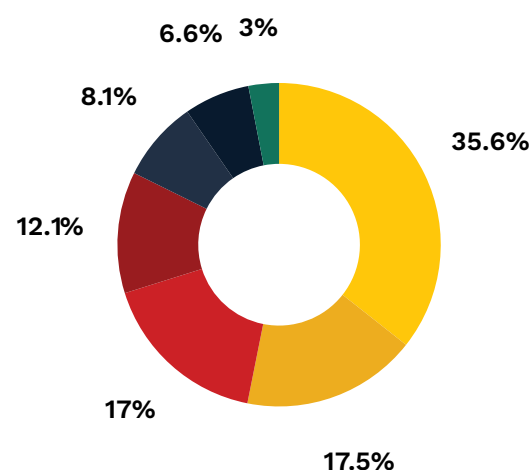
Our newly expanded Corporate Team has seen great results in their first full year, with businesses across the region generating over £344K.

## 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

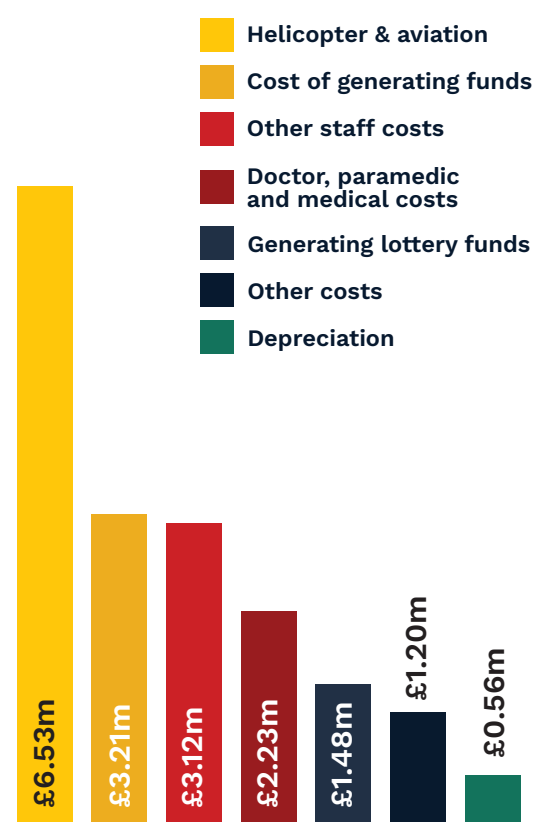


## Expenditure

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.



# 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.



# 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:**

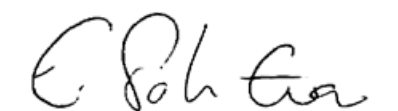
- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP 2015 (FRS 102);
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material 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](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

## Use of our report

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



**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**



# 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



# 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 £
<b>Income</b>					
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
<b>Total income</b>		18,194,795	629,374	18,824,169	18,974,978
<b>Expenditure</b>					
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
<b>Total expenditure</b>		18,247,039	89,175	18,336,214	17,887,218
<b>Net income/(expenditure) before gains/(losses) on investments</b>		(52,244)	540,199	487,955	1,087,760
Net (losses)/gains on investments	14	(311,152)	-	(311,152)	546,705
<b>Net income/(expenditure)</b>		(363,396)	540,199	176,803	1,634,465
<b>Transfers between funds</b>	18	166,109	(166,109)	-	-
<b>Net movements in funds</b>		(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 £
<b>Fixed assets</b>					
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
<b>Current assets</b>					
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
<b>Creditors: Amounts falling due within one year</b>	17	(1,527,867)	(1,652,450)	(945,793)	(1,044,310)
<b>Net current assets</b>		17,426,637	18,813,301	17,423,756	18,810,420
<b>Net assets</b>		33,003,532	32,826,729	33,000,653	32,823,850
<b>Charity Funds</b>					
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
<b>Total Charity funds</b>		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 £
<b>Net cash flow from operating activities</b>	<b>24</b>	<b>572,219</b>	<b>2,529,818</b>
<b>Cash flows from investing activities</b>			
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)
<b>Net cash flow from investing activities</b>		<b>(1,618,421)</b>	<b>4,811,576</b>
<b>Net (decrease)/increase in cash and cash equivalents</b>		<b>(1,046,202)</b>	<b>7,341,394</b>
<b>Cash and cash equivalents at 1 July 2024</b>		<b>14,344,292</b>	<b>7,002,898</b>
<b>Cash and cash equivalents at 30 June 2025</b>		<b>13,298,090</b>	<b>14,344,292</b>
<b>Cash and cash equivalents consists of:</b>			
Cash on deposit		11,497,406	12,905,384
Cash at bank and in hand		1,800,684	1,438,908
<b>Cash and cash equivalents at 30 June 2025</b>		<b>13,298,090</b>	<b>14,344,292</b>

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



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	Restricted	Total	Unrestricted	Restricted	Total
	Funds	Funds	Funds	Funds	Funds	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	Restricted	Total	Unrestricted	Restricted	Total
	Funds	Funds	Funds	Funds	Funds	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	Restricted	Total	Unrestricted	Restricted	Total
	Funds	Funds	Funds	Funds	Funds	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	Restricted	Total	Unrestricted	Restricted	Total
	Funds	Funds	Funds	Funds	Funds	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	
<b>Total 2025</b>	13,370,685	85,393	13,456,078	
Restricted	245,421	-	245,421	
Unrestricted	13,180,288	79,153	13,259,441	
<b>Total 2024</b>	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 No.	2024 No.	2025 FTE No.	2024 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 No.	2024 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
	£	£	£
<b>Cost</b>			
At 1 July 2024	97,758	45,326	143,084
Additions	43,351	81,856	125,207
<b>At 30 June 2025</b>	<b>141,109</b>	<b>127,182</b>	<b>268,291</b>
<b>Amortisation</b>			
Charge for the year	18,569	-	18,569
<b>At 30 June 2025</b>	<b>18,569</b>	<b>-</b>	<b>18,569</b>
<b>Net book value</b>			
<b>At 30 June 2025</b>	<b>122,540</b>	<b>127,182</b>	<b>249,722</b>
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
	£	£	£	£	£	£	£
<b>Cost</b>							
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)
<b>At 30 June 2025</b>	<b>6,527,667</b>	<b>2,038,347</b>	<b>156,198</b>	<b>767,960</b>	<b>323,747</b>	<b>1,097,633</b>	<b>10,911,552</b>
<b>Depreciation</b>							
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)
<b>At 30 June 2025</b>	<b>570,832</b>	<b>1,500,728</b>	<b>-</b>	<b>498,797</b>	<b>319,092</b>	<b>977,865</b>	<b>3,867,314</b>
<b>Net book value</b>							
<b>At 30 June 2025</b>	<b>5,956,835</b>	<b>537,619</b>	<b>156,198</b>	<b>269,163</b>	<b>4,655</b>	<b>119,768</b>	<b>7,044,238</b>
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
<b>Carrying value at 30 June 2025</b>	<b>8,282,935</b>	<b>6,594,084</b>	<b>8,282,937</b>	<b>6,594,086</b>
<b>Investments at fair value comprise:</b>				
Equities	8,282,935	6,594,084	8,282,934	6,594,083
<b>Total</b>	<b>8,282,935</b>	<b>6,594,084</b>	<b>8,282,934</b>	<b>6,594,083</b>

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	<b>5,185,967</b>	<b>5,434,396</b>
Amount donated to East Anglian Air Ambulance by Gift Aid	<b>5,185,967</b>	<b>5,434,396</b>
Net assets	<b>2,881</b>	<b>2,881</b>



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	Aircraft	Motor vehicles	Total
	2025	2025	2025	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	Aircraft	Motor vehicles	Total
	2024	2024	2024	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.



**Together we save lives**

**[info@eaaa.org.uk](mailto:info@eaaa.org.uk)**

**[www.eaaa.org.uk](http://www.eaaa.org.uk)**

**03450 669 999**

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

Registered Charity in England and Wales  
Registered Charity number 1083876

