

MIDLANDS AIR AMBULANCE CHARITY

England & Wales - Charity number 1143118

Details

Other names HEART OF ENGLAND AIR AMBULANCE CHARITY

Status Registered

Legal form Charitable company

Company number 07683841

Registered 2011-07-27

Register [View on the Charity Commission register](#)

Contact

Address Midlands Air Ambulance Charity
Airbase Avenue
Neachley
Shifnal
Shropshire
TF11 8UR

Phone 08008402040

Email info@midlandsairambulance.com

Website www.midlandsairambulance.com

Activities

Objects: (A) TO ASSIST IN RELIEVING SICKNESS BY THE OPERATION OF A HELICOPTER EMERGENCY MEDICAL SERVICE WITHIN THE WEST MIDLANDS, SHROPSHIRE, STAFFORDSHIRE, WARWICKSHIRE, HEREFORD AND WORCESTER, GLOUCESTERSHIRE AND SUCH ADJACENT AREAS AS MAY BE EFFECTIVELY SERVED BY THE OPERATION OF ONE OR MORE HELICOPTER AMBULANCES; AND(B) SUCH OTHER CHARITABLE PURPOSES FOR THE RELIEF OF SICKNESS CONSISTENT WITH THE ABOVE OBJECT AS THE TRUSTEES MAY IN THEIR ABSOLUTE DISCRETION DETERMINE.

Activities: Midlands Air Ambulance Charity (registered charity number 1143118), formerly known as County Air Ambulance (1001064). The charity's mission is to provide patients with pre-hospital care and lifesaving intervention through its helicopter-led emergency medical services (HEMS).The charity covers Gloucestershire, Herefordshire, Shropshire, Staffordshire, the West Midlands and Worcestershire.

Classification

- **How:** Provides Services
- **What:** The Advancement Of Health Or Saving Of Lives, Armed Forces/emergency Service Efficiency
- **Who:** The General Public/mankind

Geography

- Birmingham City
- Gloucestershire
- Herefordshire
- Shropshire
- Solihull
- Staffordshire
- Walsall
- Warwickshire
- Worcestershire

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£19,920,000	£18,473,000	£59,660,000	159
2024-03-31	£20,472,000	£16,909,000	£58,083,000	138
2023-03-31	£17,662,000	£13,721,000	£53,533,000	118
2022-03-31	£18,041,000	£11,184,000	£50,773,000	53
2021-03-31	£13,913,000	£10,666,000	£43,399,000	51

Trustees

Name	Role	Appointed
Andrew Moss		2023-02-22
Antonio De Jesus Nogueira Piedade		2025-05-20
Carly Manning		2024-10-11
Dr Ann-Marie Cooper		2026-06-01
Edwin Keith Marriott		2020-01-30
Gareth Dellenty		2020-01-30
Kate-Emma Bailey		2019-07-08
Mohammed Waheed Saleem		2018-10-05
Neil Douglas Nicholls		2025-11-04
Robert Granville Douglas		2019-11-12

Linked charities

- [MIDLANDS AIR AMBULANCE \(1990\) TRUST \(1143118-1\)](#)

MIDLANDS AIR AMBULANCE CHARITY

England & Wales - Charity number 1143118

Accounts



Midlands
Air Ambulance
Charity®



MIDLANDS AIR AMBULANCE CHARITY

ANNUAL REPORT AND CONSOLIDATED FINANCIAL STATEMENTS

Year ending 31st March 2025

Charity Number 1143118
Company Number 07683841

Inspected and rated

Outstanding ☆

 Care Quality
Commission

Charity and Company Registration

Midlands Air Ambulance Charity (parent charity)	Registered Office: Airbase Avenue Neachley Shifnal Shropshire TF11 8UR
Registered Charity Number (Charity Commission): 1143118 Registered Company Number (Private company limited by guarantee, Companies House): 07683841	
Midlands Air Ambulance Trading Ltd (trading subsidiary)	
Registered Company Number (Private Limited Company, Companies House): 08256466	

Our advisers

Auditor	Cooper Parry Group Limited	Sky View, Argosy Road, East Midlands Airport, Castle Donington, Derby, DE74 2SA
Bankers	Barclays Bank plc	Queen Square, Wolverhampton, WV1 1DS
Solicitors	Gowling WLG Wall James Chappell Withers LLP	4 More London Riverside, London, SE1 2AU 15-23 Hagley Rd, Stourbridge, DY8 1QW 20 Old Bailey, London, EC4M 7AN
Investment advisers	AFH Group	Buntsford Drive, Bromsgrove, B60 4JE

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CHAIR'S REPORT



Keith Marriott
Chair of the Board of Trustees

Welcome to our Annual Report for the year ended 31st March 2025 – marking Midlands Air Ambulance Charity's 34th year of delivering vital pre-hospital, helicopter-led emergency services across the six counties we serve: Gloucestershire, Herefordshire, Shropshire, Staffordshire, the West Midlands, and Worcestershire.

I would like to begin by offering heartfelt thanks to everyone who has supported Midlands Air Ambulance Charity over the past year – and in previous years – including our volunteers, donors (both individuals and businesses), lottery players, funders, Business Ambassadors, MPs, pro-bono advisors, and key partners. As an independent healthcare provider, we receive no funding from the NHS, Government, or National Lottery; our continued operation relies solely on the dedication and generosity of our valued supporters.

One of our strategic priorities is Clinical Excellence, and I am proud to report significant progress during the 2024-2025 financial year:

- ✓ We delivered advanced clinical interventions to a greater number of patients – a 21% increase compared to the previous year – showcasing the expertise and skill of our Critical Care Paramedics and Doctors.
- ✓ We replaced our leased aircraft with a new H145 helicopter with enhanced capabilities, strengthening our ability to reach and treat critically ill patients now and into the future.
- ✓ We successfully trialled and implemented 24/7 operations, ensuring critical care is available both day and night.
- ✓ We undertook a redevelopment at our Strensham Airbase, enhancing operational efficiency and improving welfare facilities for our clinical teams.
- ✓ We strengthened our patient and family support services through feedback-driven improvements to our Patient Liaison Service.
- ✓ We retained our 'Outstanding' Care Quality Commission (CQC) rating, reflecting our continued commitment to excellence in care and service delivery.

Thanks to the generosity of our supporters and our focus on prudent financial management, the Charity ended the year in a strong financial position. However, like many organisations, we continue to navigate macroeconomic challenges, including rising operational costs and the impact of the UK Government's Autumn 2024 Budget. While we remain firmly committed to delivering and improving our enhanced care services, future affordability must remain a key consideration.

A new income generation plan has been developed to address future funding needs – but it depends on the loyalty of our current supporters, the acquisition of new donors, and the diversification of income streams. I ask you to continue supporting, or to begin supporting, Midlands Air Ambulance Charity to ensure we can be there for the communities we serve – delivering rapid, lifesaving treatment when it is needed most.

Thank you to everyone who makes our work possible.

Keith Marriott
Chair of the Board of Trustees

**GROUP TRUSTEE REPORT
For the year ended 31 March 2025**

CHIEF EXECUTIVE'S REPORT

As I reflect on another year leading Midlands Air Ambulance Charity, I am struck by the ongoing need to raise awareness of two fundamental realities about our work:

1. As our Chair has highlighted, Midlands Air Ambulance Charity receives no financial support from the NHS, Government, or National Lottery. Everything we achieve is made possible solely through the generosity of our supporters. We are an independent healthcare provider, funding all operational costs, including the salaries of our Critical Care Paramedics and Doctors.
2. Our Charity provides advanced hospital-level interventions at the scene, delivered by highly skilled Critical Care Paramedics and Doctors trained in pre-hospital emergency medicine – offering care that goes beyond the capabilities of NHS ambulance paramedics alone.



**Hanna Sebright
Chief Executive**

Looking ahead, another critical priority for us is sharing more about the impact we make through the stories and outcomes of the patients we serve. We are making significant progress in tracking full patient journeys, thanks to new data-sharing agreements with NHS hospitals, enabling our Patient Liaison Leads to follow up on patient outcomes. Section Three of this report shares two inspiring survivor stories, with more available on our website and social media channels.

I am incredibly proud of the Charity's achievements during 2024-2025, made possible through the diligence and passion of our exceptional team – our staff, volunteers, and supporters. A summary of performance against our four strategic priorities (Clinical Excellence, Income Generation, Organisational Resilience, and Our People) can be found in Section Six.

As our Chair notes, we are not immune to economic pressures and are proactively working to diversify our income streams. To this end, I encourage you to explore our First Aid Training, Clinical Training, and venue hire services at our state-of-the-art headquarters and airbase at Cosford, with further facilities becoming available at our Strensham site later in the year. Our ambition is for Midlands Air Ambulance Charity to be recognised nationally as a Centre of Excellence for Clinical Training – a goal we are rapidly moving towards.

Our Business Plan for 2025-2026 remains resolutely patient-focused. Section Eight outlines our forward priorities, which include enhancing aftercare services, maximising flying hours through improved daylight tracking, addressing challenges around hospital helipad accessibility, expanding our retail network, growing our community engagement, and establishing a Patron and Ambassador programme to broaden support.

Thank you once again for your continued commitment and belief in the work we do. Together, we will ensure Midlands Air Ambulance Charity remains a lifeline for those who need us most.

Hanna Sebright
Chief Executive

SURVIVOR CASE STUDIES



Survivor Story - cardiac arrest

(R) Former patient Wayne Bowring

(L) Critical Care Paramedic Colin Apps

Every year in England, nearly 30,000 people suffer a cardiac arrest outside of hospital. Most never make it home. But sometimes, against all odds, miracles happen.

Wayne Bowring's ordinary workday in the West Midlands suddenly became a fight for his life – one he never saw coming. At just 53, Wayne was busy at his job as a body mechanic in Wednesbury, expecting to head home later and have dinner with his wife, Melanie. But instead, he collapsed at work – his heart had stopped.

In that critical moment, everything changed. Four of Wayne's colleagues, shocked and panicked but incredibly brave, sprang into action. They called 999 and immediately began CPR – pumping life back into their friend and co-worker. Their quick thinking wasn't just heroic – it saved his life.

A Critical Care Car from Midlands Air Ambulance Charity was immediately dispatched, carrying Critical Care Paramedic Colin Apps. With the survival rate of out-of-hospital cardiac arrests tragically below 10%, Colin knew every second mattered. But there was a glimmer of hope – Wayne's colleagues had already used an AED (Automated External Defibrillator) before he arrived. That single act significantly raised Wayne's chances of survival.

"I was what is known as 'clinically dead' for over five minutes" Wayne later shared. "If it hadn't been for my colleagues' quick reactions, I might not be here today."

When Colin arrived, he acted swiftly and with calm precision. He inserted a cannula to give essential medication – aspirin to improve blood flow, ondansetron to prevent nausea, morphine to ease pain and help circulation, and GTN spray to further relax Wayne's blood vessels. These weren't just clinical steps. They were part of a delicate fight to bring Wayne back to life. And it worked. Against the odds, Wayne's pulse returned.

Colin stayed by Wayne's side during the journey to New Cross Hospital in Wolverhampton, ready to intervene again if Wayne's heart gave out. In the hospital's specialist cardiac unit, doctors discovered that Wayne had unknowingly lived his whole life with a serious congenital heart defect – born with only two heart chambers instead of three. He underwent open-heart surgery and spent a week in intensive care.

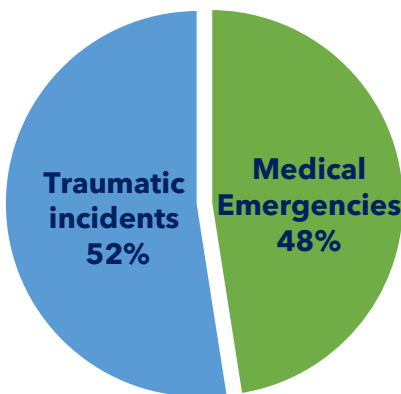
GROUP TRUSTEE REPORT
For the year ended 31 March 2025

His wife, Melanie, never left his side. *“Thank you to Critical Care Paramedic, Colin, who waited at the hospital until Wayne came out of theatre”* she said. *“He was so kind and compassionate. At a time when I felt completely lost and scared, he reassured me that Wayne was going to be okay. I’ll never forget that.”*

After four long weeks, Wayne finally came home. He was fitted with a mechanical valve and a defibrillator to protect him from future episodes – reminders of just how close he came to not making it. Today, Wayne is back on his feet and gradually resuming his normal life. *“I thank God every day that I’m still here”* he said. *“I’m just so grateful for the second chance I’ve been given.”*

Recently, Wayne and Melanie visited Midlands Air Ambulance Charity’s Cosford airbase. It was an emotional reunion – the first time they’d seen Colin since that fateful day. They hugged. They cried. They said thank you, not just with words, but with their hearts.

As a gesture of gratitude, Melanie has since chosen Midlands Air Ambulance Charity as the official charity of her workplace, hoping to help give others the same fighting chance her husband had.



FY 2024-2025 Mission types

48% of missions were in response to medical emergencies - cardiac arrests, strokes etc.

52% traumatic incidents - road traffic collisions; leisure related incidents (e.g., sports, DIY); industrial accidents; traumatic incidents (e.g., stabbings, shootings) and intentional self-harm

For more patient stories please visit :-

www.midlandsairambulance.com/missions/patient-stories/

GROUP TRUSTEE REPORT
For the year ended 31 March 2025



Survivor Story - Traumatic incident

Former patient Karolinn Allen

On the 16th of June 2024, Karolinn Allen's world changed in an instant.

At 49, the single mum from Worcester was known for her strength – the kind of woman who fixed her own equipment, trained hard at the gym, and lifted weights with the same determination she brought to everyday life. But that day, while working on a heavy machine, something went terribly wrong.

The equipment shifted – and in a heartbeat, it fell. Karolinn jumped to save herself. But the machine clipped her ankle – and that split-second moment left her with devastating injuries. *"I jumped to get out of the way" she recalls. "But it clipped my ankle."*

Two of her three major ankle ligaments were torn through. The third was halfway gone. Her foot was dislocated, damaged, and barely holding together. The pain was immediate. The damage, extensive.

An ambulance crew was the first to reach her. But they quickly saw what Karolinn didn't yet know. This wasn't just a break or a sprain. This was serious. She needed more than just standard help. She needed specialist, advanced care – fast. That's when Midlands Air Ambulance Charity was called *"I didn't understand at first why the air ambulance was needed"* Karolinn admits. *"But they explained that I needed strong, advanced pain relief and rapid transfer to a specialist hospital if there was any chance of saving my foot."*

The air ambulance team stabilised her, managed her pain, and flew her to the Queen Elizabeth Hospital in Birmingham – the closest hospital equipped to treat such severe trauma. That flight, and the care she received before it, made all the difference.

Once there, Karolinn endured a gruelling ten-hour surgery. Surgeons worked to reattach her ligaments to bone, while plastic surgeons performed a skin graft taken from her thigh to repair the external damage. She stayed in hospital for ten days, surrounded by her family, holding on to hope.

Before the accident, Karolinn had been training for a weightlifting competition. She was strong, active and unstoppable. And that strength didn't leave her – not even after the trauma.

"I have a limp now. My ankle will never look the same again" she says "but I have my foot. I can walk. That's what matters."

**GROUP TRUSTEE REPORT
For the year ended 31 March 2025**

Her journey of recovery hasn't been easy, but Karolinn is already back at the gym. She's a fighter. A survivor. And a reminder of how precious, and fragile, life can be.

"The air ambulance is something you don't know you need... until you do," Karolinn reflects. "They made a horrible situation bearable. Without them, I don't know what my future would have looked like."

Many, like Karolinn, do not realise that Midlands Air Ambulance Charity relies entirely on donations to fund its lifesaving missions. Her story is living proof of the impact of receiving enhanced critical care and the longer term benefits it can bring post incident when recovering and returning to normal life.



Help make our next mission possible

You can support Midlands Air Ambulance Charity in many ways - by donating, volunteering, or running an event to raise funds.

We would love to hear from you:

Web - [midlandsairambulance.com](https://www.midlandsairambulance.com)

Call - 0800 8 40 20 40

Email - info@midlandsairambulance.com

TRUSTEE REPORT, INCORPORATING STRATEGIC REPORT:

Our Charity - in brief

Midlands Air Ambulance Charity (MAAC) is an independent health care provider and is rated outstanding by the Care Quality Commission (CQC).

We are responsible for delivering a pre-hospital emergency helicopter-led service across the Midlands region and serve a population of approximately seven million over six counties - Gloucestershire, Herefordshire, Shropshire, Staffordshire, the West Midlands, and Worcestershire.

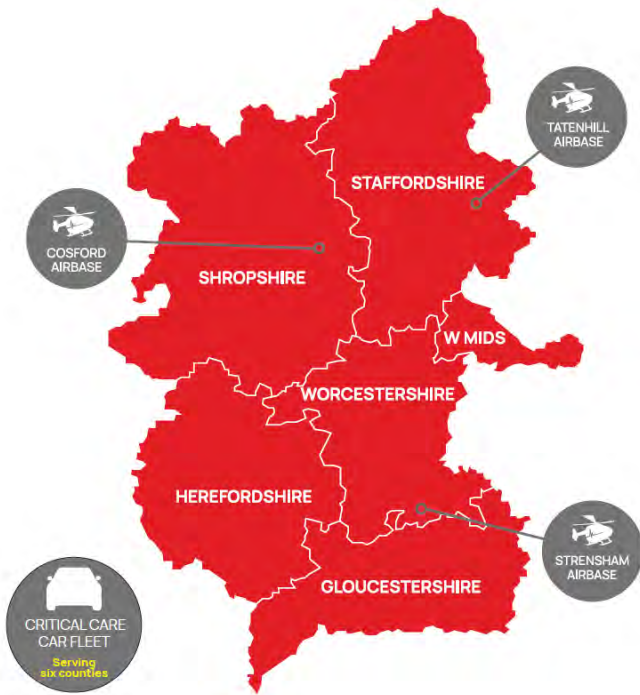


Our core organisational divisions include:

- **Emergency critical care service** - with over three decades of experience in delivering pre-hospital enhanced critical care. Our current helicopter-led service operates 24/7, 365 days a year. Our crews bring hospital-level procedures and medicines to the patient at the scene of an accident or incident, ensuring that patients in need across the Midlands region have access to a network of air ambulance helicopters.
- **Charitable programme** - we raise funds for our lifesaving service and play an active role within the communities of the six counties that we serve. We provide education programmes, volunteering opportunities, and social engagement activities to support with community cohesion and well-being.
- **Retail network** - we have a growing portfolio of charity shops which contribute towards raising funds for helicopter and critical care car missions. This operation also supports environmental and ethical causes as part of our wider societal role.
- **Training provider** - MAAC provides external CPD accredited training courses and programmes, ranging from workplace first aid training to specialist pre-hospital clinical training. Our courses target two market segments: (i) clinical professionals with Helicopter Emergency Medicine specialism and the wider healthcare sector, and (ii) the wider public. Additionally, we deliver community life skill sessions in the communities we serve, such as CPR, bleed control, and defibrillation usage.

We rely entirely on the support and generosity of local people, regional businesses, trusts and grant giving bodies to fund our lifesaving service.

Delivering public benefit



Our lifesaving service

During FY 2024-2025, Midlands Air Ambulance Charity strategically advanced its operational model to provide lifesaving pre-hospital emergency care 24/7, 365 days a year. This development ensures equitable access to advanced clinical interventions across the region both day and night - offering care that goes beyond the capabilities of NHS ambulance paramedics - reinforcing the Charity's commitment to excellence in emergency medical services.

Since its inception in 1991, Midlands Air Ambulance Charity has undertaken over **78,500 missions** across the region, serving a growing population of approximately seven million people across a diverse six-county region, encompassing both rural and urban communities.

The Charity's core mission is to deliver rapid, specialist care to the most critically ill and injured patients - who benefit from rapid transport by helicopter; advanced hospital-level interventions at the scene, delivered by highly skilled Critical Care Paramedics and Doctors trained in pre-hospital emergency medicine. Once stabilised on scene, our highly trained crews ensure patients are transported to the most appropriate major trauma centre – maximising their chances of survival and long-term recovery.

Our 'Outstanding' Care Quality Commission (CQC) rating is underpinned by our ongoing commitment to excellence in care and service delivery. Our clinical team comprises of highly skilled

GROUP TRUSTEE REPORT For the year ended 31 March 2025

Helicopter Emergency Medical Services (HEMS) doctors and critical care paramedics, who are specially trained to deliver advanced care outside the hospital environment. They provide a range of lifesaving interventions and enhanced treatments at the scene, including:

- Advanced pre-hospital clinical care and expertise
- Administration of enhanced medicines to support effective pain relief and sedation
- Use of hospital-grade equipment to perform surgical procedures on scene, effectively bringing A&E-level care directly to the patients with complex needs at the scene of an incident or accident
- Delivery of blood products to patients requiring immediate transfusions

This capability ensures that patients receive the highest level of critical care when and where they need it most – significantly improving patient outcomes in time-sensitive emergencies.

Our specialist crews rapidly bring:



Key service outputs FY 2024-2025

<p>Mission impact</p>	<p>Over the past five years, our critical care teams have been deployed to an average of 4,000 missions annually - equivalent to approximately 10 lifesaving callouts each day.</p>
<p>Helicopter-led, Emergency Medical Services (HEMS) delivery</p>	<p>Data shows a significant increase in the use of advanced medical interventions, highlighting the critical role that specialised teams like Critical Care Paramedics and Doctors play in improving patient outcomes. Key outputs include:</p> <ul style="list-style-type: none"> ✓ +21% increase in advanced medical interventions: When compared to the FY 2023-2024, there's a noticeable rise in the deployment of advanced interventions at scene, highlighting the importance of highly skilled clinicians in managing complex medical emergencies. ✓ 42% of patients received life-saving procedures: Such as advanced airway management, intubation, and amputations. ✓ 32% of patients were treated with HEMS-Specific Drugs: Sedatives and anaesthetic agents were used to ensure that patients received the necessary care for life-threatening conditions, showcasing the enhanced interventions that go beyond the capabilities of NHS ambulance paramedics alone. ✓ +9% increase in patients conveyed by air: With the crew deciding on the best hospital to take the patient in line with their needs. The use of helicopters allows for faster access to critical care, particularly in remote or time-sensitive situations. During this financial year, we transported more patients to hospital by air. ✓ Enhanced Critical Care: The data emphasises how the Charity's highly specialised clinical teams deliver out of hospital emergency care that goes beyond the standard capabilities of NHS ambulance services. This care increases survival and recovery rates, particularly for patients with complex or severe medical needs.
<p>Patient care</p>	<p>Mission types: 48% were in response to medical emergencies and 52% traumatic incidents.</p> <p>Our top mission categories include: (i) medical incidents - cardiac arrests, strokes etc.; (ii) accidental injury - road traffic collisions; leisure related incidents (e.g., sports, DIY related); (iii) industrial accidents; (iv) traumatic incidents - stabbings / shootings and (iv) intentional self-harm.</p> <p>Our dedicated Patient Liaison Team monitor patients' post-mission to understand outcomes. They provide signposting to support each individual's health and wellbeing during the recovery period and beyond. The Patient Liaison Team also provide guidance to the bereaved families and friends of patients who sadly didn't survive - to help them through the grieving process.</p>





Delivering our pre-hospital helicopter-led emergency service

Operations Overview

- **Helicopter Fleet:** Midlands Air Ambulance operates three wholly owned Airbus helicopters, each staffed by a team consisting of a pilot and a clinical crew of two – either specialist critical care paramedics or HEMS doctor. This setup ensures that every patient receives highly skilled care at scene and during transport.
- **Critical Care Cars:** In addition to the helicopters, the charity utilises 'over land' critical care cars, expanding the reach and response time for emergencies on the ground. These vehicles are fully equipped with life-support medical equipment and essential controlled drugs, ensuring consistent care across all platforms.

Collaborative Partnerships

The service's effectiveness is also driven by strong collaborative relationships with key delivery partners. These partnerships are built on a shared commitment to providing the highest quality service and care to patients, reinforcing the importance of teamwork and coordination in delivering rapid, high-level emergency medical intervention. Key delivery partners are detailed below:

Clinical dispatch partners	Aviation partner
<p>We work in partnership with two Ambulance Service Trusts who coordinate responses to 999 calls within our six-county operating region:</p> <div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="text-align: center;">  <p>NHS West Midlands Ambulance Service University NHS Foundation Trust</p> </div> <div style="text-align: center;"> <p>Herefordshire Shropshire Staffordshire West Midlands Worcestershire</p> </div> </div> <div style="display: flex; justify-content: space-between; align-items: flex-start; margin-top: 20px;"> <div style="text-align: center;">  <p>NHS South Western Ambulance Service NHS Foundation Trust</p> </div> <div style="text-align: center;">  <p>Gloucestershire</p> </div> </div> <p>Our delivery partners task us to missions by requesting the dispatch of our fleet of helicopters and critical care cars for serious trauma cases or time-critical medical emergencies.</p>	<p>During FY23-24 an extensive procurement exercise was undertaken for this important function, which resulted in the announcement that Babcock International Group (BIG) will be our aviation partner for the next 10 years.</p> <p>BIG provide our Aircraft Operators Certification (AOC) and the specialist delivery team.</p> <p>The pilots and engineers are responsible for MAAC's three Airbus helicopters and promote safety and excellence across flight operations.</p> <div style="text-align: center; margin-top: 20px;">  </div>

GROUP TRUSTEE REPORT For the year ended 31 March 2025

Our Commitment to Community Engagement and Development

In addition to our core lifesaving services, Midlands Air Ambulance Charity is deeply committed to enhancing the lives of local individuals and businesses. We achieve this through the provision of education and training programmes. Additionally, we offer volunteering opportunities that enable members of the community to directly contribute to our mission, fostering a sense of involvement and support.

By expanding our focus beyond emergency response, we aim to empower and educate the communities we serve, ensuring that they are better equipped to manage medical emergencies and contribute to the overall health and safety of their environments.

Our volunteer networks

As an organisation which was founded by the community it serves, volunteers have always been integral to the operations of Midlands Air Ambulance Charity. Without community support, our daily missions would not be possible. Volunteers contribute at all levels - from the boardroom to on-the-ground operations - complementing the efforts of our clinical crew, charity, and retail teams.

Midlands Air Ambulance Charity has proudly held the national Investors in Volunteers accreditation since 2018. In the FY 2023-24, we launched our Volunteer Strategic Plan, focusing on (i) Increasing volunteer numbers; (ii) Enhancing volunteer retention and (iii) further improving volunteer feedback mechanisms



Key Achievements FY2024-2025:

- **Volunteer numbers:** Increased by 30%, bringing the total to 339 volunteers.
- **Volunteer hours:** Approximately 39,648 hours donated, marking a 14% increase.
- **Retention rate:** 85%, with low attrition among volunteers. The primary reasons for leaving include changes in personal circumstances, such as ill health or relocation.

We strive to ensure that the volunteer experience is both enjoyable and rewarding. Regular feedback is sought to assess volunteer satisfaction and gather their insights. The latest volunteer survey indicates positive trends, with the following highlights:

- **Volunteer satisfaction** 93% (up by 3%)
- **Understanding of charitable purpose - vision, mission values** 97% (up by 7%)
- **Willingness to recommend volunteering** 97% (up by 7%)
- **Training satisfaction** 95% (up by 5%)

♥ A heartfelt 'Thank You' goes out to our all Volunteers ♥



Volunteer recognition - longstanding supporter Elspeth Martin receiving the 2024 annual volunteering award

GROUP TRUSTEE REPORT For the year ended 31 March 2025

Training division

In support of our vision – *saving lives, by saving time* – for over ten years, Midlands Air Ambulance Charity has continued to deliver community education activity across the six-county region, teaching life skills, such as CPR, bleed control, and defibrillation usage.

Alongside this, during FY 2024-2025, the organisation has developed new training provider capabilities focusing on two audiences:

- (i) clinical professionals with HEMS specialism and the wider healthcare sector
- (ii) the public, such as workplace first aid training for local businesses and community groups.



The training division has been developed to host a portfolio of 16 courses, 8 of which are externally accredited e.g., First Aid Industry Body and the Resuscitation Council (RCUK). A cohort of clinical practitioners has been identified to support CPD accredited courses delivery.

The organisation's Airbase and Charity Headquarters in Cosford is a key location for our training programmes, alongside our two other airbases and community hubs. The HQ facility includes a state-of-the-art training area, complete with simulation suite, which is fundamental to delivering the advanced training programmes. Not only does this facility ensure our critical care team are equipped to treat increasingly complex patient cases, it also provides a quality venue for other third parties to learn and enhance skills.

Example courses delivered:

- Resuscitation Council UK's (i) Advanced and (ii) Intermediate Life Support
- Pre-Hospital Emergency Medicine Transfer and Retrieval
- Pre-Hospital Maternity and Neonatal Course
- Pre-Hospital Ultrasound
- Pre-Hospital Surgical Skills
- European Trauma Course
- Emergency First Aid at Work
- First Biker on Scene - a practical course for Bikers, designed to give the learner the skills and confidence to manage a casualty at the scene of the injury.
- Basic Life Support - CPR and AED specific training
- Accredited Paediatric First Aid Courses

GROUP TRUSTEE REPORT
For the year ended 31 March 2025

Feedback from participants has been positive:



“Great to have facilitators that had real life experience and could share their stories and additional tips for doing skills.”

“Comprehensive course content, very experienced and knowledgeable faculty. “Really great course with excellent, high-fidelity simulations.”

“The trainers were fantastic. They provided really useful information through both the teaching and interactive sessions and delivered information that met and exceeded my learning needs.”

“Really excellent day: great scenarios, debriefing and focus on exam technique/content.”

Information sources

Education and training

Online - midlandsairambulance.com/education

Call - 0800 8 40 20 40

Email - info@midlandsairambulance.com

Volunteering

Online - midlandsairambulance.com/volunteer

Call - 0800 8 40 20 40

Email - volunteers@midlandsairambulance.com

Performance against objectives FY 2024-2025

Financial Year 2024-2025 marks the three-year delivery point for Midlands Air Ambulance Charity’s Group five-year strategy (launched in FY 2022-23). As a community-based charity, our strategy aims to positively impact the six-counties we serve through our 24/7 helicopter-led emergency medical service.

The organisational strategy contains four strategic priorities: (i) Clinical Excellence; (ii) Income Generation; (iii) Organisational Resilience; and (iv) Valuing our People. When combined, these priorities provide the short- medium- and long-term road maps for delivering the Charity’s strategic intent which is detailed in the table below:

Vision	Saving Lives by Saving Time - Today, tomorrow, and in the future.
Mission	To provide patients with outstanding pre-hospital care and life saving intervention through the operation of helicopter-led emergency medical services.
Values	Receptive, Recognition, Relevant, Respectful, and Responsible

The FY 2024-2025 annual business plan comprised thirty one workstreams - all of which were activated. Twenty six were fully completed, and five have been carried across into the FY 2025 -2026 business plan as are ongoing.

Key delivery highlights are outlined below:

- ✓ We implemented the Charity’s new clinical plan - reflecting our continued commitment to excellence in care and service delivery. This has resulted in delivering advanced clinical interventions to a greater number of patients. Data shows a 21% increase compared to the previous year – showcasing the expertise and skill of our Critical Care Paramedics and Doctors.
- ✓ We invested in our training and education capabilities. We successfully rolled out a new training programme internally and have achieved overall Group compliance levels of 96%. Furthermore, we have established operations to be a provider of training for third parties (reference page 15 which outlines more details).
- ✓ We successfully trialled 24/7 operations. The new operational model has now been implemented as business as usual, ensuring our critical care is available to patients in need both day and night.

GROUP TRUSTEE REPORT For the year ended 31 March 2025

- ✓ We developed our new Income Generation Strategic Plan. As our organisation does not receive any government funding, financial sustainability is at the forefront of our strategy. During FY 2024-2025, we have developed a three-year road map which focuses on further enhancement of fundraising activity as well as diversifying income sources.
- ✓ We implemented our aviation development workstreams - including the new ten-year contract with our aviation partner Babcock. Alongside this, we purchased and delivered a new H145 aircraft which replaces the existing leased aircraft - with MAAC now wholly owning three aircraft. The new H145 helicopter has enhanced capabilities, and its addition to our fleet strengthens our ability to reach and treat critically ill patients now and into the future.
- ✓ We expanded MAAC's network of shops. Whilst we had to close our Walsall shop due to local area development, we have grown our retail portfolio by two new stores in Worcester and Ross on Wye. This helps with generating income as well as the environment by recycling used goods and enabling community inclusion via the introduction of community hubs.
- ✓ We introduced a new talent management initiative, with this helping to forward plan staff resources and support with organisational resilience.
- ✓ We developed our volunteer's programme. To enhance volunteer engagement and retention, the charity launched a Volunteer Recognition Awards programme, acknowledging service milestones (i) Platinum 20+ years; (ii) Gold 10+ years; (iii) Silver 5+ years; (iv) Bronze 3+ years. During the year we have strengthened engagement with county networks and introduced a new Volunteer Handbook and Code of Conduct outlining the charity's commitment to volunteers.



The official launch of our new H145

The crew with MAAC's Chair and CEO

Financial Review FY 2024-2025

Each year we aim to raise sufficient funds to cover all expenditure, as well as generate additional monies to be able to invest in future projects and to purchase new medical equipment to support our daily missions. Our pre-hospital critical care service would not be possible without the fantastic contributions of our supporters, volunteers, corporate partners, and grant giving bodies and trusts.

Our charity operates a fundamental governance principle of aiming to retain up to 24 months of operating costs, ensuring business continuity of our lifesaving service. Refer to page 23 to find out more about our Reserves Policy. A summary of our income by core stream for the FY 2024-25 is as follows:

Income stream	Description	%
Legacies and in memoriam	Gifts in wills and donations in memory of a loved one	38.7%
Lottery	Weekly lottery draw, £1 per play, plus annual Christmas Raffle	27.0%
Community Sources	Cash donations from the public, including monthly amounts received via direct debit or standing order, and income from fundraising events	14.1%
Other	Other income, including investment income	7.6%
Charity shops	Income from the sale of donated goods through our regional charity shops	7.1%
Corporate partners	Donations and sponsorship from regional companies	2.8%
Grants	Restricted and unrestricted funds received from grant making trusts and other bodies	2.7%
Total		100

The charitable purpose, and fundraising to support income generation activity, is always at the forefront of our minds, but we also strive to keep our administrative and financial systems and processes efficient and cost effective. Our aim is to keep our administration and finance costs at less than 12 per cent of the income received, and we are pleased to be able to record that for this financial year we spent 11.8 per cent of our income on support and governance costs.



Thank you -
to all our
supporters!

Future plans - 2025 and beyond

Financial year 2025-2026 marks the fourth year of implementing the Charity's Group five-year strategy and the four strategic priorities (i) clinical excellence; (ii) income generation; (iii) organisational resilience; and (iv) our people.

FY 2025-2026 Priorities

Our Business Plan for FY 2025-2026 remains patient-focused, which includes enhancing aftercare services, maximising flying hours through improved daylight tracking, and addressing challenges around hospital helipad accessibility.

We will continue to be data-driven as our operations evolve. Mission data illustrates the effectiveness of specialised teams in critical situations and the value they add to patient care.

We will strengthen our patient and family support services through our Patient Liaison Team. This service supports patients and their families during their recovery and enables us to continually improve our services through monitoring the impact of advanced intervention on patients.

Alongside this, we remain committed to deepening our engagement across the communities we serve. We will develop a new three-year volunteer plan to strengthen community involvement. In addition, we'll be launching a Patron and Ambassador programme to help broaden awareness and support for our work.

We are focused on generating income through new ways - including the delivery of first aid training services and accredited specialist clinical training, offering venue hire services at our headquarters/airbase at Cosford and at our Strensham site later in the year. Our venue-hire will help to raise funds as well as provide valuable community space for regional businesses, stakeholders and groups. Our ambition is for Midlands Air Ambulance Charity to be recognised nationally as a Centre of Excellence for Clinical Training – a goal we are rapidly moving towards.

Additionally, we plan to further expand our retail network to grow income and increase the contribution of the retail division to the parent company in support of MAAC's core purpose.

An ongoing programme within the Charity Group will be to continue promoting a culture of innovation - one that is considered at every level, in every team, and that is underpinned by cross departmental collaborations. A key project in driving organisational resilience will be the development of a digital transformation strategy - including ways to enhance knowledge management capabilities across the group.

Principal risks and uncertainties

Midlands Air Ambulance Charity operates a comprehensive risk management process. Risks identified across the MAAC group are managed in accordance with the Group's Risk Management Policy, which is underpinned with detailed risk assessments. We utilise a web-based risk management system, RADAR Healthcare, for reviewing, updating, ongoing analysis and compliance.

Our Board of Trustees, supported by the Audit and Risk Committee, has responsibility for ensuring an effective risk management system is in place. Risks are regularly reviewed and managed by the appropriate Committee and/or Trading Subsidiary Board, and all significant risks are reported and reviewed at each Board of Trustee meeting where management and mitigation measures are discussed and agreed. Our Charity follows a top-down (Board) and bottom-up (all staff) approach to identifying and managing risk.

During FY 2023-2024 all three MAAC airbases were inspected by the Care Quality Commission (CQC) and each received an outstanding rating. Inspection reports reference how MAAC effectively manages risk as an organisation and to patients. For example, the Strensham airbase report said: "The service controlled infection risk well, using specialised equipment and vehicle adaptations. Staff assessed risks to patients, acted on them and kept good care records."

Our risk management approach also includes monitoring and managing low likelihood but high consequence risks e.g., the low risk but high consequence of a significant helicopter incident. As with all medical interventions and helicopter/ car transportation, the nature of MAAC's activities involves inherent risk. These inherent risks are managed closely through MAAC's established governance and compliance framework, and experienced team.

Principle risks and uncertainties currently facing our Charity are:

- **Macro-economic pressures continue to pose a risk to the charity's income streams, potentially resulting in a future funding gap.** While Midlands Air Ambulance Charity remains committed to delivering and continually enhancing our pre-hospital care services, we are mindful of our long-term financial resilience and affordability. The sustained impact of inflation, rising operational costs, and the wider cost of living crisis are affecting both our expenditure and the public's capacity to give. Recent government fiscal policies – including the Autumn 2024 Budget and the increase in employer National Insurance Contributions – have contributed to increased financial considerations, all within an increasingly competitive charity landscape.

Our charity has a three-year Income Generation Plan in place to specifically address funding consideration – achievement of this plan relies on successful engagement with and extension of our donor base.

GROUP TRUSTEE REPORT For the year ended 31 March 2025

- **Challenges with NHS Midlands hospital helipad sites are increasingly affecting our ability to land directly at hospitals, delaying the transfer of critically ill patients to the most appropriate facility as quickly as possible.**

We are actively working with the County Air Ambulance Trust (HELP Appeal), our aviation partner Babcock International Group, and regional MPs to address these challenges. This includes participation in a dedicated Helipad Working Group, which is collectively advising hospitals and their staff on helipad safety standards, operational protocols, and essential health and safety training.

- **Significant increase in charity shop costs (including rent and utilities) - impacting our trading subsidiary's profit potential.** Shifting market conditions have led to increased charity shop operational costs, with the previous flexi-lease model (typically offering low or no rent) now replaced by commercial rates.

Our three-year Income Generation Plan includes a specific Midlands Air Ambulance Trading Ltd (MAATL) Plan to address these considerations and ambitiously aims to still achieve growth across our retail portfolio.



GROUP TRUSTEE REPORT For the year ended 31 March 2025

Reserves Policy

Our Board of Trustees has established a Reserves Policy which is reviewed annually by the Audit and Risk Committee and approved by the Board. The Policy is intended to ensure the Charity can continue to accomplish its aims.

At 31 March 2025, the Charity held free reserves of £13,452,000 (2024: £19,278,000).

Total Group funds stood at £59,660,000 (2024: £58,083,000) with £46,208,000 (2024: £38,805,000) of this being made up of either restricted funds or funds which can only be realised by disposing of tangible fixed assets and the investment portfolio.

In line with our organisational resilience planning, £32,506,000 of the total funds is held within the unrestricted expenditure fund which equates to approximately twenty months of future operating expenditure, which would enable maintenance of our core service should we suffer a major downturn in income generation. Whilst this level of reserves may appear substantial, it is essential to note that Midlands Air Ambulance Charity operates and maintains a fleet of three helicopters—a major overhead and critical component of our lifesaving service. These reserves ensure we can continue delivering vital pre-hospital care without interruption, even amid financial uncertainty

Funds are categorised into three main headings:

Restricted funds - are held where funds have been received by the Charity for a specific purpose. These funds are ring-fenced and held in restricted funds until the intended expenditure has been incurred. Restricted funds at the end of the reporting period were £76,000 (2024: £2,702,000).

Designated funds - are to fund specific projects and developments. Total designated funds at the end of the financial year were £24,217,000 (2024: £23,121,000). In prudently planning, the Trustees will endeavour to set aside designated funds to ensure that the Charity continues to provide the most efficient and effective service possible.

Unrestricted funds - are those funds which are neither restricted nor designated. This type of fund is held in part to provide a safety buffer. Should the Charity's income fall, the fund will enable us to maintain the core service we provide to our communities, whilst allowing enough time for us to develop alternative sources of funding or to revise planned expenditure. The reserves policy states that the level of unrestricted funds that is set aside to cover future expenditure if there is a fall in income should be up to twenty-four months of future operating costs. In addition, as we are also committed to ensuring our services are available for future generations, unrestricted funds are used for the accumulation of funds towards the costs of future developments. Total unrestricted funds at the end of the reporting period were £35,367,000 (2024: £32,260,000), of which £32,506,000 (2024: £29,171,000) equates to circa twenty (2024: twenty) months future operating costs.

Structure, governance, and management

Quality Assurance and Standards

As part of our ongoing commitment to quality management and continuous improvement, Midlands Air Ambulance Charity is proud to hold the following accreditations as of 31st March 2025. Demonstrating our commitment to excellence, these nationally recognised accreditations support our strategic aim to deliver high-quality, patient-centred care and maintain a strong, well-governed organisation.

- **Care Quality Commission (CQC):** MAAC gained CQC registration in April 2022. During FY 2023-2024, all three airbases were inspected, and each received the highest possible rating of *Outstanding*. These included: (i) the Airbase and Charity HQ; (ii) Tatenhill Airbase; and (iii) Strensham Airbase.
- **Investors in People (IiP):** Assessed during FY2023-2024 and awarded Gold accreditation.
- **Investors in Volunteers (IiV):** Reassessed in Q4 of FY2024-2025 as part of our second re-accreditation cycle.
- **Fundraising Regulator registration** - ongoing registration and adherence to the Code of practice.



Our fundraising standards and promise

We are committed to upholding the highest fundraising standards:

- Our Charity is registered with the **Fundraising Regulator**, the independent regulator of charitable fundraising in England, Wales and Northern Ireland who advocates best practice for the sector.
- We are an active member of **The Chartered Institute of Fundraising**, the professional membership body for UK fundraising.
- We strive to ensure that our fundraising adheres to Data Protection legislation as set out by the **Information Commissioners Office**, key **Charity Commission guidance** and the **Code of Fundraising Practice**.
- As stated in **Our Donor Promise**, our approach to fundraising is based on the principles of responsibility, transparency, and honesty. Please refer to our website for more details - www.midlandsairambulance.com/legal/donor-promise

GROUP TRUSTEE REPORT For the year ended 31 March 2025

Where appropriate, we work in partnership with reputable professional fundraisers and commercial participators to raise funds - with robust written agreements and monitoring programmes in place, and in line with our **Ethical Fundraising Policy**.

Important sources of sustainable income, in particular the lottery and regular giving, are delivered in partnership. All canvassers working on our behalf are committed to abiding by the guidelines laid out within Our Canvassing Code of Practice (published on our website). Arrangements for these are outlined below:

- **Our Lifesaving Lottery** - We are licensed by the Gambling Commission and a member of the Lotteries Council, adhering to strict codes of practice, including social responsibility and the protection of vulnerable people. Our charity lottery is managed under contract by Tower Lotteries, a Gambling Commission-licensed External Lottery Manager.
- **Sustainable regular giving income** - We outsource some telephone fundraising to an external telephone agency, Unity4, which works to The Chartered Institute of Fundraising's Public Fundraising Certification Programme. This activity enables committed giving, such as donations provided via direct debits, which helps Midlands Air Ambulance achieve much needed longer-term financial support.
- **Raffle campaigns** - We deliver fundraising activity in collaboration with specialist providers, with appropriate delivery and governance arrangements in place to ensure compliance and accountability.

We partner with a range of commercial participators who support our charity by donating a portion of proceeds from the sale of their goods or services. These partnerships not only generate vital income but also help raise awareness of our work and contribute to the long-term sustainability of our services. Full details of these generous partners can be found on our website:

www.midlandsairambulance.com/supporterbenefits

Our charity uses Access CRM, a customer relationship management system, to support donor administration and strengthen our engagement with donors and supporters. The Group is committed to maintaining full compliance with the General Data Protection Regulation (GDPR) and ensures this through ongoing staff training in areas such as customer service and data protection. We use donor data responsibly to personalise communications, build trust, and ensure a positive and respectful experience for all supporters.

GROUP TRUSTEE REPORT
For the year ended 31 March 2025

Compliments, concerns, complaints and feedback

In line with our values, we are committed to seeking and effectively managing feedback, both positive and negative, as it helps to further develop our operations and impact. We track and manage against three categories: (i) compliments; (ii) concerns; and (iii) complaints.

Data is shown below for Compliments, Complaints (total), and Complaints (fundraising- related). The number of fundraising-related complaints is low when you consider the number of fundraising interactions we have with the public.

MAAC Group (parent charity MAAC and trading subsidiary MAATL)	TOTAL RECEIVED FY 2023 - 2024	TOTAL RECEIVED FY 2024 - 2025
Compliments	54	101
Complaints	25* Of which 12 fundraising-related (* following investigation 3 were <u>not</u> related to MAAC)	25* Of which 13 fundraising-related (* following investigation 3 were <u>not</u> related to MAAC)

Our compliments, complaints, and feedback policy is available on our website, reflecting our commitment to transparency and continuous improvement. Further information can be found at: midlandsairambulance.com/contact-us/feedback

The effective management of complaints is a focus for the organisation and its regulators:

- Care Quality Commission - Health and Social Care Act 2008 (Regulated Activities) Regulations 2014: Regulation 16 - Receiving and acting on complaints.
- Charities Act 2011, as amended by the Charities (Protection and Social Investment) Act 2016, Clause 162a: *“the annual report must include a statement of the number of complaints received by the charity or a person acting on its behalf about activities by the charity or by a person on behalf of the charity for the purpose of fund-raising”.*
- Fundraising Code of Practice, Standard - Complaints and concerns about fundraising.
- Charity Governance Code, Recommended Practice 7.6.2: *“The board makes sure that there is a transparent, well-publicised, effective and timely process for making and handling a complaint and that any internal or external complaints are handled constructively, impartially and effectively.”*

**GROUP TRUSTEE REPORT
For the year ended 31 March 2025**

Key management personnel

The Senior Leadership Team comprises the key management personnel responsible for overseeing the day-to-day delivery of the charity’s clinical and non-clinical strategy and operations.

Senior Leadership Team	
Hanna Sebright	Chief Executive Officer
Emma Gray	Chief Operating Officer
Karen Kingham	Finance Director
Ian Roberts	CQC Registered Manager
Ian Jones	Clinical Operations Director
Mark Nash	Medical Director
Darren Davies	Governance and Compliance Director / CQC Registered Manager

Above were in post on the date the report was approved or served in position in the FY 2024 - 2025 reporting period.

Our Group structure

Midlands Air Ambulance Charity is a registered charitable company in England and Wales, listed with the Charity Commission and Companies House as a private company limited by guarantee.

The charity has one wholly owned trading subsidiary, Midlands Air Ambulance Trading Ltd (MAATL), which is also registered with Companies House as a private limited company. MAATL’s portfolio includes MAAC’s charity shops and other income-generating activities, such as merchandise sales. Profits from MAATL are gift-aided back to the parent charity to support the funding of MAAC’s helicopter-led emergency medical services.

Our Governing Document and Charitable Objects

The organisation’s Articles of Association clearly define the following charitable objects (purposes):

- *To assist in relieving sickness by the operation of a helicopter-led emergency medical service within the West Midlands, Shropshire, Staffordshire, Herefordshire Worcestershire, Gloucestershire and in such other areas as may be requested by appropriate authorities.*
- *Such other charitable purposes for the relief of sickness, including clinical research and development, substitute clinical emergency services where the provision of Helicopter Emergency Medical Services (HEMS) is impracticable and such other activities consistent with the above object as the trustees may in their absolute discretion determine.*

Robust governance - our MAAC Trustees and MAATL Directors

The Board of Trustees of Midlands Air Ambulance Charity (MAAC) is responsible for ensuring the effective governance and operation of the Charity, ensuring it achieves its charitable objectives for the public benefit. The Trustee structure consists of no fewer than seven and no more than ten Trustees.

GROUP TRUSTEE REPORT For the year ended 31 March 2025

As MAAC is both a registered charity and a Company Limited by Guarantee, Trustees have dual responsibilities as charity Trustees and company directors, operating under both charity and company law. Additionally, Trustees are responsible for overseeing the charity's trading subsidiary, Midlands Air Ambulance Trading Ltd (MAATL). They are tasked with monitoring the performance of MAATL and its use of charity assets, ensuring that MAATL's activities remain aligned with the Charity's goal of fundraising. MAATL operates with its own Board of Directors.

Our activities and impact are supported by strong governance, guided by standards from key bodies such as the Care Quality Commission, Charity Commission, Fundraising Regulator, and others. MAAC adheres to the Charity Governance Code and the Code of Fundraising Practice, with comprehensive clinical and corporate governance outlined in our Governance Framework.

MAAC implements a range of best-practice mechanisms to ensure that our Trustees possess the necessary skills, knowledge, experience, and integrity, both at the time of their appointment and throughout their tenure. These include:

- An open, transparent, and fair Trustee appointment process - with the charity committed to equality, diversity and inclusion. A Nominations Sub-Committee carries out the shortlisting and interview process, with candidates selected based upon the relevance of their skills and their commitment and enthusiasm for serving as a MAAC Trustee. This sub-committee then makes recommendations to the Board and candidates are appointed by a majority decision of the Trustees (in line with MAAC's Articles of Association).
- Comprehensive induction, including Induction Pack, meeting the team and site visits (clinical, non-clinical and retail).
- Trustee eligibility and fit and proper person declaration (as per MAAC's Fit and Proper Persons Policy)
- Declaration of interests and related party transactions (as per MAAC's Conflicts of Interests Policy).
- Board skills audit and skills matrix, succession planning matrix.
- Annual Board Effectiveness Review and Trustee Performance Reviews with the Board Chair, which includes discussion of any areas where a trustee needs further support, training, or development.
- Board Chair 360 review exercise.

Trustee appointments are for an initial term of four years, with the option for reappointment by the Board for an additional four-year term. After serving two consecutive terms, a Trustee may be reappointed for a further term of four years, provided they have stepped down for at least one year before being reappointed.

The table below lists the Trustees/Directors who served during FY 2024-2025, as well as those in post at the time this report was approved. Our MAAC Trustees and MAATL Directors generously contribute their time on a voluntary basis, bringing valuable expertise from a diverse range of backgrounds and sectors.

**GROUP TRUSTEE REPORT
For the year ended 31 March 2025**

Midlands Air Ambulance Charity (MAAC) - Board of Trustees / Directors		
Name	Chair roles (where held)	Any changes during year
E K Marriott	Chair of Board of Trustees Chair of Income Generation Committee	
K Bailey	Chair of HR and Remuneration Committee - from start of FY 2025 - 2026	
A Cross		
G Dellenty		
R Douglas	Chair of Audit and Risk Committee	
A Lennox	Chair of HR and Remuneration Committee to close of FY 2024 - 2025	Resigned 30/03/2025 (end of term)
C Manning		Appointed 11/10/2024
A Moss		
Dr V McVey	Chair of Clinical Standards Committee	
T Piedade		Appointed 20/05/2025
W Saleem		
Midlands Air Ambulance Trading Ltd (MAATL) - Board of Directors		
Name	Chair roles (where held)	Any changes during year
T Sehgal	Chair of Board of Directors - to close of FY 2024 - 2025	Resigned 27/03/2025 (end of term)
A Cross		Appointed 30/05/2024
R Douglas		Resigned 30/05/2024 (change of MAAC Trustee representation on MAATL Board)
N Nicholls	Chair of Board of Directors - from start of FY 2025 - 2026	
E Peake		Appointed 20/08/2024
H Sebright		

Our Decision-Making Structure (including Scheme of Delegation and Committees)

As recommended by the Charity Governance Code, the Board makes sure that its decision-making processes are informed, rigorous and timely and that effective delegation, control and risk assessment and management systems are set up and monitored.

Our Charity's Scheme of Delegation sets out matters reserved for the Board, those delegated to its Committees, and those delegated to the Senior Leadership Team. The Board maintains a clear focus on governance, oversight, strategy, performance, and assurance—not day-to-day operations—while retaining ultimate legal responsibility for all delegated matters.

**GROUP TRUSTEE REPORT
For the year ended 31 March 2025**

Day-to-day management is delegated to the Chief Executive Officer and the Senior Leadership Team, limited to activities within the Board-approved strategic plan, business plan, and budget.

The Board of Trustees currently has four committees, plus working groups in accordance with organisational need, with Terms of References adopted by each:

Committees	Working Groups in place during FY 2024 - 2025
Human Resources and Remuneration	Safeguarding
Income Generation	
Clinical Standards	
Audit and Risk	

Investment powers and policy

The Charity's Articles of Association empower the Trustees to invest funds as they see fit, following advice from a qualified financial expert and with due consideration to sustainability and diversification. The Articles also permit the delegation of investment management to a financial expert.

To support this, Trustees have retained Rathbones Group Plc (Rathbones), our long-standing investment manager, and AFH Financial Group Limited - who provide independent oversight as an additional layer of governance. Trustees recognise their duty to safeguard the Charity's assets and have established an investment policy that sets a clear framework for making and managing investments. This policy is reviewed at least every three years and considers ethical factors, risk, and the need for a balanced and responsible approach.

Pay policy

As outlined in our Remuneration Policy, we are committed to a competitive and fair approach to pay and benefits, ensuring equal pay and equitable treatment based on capability and merit. The Charity aims to balance fair compensation to attract and retain talent while maintaining careful stewardship of Charity funds.

The pay of all Charity staff, including the Senior Leadership Team, is reviewed annually by the Human Resources and Remuneration Committee, which makes recommendations to the Board of Trustees for approval. The Annual Employee Pay Review process takes into account inflation, salary benchmarking, and the organisation's financial performance.

Statements and Disclosures

Statement of Trustee responsibilities - in relation to financial statements

The Trustees are pleased to present their annual report together with the consolidated financial statements of the Charity and its subsidiary for the year ending 31 March 2025 which are also prepared to meet the requirements of a directors' report and accounts for Companies Act 2006 purposes.

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (2019) - (Charities SORP), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

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

- select suitable accounting policies and apply them consistently.
- observe the methods and principles in the Charities SORP.
- 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.
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy, at any time, the financial position of the Charity and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and the Group and obliged to take reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

GROUP TRUSTEE REPORT For the year ended 31 March 2025

Statement on Public Benefit

The Board of Trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have regard to the Charity Commission's general guidance on public benefit and it is satisfied that the Charity's activities do provide public benefit. MAAC's public benefit is demonstrated in pages 10-16 of this report.

Disclosure of Related Party Transactions and Declarations of Interest

Under charity accounting rules, charities are required to disclose certain transactions between related parties and the charity, for example, a related party who receives payment from the charity for the provision of services. Related parties are individuals or organisations who have significant influence over the strategic and financial decisions of the charity, for example, MAAC Trustees and persons and entities closely connected to them. As part of monitoring such transactions, Trustees are required to complete a Related Party Transactions Form at the close of each financial year.

Trustees are also required to declare conflicts of interest (as per MAAC's Conflicts of Interest Policy) both at the beginning of each Board or Committee meeting and within their Declaration of Interest form (completed annually and when conflicts of interest change).

Related party transactions and declarations of interest are recorded within MAAC's Register of Interests. For the reporting period, Trustee transaction disclosures are as below. Fuller information on organisational related party transactions is disclosed in note 22 to the Financial Statements.

- Trustee remuneration and benefits: None (£0). Our Trustees give their time freely as volunteers and receive no remuneration or other benefits from the Charity for their work.
- Trustee expenses: Details of Trustee expenses (£390) are disclosed in note 11 to the Financial Statements.
- Other disclosable transactions between Trustees (and persons and entities closely connected to them) and the charity: None.

Taxation

As a registered charity, we have charitable status with HMRC. The trading subsidiary does not have charitable status for corporation tax purposes and is registered for VAT. From 1 April 2015 air ambulance charities have been eligible for partial recovery of the VAT incurred on expenditure under Section 33 of VAT Notice 1001.

Trustee indemnity insurance

The Charity holds Trustees and Directors' indemnity insurance cover with a Limit of Liability of £5,000,000 (2024: £5,000,000), the cost is not separable from the total cost of insurance.

**GROUP TRUSTEE REPORT
For the year ended 31 March 2025**

Exemptions from disclosure

MAAC has taken no exemptions from disclosures.

Funds held as custodian trustee on behalf of others

There are no such funds held by the charity or its subsidiary.

Statement as to disclosure to our auditors

In so far as the Trustees are aware at the time of approving our Trustees' annual report:

- there is no relevant information, being information needed by the auditor in connection with preparing their report, of which the Group's auditor is unaware, and
- the Trustees, having made the enquiries of fellow Directors and the Group's auditor that they ought to have individually taken, have each taken all steps that he/she is obliged to take as a Director to make themselves aware of any relevant audit information, and to establish that the auditor is aware of that information.

This report was approved by trustees on 1st July 2025 and is signed on their behalf by



Keith Marriott, Chair

INDEPENDENT AUDITOR'S REPORT**To the members and trustees of Midlands Air Ambulance Charity**

Opinion

We have audited the financial statements of Midlands Air Ambulance Charity ("the Parent Charitable Company") and its subsidiary ("the Group") for the year ended 31 March 2025 which comprise the Consolidated Statement of Financial Activities, the Consolidated and Parent Charitable Company Balance Sheets, the Consolidated Statement of Cash Flows and the related notes including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the Group's and the Parent Charitable Company's affairs as at 31 March 2025 and of the incoming resources and application of resources, including its income and expenditure, for the year ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for Opinion

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

Conclusions relating to going concern

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

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Group's or Parent Charitable Company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

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

INDEPENDENT AUDITOR'S REPORT**To the members and trustees of Midlands Air Ambulance Charity**

Other information

The Trustees are responsible for the other information. The other information comprises the information included in the Trustees' report, other than the financial statements and our audit report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

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

- the information given in the Trustees' Report (incorporating the Strategic Report and the Directors' Report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Strategic Report and the Directors' Report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of our knowledge and understanding of the Group and Parent Charitable Company and its environment obtained in the course of the audit, we have not identified material misstatements in the Strategic Report and the Directors' Report.

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

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

INDEPENDENT AUDITOR'S REPORT**To the members and trustees of Midlands Air Ambulance Charity**

Responsibilities of Trustees

As explained more fully in the Statement of Trustees' Responsibilities set out on page 31, the Trustees (who are also the Directors of the Parent Charitable Company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the Groups' and Parent Charitable Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the Group or the Parent Charitable Company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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

Our assessment focussed on key laws and regulations the Group and Parent Charitable Company has to comply with and areas of the financial statements we assessed as being more susceptible to misstatement. These key laws and regulations included but were not limited to compliance with the Companies Act 2006, Charities Act 2011, Charities (Protection and Social Investment) Act 2016, Fundraising regulator, CQC, taxation legislation, data protection, anti-bribery and employment legislation.

We are not responsible for preventing irregularities, including fraud. Our approach to detecting irregularities, including fraud, included, but was not limited to, the following:

- obtaining an understanding of the legal and regulatory framework applicable to the Group and Parent Charitable Company and how the Group and Parent Charitable Company is complying with that framework, including agreement of financial statement disclosures to underlying documentation and other evidence;
- obtaining an understanding of the Group's and Parent Charitable Company's control environment and how the Group and Parent Charitable Company has applied relevant control procedures, through discussions with management and by performing walkthrough testing over key areas;
- obtaining an understanding of the Group's and Parent Charitable Company's risk assessment process, including the risk of fraud;
- reviewing meeting minutes of those charged with governance throughout the year; and

INDEPENDENT AUDITOR'S REPORT

To the members and trustees of Midlands Air Ambulance Charity

- performing audit testing to address the risk of management override of controls, including testing journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for bias.

Whilst considering how our audit work addressed the detection of irregularities, we also considered the likelihood of detection of fraud based on our approach. Irregularities arising from fraud are inherently more difficult to detect than those arising from error.

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

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

Use of our report

This report is made solely to the Parent 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 Parent 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 Parent Charitable Company and the Parent Charitable Company's members as a body, for our audit work, for this report, or for the opinions we have formed.



Glen Bott FCA
Senior Statutory Auditor

For and on behalf of:

COOPER PARRY GROUP LIMITED
Statutory Auditor

Date: 3 July 2025

Sky View, Argosy Road, East Midlands Airport, Castle Donington, Derby, DE74 2SA

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES

including consolidated income and expenditure account for the year ending 31 March 2025	Note	Unrestricted funds £'000	Designated funds £'000	Restricted funds £'000	Total funds 2025 £'000	Total funds 2024 £'000
Income:						
Donations and legacies	2	16,135		626	16,761	17,395
<i>Income from charitable activities:</i>						
Hospital Transfers		-	-	-	-	6
Training Courses and Room Hire		51	-	-	51	10
<i>Income from other trading activities:</i>						
Trading activities	3	1,425	-	-	1,425	1,299
Fundraising events	4	222	-	-	222	198
Investment Income	5	1,262	-	-	1,262	1,345
Other Income		199	-	-	199	219
Total income		19,294	-	626	19,920	20,472
Expenditure						
<i>Costs of raising funds</i>						
Trading activities	3	1,513	-	-	1,513	1,350
Fundraising activities and events	4	4,726	-	-	4,726	4,159
Investment Management costs	5	36	-	-	36	35
<i>Expenditure on charitable activities</i>						
Aircraft and base costs	6	6,515	-	305	6,820	6,491
Patient care and support	6	5,366	-	12	5,378	4,874
Total expenditure		18,156	-	317	18,473	16,909
Net Gain/(Loss) on investments	15	130	-	-	130	987
Net income/(expenditure)		1,268	-	309	1,577	4,550
Transfers between funds	19	1,839	1,096	(2,935)	-	-
Net Movement in Funds		3,107	1,096	(2,626)	1,577	4,550
Reconciliation of funds						
Total funds brought forward		32,260	23,121	2,702	58,083	53,533
Total funds carried forward		35,367	24,217	76	59,660	58,083

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

Detailed comparative data for 2024 is included in Note 9.

CONSOLIDATED AND CHARITY BALANCE SHEETS

as at 31 March 2025

	Note	Group 2025 £'000	Group 2024 £'000	Charity 2025 £'000	Charity 2024 £'000
Fixed assets:					
Tangible assets	13	28,825	19,424	28,815	19,404
Intangible assets	14	6	9	6	9
Investments	15	17,301	16,670	17,301	16,670
Total Fixed Assets		46,132	36,103	46,122	36,083
Current assets:					
Stock		76	78	-	-
Debtors	16	1,368	1,531	1,505	1,541
Short term deposits		5,798	13,452	5,798	13,452
Cash at bank and in hand		7,795	8,762	7,541	8,567
Total Current Assets		15,037	23,823	14,844	23,560
Liabilities:					
Creditors falling due within one year	17	1,509	1,843	1,387	1,729
Current assets less current liabilities		13,528	21,980	13,457	21,831
Net Assets		59,660	58,083	59,579	57,914
The funds of the Charity:					
Unrestricted funds	19	35,367	32,260	35,286	32,091
Designated funds	19	24,217	23,121	24,217	23,121
Restricted funds	19	76	2,702	76	2,702
Total Funds		59,660	58,083	59,579	57,914

The Charity has prepared group accounts in accordance with section 398 of the Companies Act 2006 and section 138 of the Charities Act 2011.

The surplus generated by the Charity for the financial year was £1,665,000 (2024: £4,601,000).

The notes at pages 41 to 61 form part of these accounts.

The accounts were approved by Trustees on 1st July 2025 and are signed on their behalf by



Keith Marriott, Chair

CONSOLIDATED STATEMENT OF CASHFLOWS
for the year ending 31 March 2025

	Group 2025 £'000	Group 2024 £'000
Cash used in operating activities	739	3,121
Cash flows from investing activities		
Dividends and Interest from investments	745	833
Purchase of fixed assets	(10,105)	(3,581)
Increase in short term deposits	7,654	(3,744)
Cash (used in) investing activities	(1,706)	(6,492)
Cash used in financing activities		
(Decrease)/Increase in cash and cash equivalents in the year	(967)	(3,371)
Cash and cash equivalents at the beginning of the year	8,762	12,133
Total cash and cash equivalents at the end of the year	7,795	8,762

RECONCILIATION OF NET INCOME/(EXPENDITURE) TO NET CASH FLOW FROM OPERATING ACTIVITIES

	Group 2025 £'000	Group 2024 £'000
Net income for the period	1,577	4,550
Depreciation and amortisation charges	706	907
Movement on investments	(130)	(987)
Dividends, and interest from investments	(1,246)	(1,329)
Loss on disposal of fixed assets	1	-
Increase in stocks	2	(9)
Decrease in debtors	163	182
Decrease in creditors	(334)	(193)
Net cash in from operating activities	739	3,121

ANALYSIS OF CASH AND CASH EQUIVALENTS

	Group 2025 £'000	Group 2024 £'000
Cash in hand	7,795	8,762
Total cash and cash equivalents at the end of the year	7,795	8,762

NOTES TO THE FINANCIAL STATEMENTS

1. Accounting policies

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

Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Midlands Air Ambulance Charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

Use of estimates and judgements

When preparing the financial statements, the Trustees and management make a number of judgements, estimates and assumptions on the way in which assets, liabilities, income and expenditure is recognised and measured.

The loan to the trading company by the Charity has been recognised at the present value in recognition of the changes required by FRS 102. The loan has been issued on an interest free basis.

Going concern

These accounts have been prepared on the basis that the Charity is a going concern. The Trustees consider that there are sufficient reserves to secure the future of the Charity for at least the next 12 to 18 months from the date of signing the accounts.

Basis of consolidation

These accounts consolidate those of the Charity and its wholly owned subsidiary Midlands Air Ambulance Trading Limited. These are adjusted, where necessary, to conform to group accounting policies. The individual results of the Trading Company are included in Note 3. A separate Statement of Financial Activities and Income and Expenditure Account for the Charity have not been presented in accordance with the exemption afforded by section 408 of the Companies Act 2006. The Charity surplus before gains/losses on investments for 2025 was £1,535,000 (2024: £3,614,000). This is made up of Income £18,495,000 (2024: £19,173,000) and Expenditure £16,960,000 (2024: £15,559,000).

NOTES TO THE FINANCIAL STATEMENTS

1. Accounting policies continued

Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the Charity. Designated funds are unrestricted funds of the Charity, which the Trustees have decided, at their discretion, to set aside to use for a specific purpose. Restricted funds are donations that the donor has specified are to be solely used for particular purposes or purchases.

Income

All income is reported gross when raised by the Charity or its agents. Any fee charged by a third party and deducted from the amount collected before it is remitted to the Charity is not offset against income but is reported as a fundraising expense.

Income is recognised in full within the Statement of Financial Activities as soon as the following three factors can be met:

- Entitlement - control over the rights or other access to the economic benefit has passed to the Charity;
- Probability - it is more likely than not that the economic benefits associated with the transaction or gift will flow to the Charity;
- Measurement - the monetary value or amount of the income can be measured reliably, and the costs incurred for the transaction and the costs to complete the transaction can be measured reliably.

a) Legacies

Legacies are included in the Statement of Financial Activities when all the criteria for income recognition have been met. The basis is that 50% of the predicted total value is included in the Statement of Financial Activities.

b) Event income

Income received in advance of an event is deferred if the event takes place after the year-end, unless that income is non-refundable.

c) Gifts in kind

Assets donated to the Charity for its own use are included in the Statement of Financial Activities as incoming resources at the market value at the time of the gift.

Assets and gifts made for conversion into cash and subsequent application by the Charity are included in the accounting period in which the item/s are sold at the sale value.

d) Volunteers and supporters

The Charity benefits greatly from the involvement and enthusiastic support of its many volunteers and supporters, details of which are given in our annual report. In accordance with FRS 102 and the Charities SORP (FRS 102), the economic contribution of general volunteers is not recognised in the accounts.

NOTES TO THE FINANCIAL STATEMENTS

1. Accounting policies continued

Expenditure

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required, and the amount of the obligation can be measured reliably.

a) Allocation of overhead and support costs

Support costs are those functions that assist the work of the Charity but do not directly undertake charitable activities. Support costs include back-office costs, finance, personnel, facilities, payroll and governance costs which support the Charity's air ambulance operations. These costs have been allocated between the cost of raising funds and expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 7.

Costs of fundraising activities include the costs of supporting donors, volunteers, and all events, which bring in income to the Charity, as well as the costs of the Lottery, and events run by the Charity itself.

b) Operating leases

The Charity classifies the lease of premises and the helicopter as operating leases as the title to the asset remains with the lessor. Rental charges are charged according to the terms of the agreement. Full details are provided in Note 18.

c) VAT recovery

Government changes in VAT legislation in April 2015, has enabled air ambulance charities to recover a proportion of the VAT suffered on costs, in accordance with Section 33 of VAT Notice 1001. Any irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

Balance Sheet

The Balance Sheet reflects the resources available to the Charity, and identifies any restrictions placed on their use.

a) Tangible fixed assets

Individual fixed assets costing £1,000 or more are capitalised at cost and depreciated over their estimated useful economic lives on a straight-line basis.

The depreciation measurement used for the aircraft was changed from 1 April 2024. The comparison of the written down value held in the books as opposed to the annual external valuation estimate demonstrated that the depreciable amount had been overestimated and a more gradual method of depreciation should be reflected on the remaining and any new aircraft. The rate applied in these accounts show a change in measurement of the residual value of the helicopter fleet and the consequent change to the rate of depreciation.

Depreciation is charged in each main class of tangible asset as follows:

Freehold Buildings	2% straight line basis
Leasehold Buildings	straight line over the remaining term of the lease
Land	no depreciation

NOTES TO THE FINANCIAL STATEMENTS

1. Accounting policies continued

Equipment and Fittings	20% straight line basis
Computers	20% straight-line basis
Vehicles	33% straight-line basis
Aircraft	over a 15-year period to 50% of original cost
Assets in the course of Construction	depreciation is only applied when assets are brought into use

b) Intangible assets

Intangible assets e.g., software is capitalised at cost and amortised as follows:

Software	20% straight-line basis
----------	-------------------------

c) Investments

Investment funds are stated at market value at the Balance Sheet date. The Statement of Financial Activities includes the net gain or loss during the financial year. Detailed analysis of the changes in investment value during the year is set out in Note 15. Investments in Group undertakings are stated at cost.

d) Financial instruments

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

e) Stock

Stock is included at the lower of cost or net realisable value, on a first in, first out basis. Donated items of stock are recognised at fair value, which is the amount the Charity would have been willing to pay for the items on the open market.

f) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

g) Short term deposits

The Charity categorises short term deposits as those funds intended to be held in accounts for five years or less.

h) Creditors and provisions

Creditors and provisions are recognised where the Charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due. Interest free intercompany loans are recognised at present value.

NOTES TO THE FINANCIAL STATEMENTS

1. Accounting policies continued

Financial instruments

Basic financial instruments are initially recognised at transaction value and subsequently measured at amortised cost with the exception of investments, cash at bank and in hand, and short-term deposits which are held at fair value.

Financial assets held at amortised cost comprise trade and other debtors. A specific provision is made for debts for which recoverability is in doubt. Cash at bank and in hand is defined as all cash held in instant access bank accounts and used as working capital.

Financial liabilities held at amortised cost comprise all creditors except social security and other taxes, accruals, and provisions.

Critical accounting judgements and key sources of estimation uncertainty

In the application of the accounting policies, Trustees are required to make judgement, estimates and assumptions about the carrying value of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an on-going basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period or in the period of the revision and future periods if the revision affected current and future periods.

Judgements made by the Trustees in the application of these accounting policies may have significant effect on the financial statements and estimates with the potential for a significant risk of material adjustment in the next year.

The areas where these judgements and estimates have been made include the following for the Group:

a) Amortisation, depreciation and residual values

The Trustees have approved the approach that the management team review the asset lives of all tangible and intangible fixed asset classes and have concluded that the length of the asset lives are appropriate.

The depreciation measurement used for the aircraft was changed from 1 April 2024. The comparison of the written down value held in the books as opposed to the annual external valuation estimate demonstrated that the depreciable amount had been overestimated and a more gradual method of depreciation should be reflected on the remaining and any new aircraft.

b) Accrued income

Accrued income includes legacy income amounts. In recognising accrued legacy income, the Trustees have approved the approach that the management team take in recognising the probability of receiving each legacy based on whether the criteria for income recognition have been met. Each legacy is then carefully assessed and 50% of the predicted total value is accrued.

NOTES TO THE FINANCIAL STATEMENTS

2. Income from donations and legacies

	2025	2024
	£'000	£'000
Donations	2,147	2,145
Lottery and regular giving	6,380	6,040
Legacies and in memorium	7,698	6,236
Grants and other income	536	2,974
	16,761	17,395

Of the income received during the year £626,000 is restricted in its use (2024: £3,154,000). Further details of these received are set out in Note 19.

3. Trading activities

The wholly owned trading subsidiary Midlands Air Ambulance Trading Company Limited is incorporated in the United Kingdom (company number 08256466) and pays profits, which are surplus to trading requirements, to the Charity under the gift aid scheme.

The trading company operates charity shops selling clothing, furniture etc., sells merchandise and generates recycling income. The summary financial performance of the subsidiary is:

	2025	2024
	£'000	£'000
Statement of Comprehensive Income		
Turnover	1,425	1,299
Cost of sales	(89)	(51)
Gross profit	1,336	1,248
Administrative expenses	(1,270)	(1,102)
Operating profit	66	146
Donation to Midlands Air Ambulance Charity	(154)	(197)
Taxation	-	-
Retained (loss)profit	(88)	(51)
	2025	2024
	£'000	£'000
Balance Sheet		
Fixed assets	10	18
Current assets	442	322
Current liabilities	(371)	(171)
Liabilities > 1 year	-	-
Total net assets/(liabilities)	81	169
	81	169
Share capital and reserves		

NOTES TO THE FINANCIAL STATEMENTS

4. Fundraising events and activity

The Charity raises its income through a range of activities and initiatives, which includes but is not limited to running its own events as identified below:

	2025	2024
	£'000	£'000
Income from events		
Charity managed events	222	198
	222	198

It should be noted that charity managed events generate income that is recorded under the Donations heading (see note 2).

The costs of generating all the funds, including those included in Note 2 to the accounts, for the year were:

	2025	2024
	£'000	£'000
Costs of charity fundraising		
Fundraising events	295	251
Marketing	987	859
Fundraising services	1,548	1,408
General fundraising	1,896	1,641
	4,726	4,159

5. Investment income and fees

	2025	2024
	£'000	£'000
Income		
Fixed asset investments	518	512
Interest on deposit accounts	744	833
	1,262	1,345
Costs		
Investment management costs paid through investment portfolio	16	15
Investment management costs paid direct	20	20
	36	35

The income and costs outlined above have been recognised in the Statement of Financial Activity in year. The fixed asset investment is held as a long-term investment. Its market value at the end of the accounting period is shown in the Balance Sheet, and the unrealised gain for the financial year has also been included on the Statement of Financial Activity. All of the Group's investment income is held in UK bank accounts.

NOTES TO THE FINANCIAL STATEMENTS

6. Charitable activities

	Aircraft & Airbase Costs £'000	Patient Welfare & Support £'000	2025 Total £'000	2024 Total £'000
Aircraft running costs	4,944	-	4,944	4,476
Aircraft and airbase equipment	169	-	169	52
Airbase running costs	81	-	81	115
Depreciation	307	-	307	610
Paramedic and clinical staff costs	-	3,710	3,710	3,265
Medical supplies and PPE	-	158	158	160
General Expenditure	-	209	209	269
Tasking costs	-	261	261	251
Support costs	1,266	998	2,264	2,085
Governance	53	42	95	82
Total	6,820	5,378	12,198	11,365

Expenditure on charitable activities was £12,198,000 (2024: £11,365,000) of which £11,881,000 was unrestricted (2024: £10,778,000) and £317,000 was restricted (2024: £502,000) and £nil was designated (2024: £85,000).

7. Analysis of governance and support costs

The Charity monitors expenditure on administration costs during the year against the budget which is set by the Board. At the year-end costs of the governance function are identified and are apportioned over the charitable activities. The basis of apportionment and the analysis of these costs are set out below.

	Aircraft & Airbase Costs £'000	Patient Welfare & Support £'000	2025 Total £'000	2024 Total £'000	Basis of Allocation
Governance	53	42	95	82	Time spent on Board matters
Business Support	1,266	998	2,264	2,085	Proportional to spend
Total	1,319	1,040	2,359	2,167	

8. Net income/(expenditure) for the year

This is stated after charging:	2025 £'000	2024 £'000
Operating leases	3,712	3,556
Depreciation of tangible fixed assets	703	904
Amortisation of intangible assets	3	3
Audit fees	17	21

NOTES TO THE FINANCIAL STATEMENTS

9. Consolidated Statement of Financial Activities 2024

	Unrestricted funds £'000	Designated funds £'000	Restricted funds £'000	Total funds 2024 £'000
Income:				
Donations and legacies	14,241	-	3,154	17,395
<i>Income from charitable activities:</i>				
Hospital Transfers	6	-	-	6
Education and Training	10	-	-	10
<i>Income from other trading activities:</i>				
Trading activities	1,299	-	-	1,299
Fundraising events	198	-	-	198
Investment income	1,345	-	-	1,345
Other income	219	-	-	219
Total income	17,318	-	3,154	20,472
Expenditure				
<i>Costs of raising funds</i>				
Trading activities	1,350	-	-	1,350
Fundraising activities and events	4,159	-	-	4,159
Investment management costs	35	-	-	35
<i>Expenditure on charitable activities</i>				
Aircraft and base costs	6,120	-	371	6,491
Patient care and support	4,658	85	131	4,874
Total expenditure	16,322	85	502	16,909
Net gain/(loss) on investments	987	-	-	987
Net income and net movement in funds for the year	1,983	(85)	2,652	4,550
Transfers between funds	1,746	(1,738)	(8)	-
Net Movement in funds	3,729	(1,823)	2,644	4,550
Reconciliation of funds				
Total funds brought forward	28,531	24,944	58	53,533
Total funds carried forward	32,260	23,121	2,702	58,083

NOTES TO THE FINANCIAL STATEMENTS

10. Analysis of staff costs, and the cost of key management personnel

	2025	2024
	£'000	£'000
Salaries and wages	5,903	4,981
Social security costs	619	518
Employer's costs of defined contribution pension scheme	104	83
Employer's costs of defined benefit pension scheme	315	297
	6,941	5,879

Pension costs are allocated to activities in proportion to the related staffing costs incurred and are wholly charged to unrestricted funds. At 31 March 2025 there were thirty-five (2024: thirty-five) members of staff who are members of the NHS Pension scheme, which is a defined benefit scheme. Contribution rates are set by the pension scheme. It is not possible to identify the Charity's share of the underlying assets or liabilities within the scheme.

The Charity offers all other employees the opportunity to join a defined contribution pension scheme. Staff are auto enrolled, but each individual can subsequently choose to opt out, in accordance with the legislation. The Charity matches employee contributions to a maximum level which has been set and reviewed by the Trustees. In addition, the Charity maintains death in service insurance cover for staff.

The Charity's clinical staff are deployed on critical care missions that demand consultant-level expertise, and the associated operational costs reflect the advanced skill set required for these missions. The number of employees receiving remuneration in excess of £60,000 for the period was as follows:

	2025	2024
	£'000	£'000
£60,000 - £70,000	23	21
£70,000 - £80,000	5	5
£80,000 - £90,000	2	-
£90,000 - £100,000	1	1
£100,000 - £110,000	1	1
£110,000 - £120,000	2	1
£160,000 - £170,000	1	1
	35	30

Contributions made in year to pension schemes for higher paid employees amounted to £282,423 (2024: £250,187).

The key management personnel comprise the Chief Executive Officer, Chief Operating Officer, Finance Director, Medical Director, Director of Operations, Governance and Compliance Director and Registered Manager, (2024: Chief Executive Officer, Chief Operating Officer, Finance Director, Medical Director, Director of Operations and Registered Manager). The total employee benefits of the key management personnel for the year were £806,681 (2024: £712,593).

NOTES TO THE FINANCIAL STATEMENTS

10. Analysis of staff costs, and the cost of key management personnel continued

During the year three (2024: none) termination payments were made totalling £20,482 (2024: £nil).

The holiday year-end is coterminous with the financial year-end. Staff can carry forward up to five days, in exceptional circumstances, approved by the Senior Leadership Team. Therefore, a provision of £9,348 (2024: £2,975) has been made in the accounts.

11. Trustee remuneration and expenses

The Charity's Trustees were neither paid nor received any benefits from employment with the Charity or its subsidiary in the year (2024: £nil). Expenses amounting to £390 (2024: £176) were reimbursed to 2 (2024: 1) trustees during the year. No Charity Trustees received payment for professional or other services supplied to the Charity (2024: £nil).

The Charity holds trustees and directors Indemnity insurance cover of £5,000,000 (2024: £5,000,000), but the cost is not separable from the total cost of insurance.

12. Staff numbers

The average monthly numbers of employees (including casual and part-time staff) during the year were as follows:

	2025	2024
	Number	Number
Fundraising	27	23
Facilities and Logistics	13	7
Administration and HR	15	12
Finance	6	6
Clinical	63	57
Trading	35	33
Average head count	159	138

NOTES TO THE FINANCIAL STATEMENTS

13. Tangible fixed assets

Consolidated

	Aircraft	Freehold Land & Buildings	Leasehold Land & Buildings	Equipment & Fittings	Computers	Vehicles	Assets in the course of construction	Total
	£'000	£'000	£'000	£'000	£'000	£'000	£'000	£'000
Cost:								
As at 1 April 2024	10,938	11,293	793	1,329	433	556	858	26,200
Additions	7,447	871	1,750	20	17	-	-	10,105
Disposals	-	-	-	(1)	(1)	(64)	-	(66)
Reclassification	858	-	-	-	-	-	(858)	-
As at 31 March 2025	19,243	12,164	2,543	1,348	449	492	-	36,239
Depreciation:								
As at 1 April 2024	4,265	156	793	953	113	496	-	6,776
Charge for the year	210	216	52	107	85	33	-	703
Add back on disposal	-	-	-	-	(1)	(64)	-	(65)
As at 31 March 2025	4,475	372	845	1,060	197	465	-	7,414
Net Book Value								
At 1 April 2024	6,673	11,137	-	376	320	60	858	19,424
At 31 March 2025	14,768	11,792	1,698	288	252	27	-	28,825

REPORT OF THE TRUSTEES
For the year ended 31 March 2025

13. Tangible fixed assets continued

Charity

	Aircraft	Freehold Land & Buildings	Leasehold Land & Buildings	Equipment & Fittings	Computers	Vehicles	Assets in the course of construction	Total
	£'000	£'000	£'000	£'000	£'000	£'000	£'000	£'000
Cost:								
As at 1 April 2024	10,938	11,293	793	1,255	399	556	858	26,092
Additions	7,447	871	1,750	20	17		-	10,105
Disposals	-	-	-	-	-	(64)	-	(64)
Reclassification	858	-	-	-	-	-	(858)	-
As at 31 March 2025	19,243	12,164	2,543	1,275	416	492	-	36,133
Depreciation:								
As at 1 April 2024	4,265	156	793	886	92	496	-	6,688
Charge for the year	210	216	52	103	80	33	-	694
Add back on disposal	-	-	-	-	-	(64)	-	(64)
As at 31 March 2025	4,475	372	845	989	172	465	-	7,318
Net Book Value								
At 1 April 2024	6,673	11,137	-	369	307	60	858	19,404
At 31 March 2025	14,768	11,792	1,698	286	244	27	-	28,815

REPORT OF THE TRUSTEES
For the year ended 31 March 2025

14. Intangible assets

Consolidated

	Software £'000	Total £'000
Cost:		
As at 1 April 2024	46	46
Additions	-	-
As at 31 March 2025	<u>46</u>	<u>46</u>
Amortisation:		
As at 1 April 2024	37	37
Charge for the year	3	3
As at 31 March 2025	<u>40</u>	<u>40</u>
Net Book Value		
At 1 April 2024	9	9
At 31 March 2025	<u><u>6</u></u>	<u><u>6</u></u>

Charity

	Software £'000	Total £'000
Cost:		
As at 1 April 2024	41	41
Additions	-	-
As at 31 March 2025	<u>41</u>	<u>41</u>
Amortisation:		
As at 1 April 2024	32	32
Charge for the year	3	3
As at 31 March 2025	<u>35</u>	<u>35</u>
Net Book Value		
At 1 April 2024	9	9
At 31 March 2025	<u><u>6</u></u>	<u><u>6</u></u>

REPORT OF THE TRUSTEES
For the year ended 31 March 2025

15. Investments (Group and Charity)

The Charity's investment policy is outlined within the Trustee's report and is reviewed annually. The investments held at year-end were:

	2025	2024
	£'000	£'000
Market value at 1 April 2024	16,670	15,187
Additions at cost	518	515
Disposal proceeds	(17)	(11)
Movements in capital account	-	(8)
Net gain on revaluation	130	987
Market value at 31 March 2025	17,301	16,670
Historical cost at period end	14,405	13,904

In addition to the above managed investment the Charity holds the following investment in subsidiary undertakings.

	2025	2024
	£	£
Midlands Air Ambulance Trading Limited	1	1

The investment represents a 100% holding of the issued share capital of Midlands Air Ambulance Trading Limited, a subsidiary undertaking which was incorporated on 17 October 2012 and commenced to trade on 7 December 2012.

16. Debtors

	Group		Charity	
	2025	2024	2025	2024
	£'000	£'000	£'000	£'000
Trade debtors	17	6	14	4
Prepayments	706	603	622	571
Accrued income	463	739	463	739
Amount due from subsidiary	-	-	249	67
VAT recoverable	171	172	155	158
Other debtors	11	11	2	2
	1,368	1,531	1,505	1,541

Amounts due to the Charity from the subsidiary include an agreed loan, which at 31st March 2025 showed amounts due within one year £nil (2024: £38,000) and amounts due in more than one year of £Nil (2024: £nil).

REPORT OF THE TRUSTEES
For the year ended 31 March 2025

17. Creditors: amounts falling due within one year

	Group		Charity	
	2025 £'000	2024 £'000	2025 £'000	2024 £'000
Trade creditors	536	795	478	762
Accruals	730	792	673	721
Other creditors	75	72	69	62
Taxation and social security costs	168	184	167	184
	1,509	1,843	1,387	1,729

18. Commitments under operating leases

At 31st March Group companies had commitments under operating leases set out below. In accordance with FRS 102 these are stated at the minimum lease payments.

	Land & Buildings £'000	Helicopters £'000	2025 £'000	2024 £'000
Within one year	92	3,613	3,705	3,246
Within two to five years	106	-	106	12
	198	3,613	3,811	3,258

19. Total Funds

Consolidated - Current Year

	Balance 1 April 2024 £'000	Incoming Resources £'000	Outgoing Resources £'000	Transfers/ Gains and (Losses) £'000	Balance 31 March 2025 £'000
Restricted funds					
County Air Ambulance Trust	1,687	349	(40)	(1,935)	61
Various donors	1,015	277	(277)	(1,000)	15
	2,702	626	(317)	(2,935)	76
Designated funds					
Fixed asset fund	13,366	-	-	1,968	15,334
Aircraft development	1,500	-	-	-	1,500
Capital Project fund	6,084	-	-	(872)	5,212
Clinical Costs fund	2,171	-	-	-	2,171
	23,121	-	-	1,096	24,217
Unrestricted funds					
Expenditure fund	29,171	-	-	3,335	32,506
Development plan	1,500	-	-	-	1,500
General fund	1,589	19,294	(18,156)	(1,366)	1,361
	32,260	19,294	(18,156)	1,969	35,367
Total funds	58,083	19,920	(18,473)	130	59,660

REPORT OF THE TRUSTEES
For the year ended 31 March 2025

19. Total Funds continued

Consolidated - Prior Year

	Balance 1 April 2023 £'000	Incoming Resources £'000	Outgoing Resources £'000	Transfers/ Gains and (Losses) £'000	Balance 31 March 2024 £'000
Restricted funds					
County Air Ambulance Trust	18	1,793	(118)	(6)	1,687
Various donors	40	1,361	(384)	(2)	1,015
	58	3,154	(502)	(8)	2,702
Designated funds					
Fixed asset fund	13,366	-	-	-	13,366
Aircraft development	1,500	-	-	-	1,500
Capital Project fund	7,907	-	(85)	(1,738)	6,084
Clinical Costs fund	2,171	-	-	-	2,171
	24,944	-	(85)	(1,738)	23,121
Unrestricted funds					
Expenditure fund	25,516	-	-	3,655	29,171
Development plan	1,500	-	-	-	1,500
General fund	1,515	17,318	(16,322)	(922)	1,589
	28,531	17,318	(16,322)	2,733	32,260
Total funds	53,533	20,472	(16,909)	987	58,083

REPORT OF THE TRUSTEES
For the year ended 31 March 2025

19. Total Funds continued

Charity - Current Year

	Balance 1 April 2024 £'000	Incoming Resources £'000	Outgoing Resources £'000	Transfers/ Gains and (Losses) £'000	Balance 31 March 2025 £'000
Restricted funds					
County Air Ambulance Trust	1,687	349	(40)	(1,935)	61
Various donors	1,015	277	(277)	(1,000)	15
	2,702	626	(317)	(2,935)	76
Designated funds					
Fixed asset fund	13,366	-	-	1,968	15,334
Aircraft development	1,500	-	-	-	1,500
Capital Project fund	6,084	-	-	(872)	5,212
Clinical Costs fund	2,171	-	-	-	2,171
	23,121	-	-	1,096	24,217
Unrestricted funds					
Expenditure fund	29,171	-	-	3,335	32,506
Development plan	1,500	-	-	-	1,500
General fund	1,420	17,870	(16,644)	(1,366)	1,280
	32,091	17,870	(16,644)	1,969	35,286
Total funds	57,914	18,496	(16,961)	130	59,579

REPORT OF THE TRUSTEES
For the year ended 31 March 2025

19. Total Funds continued

Charity - Prior Year

	Balance 1 April 2023 £'000	Incoming Resources £'000	Outgoing Resources £'000	Transfers/ Gains and Losses £'000	Balance 31 March 2024 £'000
Restricted funds					
County Air Ambulance Trust	18	1,793	(118)	(6)	1,687
Various donors	40	1,361	(384)	(2)	1,015
	58	3,154	(502)	(8)	2,702
Designated funds					
Fixed asset fund	13,366	-	-	-	13,366
Aircraft development	1,500	-	-	-	1,500
Capital Project fund	7,907	-	(85)	(1,738)	6,084
Clinical Costs fund	2,171	-	-	-	2,171
	24,944	-	(85)	(1,738)	23,121
Unrestricted funds					
Expenditure fund	25,516	-	-	3,655	29,171
Development plan	1,500	-	-	-	1,500
General fund	1,295	16,019	(14,972)	(922)	1,420
	28,311	16,019	(14,972)	2,733	32,091
Total funds	53,313	19,173	(15,559)	987	57,914

Restricted funds

The Charity is very grateful to numerous organisations for their support. All the funds are restricted to the purpose for which they were given. The brought forward income from County Air Ambulance Trust was used to refurbish our Strensham airbase. The additional income has been given to purchase clinical equipment and uniforms. The income from the various donors has been given to assist with the funding of our critical service in the six counties that we cover. Where costs have been capitalised, the balance is transferred to unrestricted reserves once the grant has been spent as is the case this year.

Designated funds

The fixed asset fund is an amount set aside to help cover the replacement cost of fixed assets used by the Charity for charitable purposes. This calculation is based on the written down value of the fixed assets held at the end of the year, excluding land and buildings.

Funds have been set aside to cover any costs due to engine corrosion on our three owned aircraft in order to ensure these aircraft remain fit for purpose throughout their useful lives. Expenditure in this regard is not time limited.

The capital project fund is to cover any future costs at our Airbase and Charity Headquarters building located at

REPORT OF THE TRUSTEES
For the year ended 31 March 2025

Airbase Avenue, Neachley Shifnal.

The clinical costs fund is to cover any increased costs of the clinical service in line with the three-year clinical plan.

20. Analysis of net asset by fund

Current Year	Restricted Funds £'000	Designated Funds £'000	Unrestricted Funds £'000	2025 Total £'000
Tangible and intangible fixed assets	-	15,334	13,497	28,831
Investments	-	-	17,301	17,301
Cash at bank and in hand and short-term deposits	76	8,883	4,634	13,593
Other net current (liabilities)/assets	-	-	(65)	(65)
Total	76	24,217	35,367	59,660

Prior Year	Restricted Funds £'000	Designated Funds £'000	Unrestricted Funds £'000	2024 Total £'000
Tangible and intangible fixed assets	-	13,366	6,067	19,433
Investments	-	-	16,670	16,670
Cash at bank and in hand and short-term deposits	2,702	9,755	9,757	22,214
Other net current (liabilities)/assets	-	-	(234)	(234)
Total	2,702	23,121	32,260	58,083

21. Financial instruments

	2025 £'000	2024 £'000
Financial assets		
Financial assets measured at fair value through profit or loss	30,894	38,884
Financial assets that are debt instruments measured at amortised cost	28	17
	30,922	38,901
Financial liabilities		
Financial liabilities measured at amortised cost	611	867
	611	867

REPORT OF THE TRUSTEES
For the year ended 31 March 2025

21. Financial instruments (continued)

Financial assets measured at fair value through profit or loss comprise of investments, cash at bank and in hand, and short-term deposits.

Financial assets measured at amortised cost comprise trade debtors and other debtors.

Financial liabilities measured at amortised cost comprise trade creditors, and other creditors.

22. Related party transactions

Transactions occurred during the year between the Charity and trading company. For the Charity, the income was £460,000 (2024: £675,000) and expenditure was £680,755 (2024: £675,911). Money owed to the Charity from the trading company at the year-end was £249,308 (2024: £28,550).

No trustee or other person related to the Charity had any personal interest in any contract or transaction entered into by the Charity during the period.

During the period, none of the MAAC Trustees, MAATL Directors or members of the key management staff, or parties related to them, has undertaken any related party transactions that require disclosure.

23. Capital Commitments

At 31 March 2025 there were capital commitments of £176,260 (2024: £8,982,757). £139,500 being the retention relating to the build of the Airbase and Charity Headquarters building, and £36,760 for the retention relating to the refurbishment of our Strensham airbase.

MIDLANDS AIR AMBULANCE CHARITY

England & Wales - Charity number 1143118

Accounts



MIDLANDS AIR AMBULANCE CHARITY

ANNUAL REPORT AND CONSOLIDATED FINANCIAL STATEMENTS

Year ending 31st March 2024

Charity Number 1143118
Company Number 07683841



Charity and Company Registration

Midlands Air Ambulance Charity (parent charity)	Registered Office: Airbase Avenue Neachley Shifnal Shropshire TF11 8UR
Registered Charity Number (Charity Commission): 1143118 Registered Company Number (Private company limited by guarantee, Companies House): 07683841	
Midlands Air Ambulance Trading Ltd (trading subsidiary)	
Registered Company Number (Private Limited Company, Companies House): 08256466	

Our advisers

Auditor	Cooper Parry Group Limited	Sky View, Argosy Road, East Midlands Airport, Castle Donington, Derby, DE74 2SA
Bankers	Barclays Bank plc	Queen Square, Wolverhampton, WV1 1DS
Company Secretary	Nicola Rees	Hawthorn House, Dudley Road, Stourbridge, DY9 8BQ From 3 July 2023, Airbase Avenue, Neachley Shifnal, Shropshire, TF11 8UR
Solicitors	Withers LLP	16 Old Bailey, London, EC4M 7EG
Investment advisers	AFH Group	Buntsford Drive, Bromsgrove, B60 4JE

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CHAIR'S REPORT



Keith Marriott
Chair of the Board of Trustees

In my first full year as Chair for Midlands Air Ambulance Charity (MAAC), we have achieved growth in many areas, and I am proud to work with such a dedicated team of staff and volunteers, and alongside my fellow Trustees.

This document outlines the Charity's work and achievements during the Financial Year 2023-2024. For a summary of achievements against our four strategic priorities - (i) clinical excellence; (ii) income generation; (iii) organisational resilience; and (iv) our people - please refer to section six. In this section I would like to share some highlights with you.

During the year, all three of our airbases were inspected by the Care Quality Commission (CQC). I am delighted to report that Midlands Air Ambulance Charity achieved an outstanding CQC rating at each airbase. This represents a major milestone in the organisation's 33-year history and highlights the strength, maturity and robust governance processes across the charity.

As we evolve our operations; we remain focused on delivering the best possible pre-hospital emergency care to the patients we treat across the Midlands region. In the past year our Critical Care paramedics and Specialist Doctors have introduced a new hyper acute transfer service for patients who require time critical hospital transfers. This initiative has proved vital for stroke patients and for the neo-natal cases that our clinicians attend. We have also extended our operating hours to 24/7 as part of a trial to evaluate patient need during the dark hours and to extend our reach. Early data is showing that overnight, we are attending more complex cases requiring advanced procedures and medication.

I am also pleased to report that during the financial year 2023-2024, MAAC's income generation held strong, and we close the year with a surplus position. However, we do not take for granted the many generous donors that support our air ambulance. Our donor base and our people are MAAC's greatest assets, and we will continue to show our gratitude, recognition and loyalty to our supporters by providing an outstanding helicopter led emergency medical service, across the six-midlands counties that we serve. Our favourable end of year position will be utilised to build our reserves to 20 months of running costs, working towards our policy of having free reserves equal to 24 months of future operating costs, which will further safeguard our fleet of helicopters, specialist clinical staff and lifesaving operations for a sufficient period in the event that our income is impacted due to unforeseen events.

As we turn our attention to the future, I look forward to supporting and guiding the team in the delivery of the Strategic Plan. I ask you to maintain your support of our charity, so that we can continue serving the communities across the Midlands region, rapidly attending and treating critically ill and injured patients in their hour of need. Thank you.

GROUP TRUSTEE REPORT For the year ended 31 March 2024

CHIEF EXECUTIVE'S REPORT

The Financial Year 23/24 has been a significant period in Midlands Air Ambulance Charity's 33-year history.

When I reflect over the last 12 months, I am proud of the organisation's many successes, the result of the immense diligence, hard work and commitment of the team here at MAAC and the loyalty and passionate support of our many volunteers, donors and corporate partners.

Below I outline the Charity's main achievements. In summary, we have:

- ✓ Completed the building programme and moved into our new Airbase and Charity Headquarters.
- ✓ Concluded a complex, open tender programme for an aviation partner to support our aircraft operations. We look forward to working with our colleagues at Babcock Mission Critical Services Onshore in delivering a high-quality fleet maintenance and servicing operation in the coming years.
- ✓ Achieved an outstanding rating with the Care Quality Commission (CQC) at all three of our airbases.
- ✓ Been assessed by Investors in People which has resulted in our rating moving from Silver to Gold.
- ✓ Launched 24/7 clinical operations as part of a trial - to extend our reach and improve equality of pre-hospital emergency care across the region, day or night.
- ✓ With dedicated facilities at our new airbase and HQ we have now been able to establish a comprehensive training and education function, for our clinicians internally and for external medical students as well as extending our CPR, bleed control, and defibrillation training for regional schools and businesses providing CPR skills sessions to approximately 9,000 people.
- ✓ We have worked hard to recruit more volunteers and bring new skill sets to the Charity. We are forever grateful for the strong levels of commitment from the community in providing voluntary support across many different areas of the charity.
- ✓ In line with our long-term growth plan, we have expanded our retail network to nine shops, with two new shops in Stoke on Trent and Hereford. This is part of our ongoing plan to raise funds for our charitable cause whilst supporting our sustainable shopping and recycling agenda's.
- ✓ Seen our dedicated staff continuously strive for improvement with the submission of 76 innovations, which is a 50% increase from the previous year.
- ✓ Through hard work our highly skilled committed fundraisers have achieved strong income growth across the year in spite of increasing costs and ongoing economic uncertainty.



Hanna Sebright, Chief Executive

None of these achievements would have been possible without such a dedicated, fabulous team including our clinicians, fundraisers, retailers, critical back-office functions and our wonderful volunteers. I would like to thank everyone involved for making this happen as well as our Chairman and Board of Trustees for providing strategic direction and ongoing support throughout the year.

I look forward to the year ahead and building on recent successes whilst always putting the patient first.

SURVIVOR CASE STUDY

Survivor Story Denzel Nafroe

A fun Sunday afternoon at a friend's birthday party soon took a turn for the worse for seven-year-old Denzel who lives in the Midlands.

Our service provides enhanced critical care to a child in our region every day.



DENZEL BEING LIFTED TO A TRAUMA CENTRE

Friends' birthday parties are generally always a great occasion, especially if you are a child, however for seven-year-old Denzel sadly the event became a life changing moment.

In April 2023, Mary Nafroe, Denzel's mother, dropped him off at the party at a trampoline park in Telford.

Mary explains: "I had just sat down at a nearby restaurant when I had a call to say you need to come back right away. It was the call no mother wants to receive."

Denzel had collapsed and it was unclear as to the reasons why. His condition worsened as his heart stopped beating and went into cardiac arrest.

Mary arrived back at the trampoline park just as Midlands Air Ambulance Charity's G-RMAA aircraft was approaching to land alongside other emergency services.

Mary continues: "I was so worried. I remember one of the clinicians reassuring me that they would do all they could for Denzel."

Chris Brooke, critical care paramedic for Midlands Air Ambulance Charity, explains: "It wasn't clear what caused Denzel's collapse. On initial assessment it was looking likely he had an undiagnosed medical condition. He was suffering a hypoxic cardiac arrest meaning his body was starved of oxygen."

Denzel also suffered trismus, a condition where the mouth clenches shut, making intubation access (getting a tube into his lungs) more difficult. Denzel had also vomited meaning his airway was further compromised and his condition was more challenging to manage.

**GROUP TRUSTEE REPORT
For the year ended 31 March 2024**

Chris adds: "We shocked his heart back into a regular cardiac rhythm and worked with land ambulance crews to manage his airway using manual manoeuvres to keep oxygen flowing around his body.

"We undertook an emergency anaesthetic - an intervention that can only be undertaken by a service such as ours - as it has to be performed by a doctor and critical care paramedic. This meant we were able to put Denzel into an induced coma to protect his airway and brain from further hypoxia."

Once stabilised, Denzel was airlifted to Royal Stoke Hospital with his mum by his side. Mary says: "He didn't wake up from the induced coma until a week later, but he was alive and that gave us hope. We were transferred to Birmingham Children's Hospital for further investigations. He was in hospital for six weeks."

Patients who have suffered abnormal heart rhythms are at greater risk of experiencing further episodes. Denzel now has an Implantable Cardioverter Defibrillator (ICD) fitted to monitor his heart. The device delivers shocks if his heart rate becomes irregular.

Mary adds: "I cannot thank Midlands Air Ambulance Charity enough for what they did that day. Without being put into an induced coma to support his brain, I don't want to think what the outcome could have been. It's not just the clinical crew, but also the pilot who flew us to hospital. Without their lifesaving skills, Denzel would not be here.

"It still scares me when the ICD shocks Denzel's heart, but the thought of the alternative is scarier."

Denzel, now aged eight, has made an amazing recovery. He says: "I remember going to the trampoline park and that's it. Then I woke up in hospital."

After receiving the sad news, Denzel's school teacher at Stoke-on-Tern Primary School, decided to fundraise for our lifesaving service. While Denzel was recovering in hospital, the school hosted a 'Denzel Day' where they held activities to raise money. When Denzel returned, the whole school ate his favourite dinner - pizza.

Denzel has the last word: "Thank you to my heroes at Midlands Air Ambulance!"

Help make our next mission possible - you can support Midlands Air Ambulance Charity in many ways, by donating, volunteering, or running an event to raise funds we would love to hear from you:

Web - midlandsairambulance.com

Call - 0800 8 40 20 40

Email - info@midlandsairambulance.com

TRUSTEE REPORT, INCORPORATING STRATEGIC REPORT:

Our Charity - in brief

Midlands Air Ambulance Charity is an independent health care provider and is rated outstanding by the Care Quality Commission (CQC). We are responsible for delivering a pre-hospital emergency helicopter-led service across the Midlands Region - we proudly serve the diverse communities of Gloucestershire, Herefordshire, Shropshire, Staffordshire, the West Midlands, and Worcestershire.

Midlands Air Ambulance Charity (MAAC) is the largest Air Ambulance Charity in England serving a population of approximately seven million over six counties. We are an established healthcare provider with more than three decades experience. Our core organisational divisions include:

- **Emergency critical care service** - Our three airbases play a pivotal role in delivering rapid critical pre-hospital emergency medical care, by ensuring that residents across the Midlands region have access to a network of air ambulance helicopters within 10 minutes. We provide a pre-hospital helicopter-led service, 24/7 operations, 365 days a year, to residents and visitors across the Midlands region, bringing hospital-level procedures and medicines to the patient at the scene of an accident or incident.
- **Charitable programme** - we raise funds for our lifesaving service and play an active role within the communities of the six counties that we serve. We provide education programmes, volunteering opportunities, and social engagement activities to support with community cohesion and wellbeing.
- **Retail network** - we have a growing portfolio of charity shops which contribute towards raising funds for helicopter and critical care car missions. This operation also supports environmental and ethical causes as part of our wider societal role.
- **Training provider** - we deliver community life skill sessions, such as CPR, bleed control, and defibrillation usage alongside CPD accredited courses ranging from workplace first aid training to specialist pre-hospital clinical training.

Our organisation is driven by a longstanding and deep-rooted 'One Team' ethos:

Vision	<i>Saving Lives by Saving Time - Today, tomorrow, and in the future.</i>
Mission	<i>To provide patients with outstanding pre-hospital care and life saving intervention through the operation of helicopter-led emergency medical services.</i>
Values	<i>Receptive, Recognition, Relevant, Respectful, and Responsible</i>

Delivering public benefit



Since 1991, Midlands Air Ambulance Charity has been operating a lifesaving air ambulance service across the Midlands.

Our service has undertaken more than 75,000 missions during the last 33 years, rapidly reaching and treating the most critically unwell and injured patients.

Our service constitutes the largest operating region in England serving circa. seven million people, making us one of the UK's busiest air ambulances.

Our lifesaving service

Our charitable activities focus on providing lifesaving pre-hospital emergency medicine 365 days a year across an operating region of 5,200 square miles. Our service enables patients to receive vitally important hospital-level critical care in situ, before being conveyed to the most appropriate hospital or major trauma centre for their individual needs, giving them the best possible chance of survival and recovery.

On average, we reach patients within ten minutes bringing the following interventions to the incident scene:

- *Advanced clinical care and skillset via our critical care paramedics and pre-hospital emergency medicine doctors*
- *Enhanced medicines to further support pain relief and sedation*
- *Hospital-level equipment to undertake surgical procedures*
- *Blood products for patients who need transfusions*

GROUP TRUSTEE REPORT For the year ended 31 March 2024

Our team of highly skilled clinical practitioners include both helicopter emergency medical services (HEMS) doctors and critical care paramedics. The team administers out-of-hospital advanced clinical interventions and medicines via three Airbus helicopters. Each of our three aircraft carries a crew of three: a pilot and two specialist paramedics or a single critical care paramedic and a flight doctor.

Additionally, our helicopter-led service is complemented by an 'over land' fleet of rapid response vehicles and specialist critical care cars. All our response platforms (air/land) are fitted with full life-support medical equipment and medicines.

We benefit the lives of approximately seven million people across all age groups, supporting diverse communities within our six-county region, comprising of rural and urban conurbations. We provide patient care where advanced clinical skills are needed outside the hospital environment, such as a road traffic collision, an individual who has had a cardiac arrest or fall at home, or a trauma incident in an isolated rural area. Key service outputs include:

- ✓ On average our advanced critical care clinicians attend **over 4,300 missions per annum** - 45% of our missions are in response to a medical case and 55% related to traumatic incidents.
- ✓ Our critical care paramedics and pre-hospital emergency medicine doctors undertake an average of **12 incidents each day** and reached patients within an average of ten minutes.
- ✓ **Over a quarter of patients required advanced procedures and drugs** which is beyond the standard scope of the NHS ambulance service. Examples include sedative techniques and anaesthesia, plus interventions such as amputations and intubation, which enable the doctors and critical care paramedics to take over a patient's breathing and stabilise their condition giving them the best possible chance of survival and recovery.

Our specialist crews rapidly bring:



Hospital-level
equipment



Advanced
medicines



Enhanced
skillset
(of Critical Care
Paramedics and
Doctors)

Our delivery partners

Our strong collaborative relationship with our delivery partners is based on a mutual core principle of providing the highest quality service and care for patients.

Clinical dispatch

We work in partnership with two Ambulance Service Trusts who coordinate responses to 999 calls within our six-county operating region:



NHS
West Midlands
Ambulance Service
University NHS Foundation Trust

Herefordshire
Shropshire
Staffordshire
West Midlands
Worcestershire

NHS
South Western
Ambulance Service
NHS Foundation Trust



Gloucestershire

Our delivery partners task us to missions by requesting the dispatch of our fleet of helicopters and critical care cars for serious trauma cases or time critical medical emergencies.

Aviation

During FY23-24 an extensive procurement exercise was undertaken for this important function, which resulted in the announcement that **Babcock Mission Critical Services Onshore (BMCSO)** is our aviation partner for the next 10 years. BMCSO provide our Aircraft Operators Certification (AOC) and the specialist delivery team.

The pilots and engineers - are responsible for MAAC's three Airbus helicopters (a H145 and two EC135's) and promote safety and excellence across flight operations.



GROUP TRUSTEE REPORT
For the year ended 31 March 2024

Our charitable ethos

As a charity founded within the communities we serve, we are committed to building meaningful relationships and demonstrating our Charity's lifesaving impact. Our Charity does not receive any Government funding for our daily missions. We rely on the generous support of the public, businesses, and grant giving bodies to raise the circa £16m needed each year to remain operational, as well as to assist in developing our service by purchasing new medical equipment. This is achieved by generating income from fundraising activity and our growing network of shops (refer to page 36 for more information).

Alongside our core lifesaving service, our Charity is committed to enhancing the lives of local people and businesses via the provision of education and training programmes as well as volunteering opportunities.

Training and development

We deliver a varied training programme ranging from education outreach sessions which teach life skills, such as CPR, bleed control, and defibrillation usage alongside CPD accredited courses ranging from workplace first aid training to specialist pre-hospital clinical training.

Our training in the community aims to equip adults and children with lifesaving skills, via our popular education programmes called '*Sky Champs*' and '*Mission Support*'. These programmes support our vision - *saving lives, by saving time*. During FY 23/24 we delivered skills sessions to 119 schools across our six-county region. A total of 8,914 children attended the sessions, which aim to equip youngsters with basic CPR skills and how to control severe bleeding wounds. We also delivered skills sessions to a total of 150 adults from community groups, businesses, and the public via drop-in sessions.



GROUP TRUSTEE REPORT For the year ended 31 March 2024

As part of the organisation's commitment to continuous improvement, our new Airbase and Charity Headquarters is a key location for our training programmes. The facility includes a state-of-the-art clinical training area, complete with simulation suite, which is fundamental to delivering the advanced training programmes. Not only will this facility ensure our critical care team is equipped to treat the increasingly complex patient cases we attend, it will also provide spaces for other third parties and this is reflected in our list of courses delivered below:

- ✓ European Trauma Course
- ✓ Surgical Skills Course
- ✓ Transfer Course
- ✓ Ultrasound Course
- ✓ RAF Senior Leadership away day
- ✓ West Midlands Ambulance Service Foundation Trust (WMASFT) Mental Health Training
- ✓ Enhanced Critical Care Learning and Development Day (MAAC/ WMASFT collaboration)

Volunteering

Demonstrating our commitment to our expanding family of more than 250 volunteers who contribute to our charity, we are proud to have been accredited with a national Investors in Volunteers award since 2018.

Our volunteers are the backbone of Midlands Air Ambulance Charity and without such community support, our daily missions would not be possible. They play a key role from board, down to support on the ground, all complementing the work of our clinical crew, charity, and retail teams.



Following the implementation of the organisation's rolling five-year strategy in FY22-23, a new volunteer plan was developed - year one progress shows:

- ✓ Volunteering numbers increased by 29%
- ✓ The number of hours donated by volunteers increased by 14%
- ✓ Overall retention levels are positive

We want our volunteering experience to be an enjoyable and hugely rewarding one. We regularly ask for feedback to check volunteers are happy as well as getting their thoughts and ideas. Additionally, feedback from the volunteer survey shows positive trends. Here are some highlights below:

- ✓ Strong pride in volunteering towards our cause (90%+)
- ✓ High levels of volunteer satisfaction (90%, up by 5%)
- ✓ The majority of our volunteering team would recommend MAAC (90%)

We would like to take this opportunity to thank all our volunteers

Performance against objectives - FY 23-24

The section below provides a summary of progress for the year April 2023 – March 2024 against the agreed four strategic priorities (i) clinical excellence; (ii) income generation; (iii) organisational resilience; and (iv) our people, in the Group’s five-year business plan:

Strategic Priority #1: Clinical Excellence

	Key achievements
<p>To deliver a patient-focused, pre-hospital emergency medicine, helicopter- led service. Our team of highly skilled, experienced critical care paramedics and doctors treat and stabilise patients at scene thereby providing the best outcomes for those that are critically ill or injured.</p>	<ul style="list-style-type: none"> ▪ Outstanding Care Quality Commission (CQC) rating - the team welcomed inspectors from the CQC to all three airbases, as part of their regular inspection regime. This resulted in our service being rated as ‘Outstanding’, the highest possible rating. We are very proud of achieving this rating as it demonstrates the strength of the charity and our robust governance. ▪ Service development - we have undertaken key pilot programmes in support of enhancing patient care: <ul style="list-style-type: none"> (i) Hyper acute transfer service - for patients who require time critical hospital transfers with specialist clinically trained crews. This initiative has proved vital for stroke patients and in numerous neo-natal cases. (ii) Extended hours via critical care cars which led to 24/7 operations trial - this initiative supports the provision of equitable care for critically ill and injured patients by day and night across the six-county region that we serve. ▪ Development of our five-year clinical operations plan - aligned to delivering clinical excellence. The forward plan will guide wider organisational developments and support with understanding income requirements for enhancing our lifesaving service.

Strategic Priority #2: Income Generation

To fund our lifesaving service and enable business transformation over the next five years, income generation will embrace innovation and diversification.

Key achievements

- **Achieved our fundraising total** - despite the challenging economic landscape, our team of staff and volunteers were able to secure income for our 365-day a year service. Please find further details in note 2. We would like to thank all our supporters who generously contributed funds.
- **During the 12 months we have trained over 9,000 people** - we continue to provide added value to the communities we serve by engaging with local people, schools, and businesses to provide bystander support sessions, equipping them with skills to administer CPR and bleed control.
- **We have expanded our network of shops to nine stores** - with the opening of our Stoke-on-Trent and Hereford City Centre stores, this forms part of our ongoing plans to raise funds for our charitable cause whilst supporting sustainable shopping and recycling agenda's.
- **Established our training and education function** - we are set to deliver more life skill sessions, such as CPR, bleed control, and defibrillation usage alongside CPD accredited courses ranging from workplace first aid to specialist pre-hospital clinical training.



Strategic Priority #3: Organisational Resilience

To futureproof the organisation by enhancing operations to ensure resilience, sustainability, and success.

Key achievements

- **The completion and occupation of our new Cosford Airbase and Charity Headquarters** - has been a key project for FY23-24. This new facility will further enhance our lifesaving service by providing a training centre of excellence for pre-hospital emergency care.
- **Strensham redevelopment** - we have secured funding as well as planning permission. This will improve our facilities for extended operating hours and staff training.
- **Striving for continuous improvement** - our innovations process encourages both staff and volunteers to submit ideas for improving and developing any part of our operations. Now in its second year, innovation proposals have grown by more than 50%, with staff submitting 76 ideas. Highlights include: (i) developing medical consumables to support with patient care whilst in transit - bespoke pillows and warming blankets; and (ii) round up appeals in our shops to support with raising funds for our service.
- **Aviation developments** - an extensive procurement exercise was undertaken in search of a supplier to provide our Aircraft Operators Certification (AOC) and the specialist delivery team. Following this exercise, we announced that Babcock Mission Critical Services Onshore will be our aviation partner for the next 10 years.



Strategic Priority #4: Our People

To place collaboration at the heart of our working practice, by developing our people, growing our regional networks, and supporting the communities we serve.

Key achievements

- **A new Health and Wellbeing programme** - was created by a cross-organisational group and is based on a rolling 12-month plan of activity to engage and support staff and volunteers.
- **New employee system** - was implemented to support HR administration and effective document management.
- **Year one delivery of volunteer plan has seen positive results** - with both numbers and donated hours up. We are grateful for the strong levels of commitment from the community.
- **We enhanced our safeguarding programme** - to ensure best practice across clinical and non-clinical teams, which included a robust training programme. Governance has been strengthened with the introduction of a Trustee Safeguarding Champion who leads a specialist working group.
- **We were assessed by Investors in People which has resulted in our rating moving from Silver to Gold** - we are proud of this achievement as this is only awarded to 17% of participating organisations.



GROUP TRUSTEE REPORT
For the year ended 31 March 2024

Future plan - 2024 and beyond

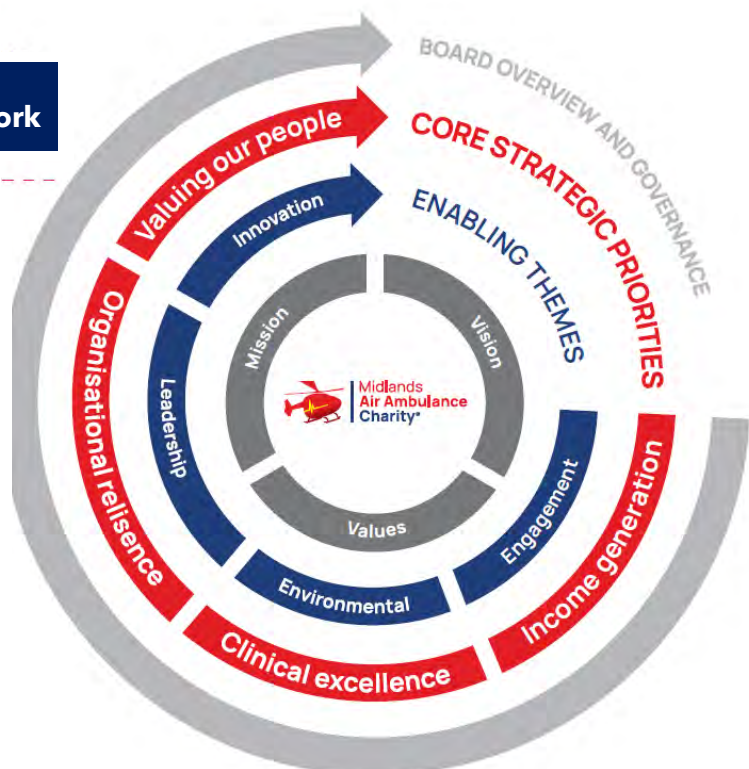
As a charity that is funded by the community it serves, our strategy aims to positively impact our six-county service area through our enhanced critical care service and also the wider contribution to the region.

Our strategic framework is based on four strategic priorities (i) clinical excellence; (ii) income generation; (iii) organisational resilience; and (iv) our people, which are underpinned by four enabling themes (i) innovation; (ii) leadership; (iii) environmental; and (iv) engagement.

MAAC Group five-year strategic framework

Priorities for the forthcoming financial year 2024 - 2025 include:

- Implementation of our new clinical plan which focuses on completing the 24/7 trial - the aim is to enhance patient care through extending our operational hours and further development of our patient aftercare service.
- Aviation programme - purchase and delivery of a new H145 D3 aircraft which replaces existing leased aircraft.
- Training and education programme - roll out of a new training programme.
- Redevelopment of Strensham - commence and complete the re-development.
- Develop our new Income Generation Plan which will look at how we can further enhance fundraising activity - including our events programme and corporate sponsorship and sustainable giving programme - as well as diversifying income sources.
- Further expansion of our shop network across the six counties we serve, helping the environment by recycling used goods and enabling community inclusion via the introduction of community hubs.
- Introduce an employee training and talent management programme to forward plan resources and support with organisational resilience.



Principal risks and uncertainties

The organisation operates a comprehensive risk management process to manage and mitigate risk. Risks identified across the MAAC group are managed in accordance with The Group's Risk Management Policy, which is underpinned with detailed risk assessments. We utilise a web-based risk management system, RADAR Healthcare, for reviewing, updating, ongoing analysis and compliance.

Our Charity's Board of Trustees, supported by the Audit and Risk Committee, has responsibility for ensuring an effective risk management system is in place. Risks are regularly reviewed and managed by the appropriate Committee and/or Trading Subsidiary Board, and all significant risks are reported and reviewed at each Board of Trustees meeting where management and mitigation measures are discussed and agreed.

During 2023/24 MAAC has received inspections at all three airbases by the Care Quality Commission (CQC) all receiving "Outstanding" ratings. Inspection reports reference how MAAC effectively manages risk as an organisation and to patients. For example, the Strensham airbase report said: *"The service controlled infection risk well using specialised equipment and vehicle adaptations. Staff assessed risks to patients, acted on them and kept good care records."*

Our risk management approach also includes monitoring and managing low likelihood but high consequence risks e.g., the low risk but high consequence of a significant helicopter incident. As with all medical interventions and helicopter/ car transportation, the nature of MAAC's activities involves inherent risk. These inherent risks are managed closely through MAAC's established governance and compliance framework, and experienced team.

During 2023/24 MAAC undertook a Board led review of risk, engaging with representatives from all staff across the organisation to identify potential risks for assessment and management.

One of the most significant risks MAAC continues to face is the increased competition from other charitable organisations, during the cost-of-living crisis, impacting on income generation and creating a funding gap.

Below shows the organisation's four key strategic priorities with a summary of some of the risks that have been identified :

Strategic Priorities	Risks
Clinical Excellence	<ul style="list-style-type: none"> ▪ Breach in controls, policies and/or standard operating processes, which leads to CQC action e.g., warning notice. ▪ Catastrophic event preventing full/partial service delivery ▪ Insufficient innovation impacting current and/or future capabilities. ▪ Challenges in recruiting and/or retaining quality clinical team.
Income generation	<ul style="list-style-type: none"> ▪ Impact of external factors (e.g., adverse economic conditions or events) hampering income potential ▪ Failure to diversify financial model e.g., inability to secure commissioned services. ▪ Underperformance of a key third party income source adversely impacting on income generation. ▪ Reputational issues affecting brand perception resulting in downturn in income generation
Organisational resilience	<ul style="list-style-type: none"> ▪ Failure to realise the long-term benefits of the capital investment programme (ABHQ). ▪ Disruption risk challenges, for example major cyber-attack. ▪ A gap within area specific strategic plans, meaning lack of focus and investment in key areas. ▪ Major incident rendering our building inoperable.
Our People	<ul style="list-style-type: none"> ▪ Limited organisation capacity (and associated staff flight risk), restricting time available for development of individuals and/or the organisation ▪ Insufficient progress in developing MAAC group wide equality diversity and inclusion agenda. ▪ Challenges in recruiting and/or retaining quality volunteers. ▪ Failure to embed the desired organisational culture



GROUP TRUSTEE REPORT For the year ended 31 March 2024

Reserves Policy

The Trustees have established a reserves policy which is reviewed annually by the Audit and Risk Committee and approved by the Board. The Policy is intended to ensure the Charity can continue to accomplish its aims and to make certain that enough funds are held to fund capital projects, such as building enhancements, acquisition of a new helicopter, or the purchase of rapid response vehicles.

At the year-end, total Group funds stood at £58,083,000 (2023: £53,533,000). Of this amount, £38,805,000 (2023: £26,145,000) is made up of either restricted funds or can only be realised by disposing of tangible fixed assets and the investment portfolio, which leaves the free reserves of the Group at £19,278,000 (2023: £27,388,000), however £9,755,000 of this sits within designated funds. In line with our organisational resilience planning, £29,171,000 of this is held within the unrestricted expenditure reserve which equates to approximately twenty months of operating expenditure, which would enable maintenance of our core service should we suffer a major downturn in income generation.

Funds are categorised into three main headings:

Restricted funds - are held where funds have been received by the Charity for a specific purpose. These funds are ring-fenced and held in restricted reserves until the intended expenditure has been incurred. Restricted funds at the end of the reporting period were £2,702,000 (2023: £58,000).

Designated funds - are allocated to fund projects and initiatives agreed by the Trustees. Total designated funds at the end of the financial year were £23,121,000 (2023: £24,944,000). In prudently planning, the Trustees will endeavour to set aside designated funds to acquire assets and equipment to ensure that the Charity continues to provide the most efficient and effective service possible.

Unrestricted reserves - are those reserves which are neither restricted nor designated. This type of reserve is held in part to provide a cash safety buffer. Should the Charity's income fall, the reserves will enable us to maintain the core service we provide to our communities, whilst allowing enough time for us to develop alternative sources of funding or to revise planned expenditure. The reserves policy states that the level of unrestricted reserves that is set aside to cover future expenditure if there is a fall in income should be up to twenty-four months of future operating costs. In addition, as we are also committed to ensuring our services are available for future generations, unrestricted reserves are used for the accumulation of funds towards the costs of significant future developments and capital purchases. Total unrestricted reserves at the end of the reporting period were £32,260,000 (2023: £28,531,000), of which £29,171,000 (2023: £25,516,000) equates to circa twenty (2023: eighteen) months future operating costs.

GROUP TRUSTEE REPORT
For the year ended 31 March 2024

Structure and governance

Quality Assurance and Standards

As part of our commitment to quality management and continuous improvement, our Charity is a proud recipient of the following accreditations as of 31st March 2024:

- **Care Quality Commission** (registration April 2022) - during FY23-24 all three airbases were inspected, and we received the highest rating of Outstanding for all three (i) Airbase and Charity HQ; (ii) Tatenhill Airbase; and (iii) Strensham Airbase.
- **Investors in People** - we were inspected in FY23-24 and rated Gold
- **Investors in Volunteers**
- **Fundraising Regulator registration**



Alongside this, during FY23-24 we were recognised in the following industry accolades:

Shortlisted:

- Smee & Ford - Best Free Will Service
- Air Ambulances UK - Staff Member of the Year - Debbie Briden
- Air Ambulances UK - Innovation of the Year - MAAC's Innovation Process
- Air Ambulances UK - Doctor of the Year - Dr Dave Cooper
- Charity Film Awards - Long-form Category (Charities £5million-£20million turnover) - Nigel's Story (Ball Case Study Film)

Won:

- Air Ambulances UK - Lifetime Achievement Award - Ian Roberts
- Staffordshire Chamber of Commerce Awards - Employee of the Year - Dr Mark Nash
- BBC Make A Difference Awards 2023 - Gloucestershire - Steph Shaw (fundraiser)
- Midlands Props Awards - The ESG Award, MAAC's new Airbase and Charity HQ

GROUP TRUSTEE REPORT
For the year ended 31 March 2024

Key management personnel

The Senior Leadership Team forms the key management personnel of the Charity and is responsible for directing, controlling, running, and operating the Charity’s clinical and non-clinical strategy and tactics on a day-to-day basis.

Senior Leadership Team	
Hanna Sebright	Chief Executive Officer
Emma Gray	Chief Operating Officer
Karen Kingham	Finance Director
Ian Roberts	Registered Manager
Ian Jones	Clinical Operations Director
Mark Nash	Medical Director

Administration and finance

The charitable purpose, and fundraising to support that activity, is always at the forefront of our minds, but we also strive to ensure that we keep our administrative and financial systems and processes fit for purpose and cost effective. Our aim is to keep our administration and finance costs at less than 12 per cent of the income received, and we are pleased to be able to record that for this financial year we spent only 10.5 per cent of our income on support and governance costs.

Our Charity uses Access CRM a customer relationship management (CRM) system to assist with donor administration alongside enhancing our stewardship with donors and supporters. The Group works hard to ensure that it remains compliant with the General Data Protection Regulation (GDPR). To achieve this, we continually train our staff in areas such as customer service and data protection, and we recognise their achievements and successes in staff awards for which nominations and voting is undertaken by fellow staff members.

Our fundraising standards and promise

We are committed to upholding the highest fundraising standards:

- Our Charity is registered with the **Fundraising Regulator**, the independent regulator of charitable fundraising in England, Wales and Northern Ireland who advocates best practice for the sector.
- We are an active member of **The Chartered Institute of Fundraising**, the professional membership body for UK fundraising.
- We strive to ensure that our fundraising adheres to Data Protection legislation as set out by the **Information Commissioners Office**, key **Charity Commission guidance** and the **Code of Fundraising Practice**.
- As stated in **Our Donor Promise**, our approach to fundraising is based on the principles of responsibility, transparency, and honesty. Please refer to our website for more details - www.midlandsairambulance.com/legal/donor-promise

GROUP TRUSTEE REPORT For the year ended 31 March 2024

The organisation monitors all feedback received (see compliments, complaints, and feedback section) in order to assess and act on any learnings. It should be noted that for the financial year FY 23-24 the Charity received 12 complaints which were linked to fundraising. This number is low when considering the number of fundraising interactions that the organisation has with the public regarding our endeavours to raise vital funds for our lifesaving service. We are pleased that our resolution of any issues is high, with 95% being concluded upon first response.

Where appropriate, we work in partnership with reputable professional fundraisers and commercial participators to raise funds - with robust written agreements and monitoring programmes in place, and in line with our **Ethical Fundraising Policy**.

Important sources of sustainable income, in particular the lottery and regular giving, are delivered in partnership. All canvassers working on our behalf are committed to abiding by the guidelines laid out within Our Canvassing Code of Practice (published on our website). Arrangements for these are outlined below:

- ***Our Lifesaving Lottery*** - we are a Gambling Commission licenced operator and a member of the Lotteries Council, adhering to a strict set of codes and conditions of practice, including social responsibility and the protection of vulnerable people. Our Charity's lottery is managed under contract with an external lottery company, Tower Lotteries, who is licensed by the Gambling Commission as an External Lottery Manager.
- ***Sustainable regular giving income*** - our Charity outsources some telephone fundraising to an external telephone agency, Unity4, which works to The Chartered Institute of Fundraising's Public Fundraising Certification Programme. This activity enables committed giving, such as donations provided via direct debits, which helps our charity with achieving much needed longer-term financial support.
- ***Our 'Christmas Raffle'*** - was delivered in partnership with CFP Lottery and Raffles Ltd who supports us with the production and governance of this fundraising activity.

We work in partnership with a range of commercial participators who generously donate to our Charity while selling their goods or services - for example, donating a percentage of every product sold - all of whom are detailed on our website: www.midlandsairambulance.com/supporterbenefits

Financial review

Each year we aim to raise sufficient funds to cover all expenditure, as well as generate additional monies to be able to invest in future projects and to purchase new medical equipment to support our daily missions. Our pre-hospital critical care service would not be possible without the fantastic contributions of both funds and time made by our supporters, volunteers, corporate partners, and grant giving bodies and trusts.

**GROUP TRUSTEE REPORT
For the year ended 31 March 2024**

Our charity operates a fundamental governance principle of aiming to retain up to 24 months of operating costs, ensuring business continuity of our lifesaving service. Refer to page 20 to find out more about our Reserves Policy.

To ensure we can continue providing a lifesaving service to the public in the face of economic challenges, our governance principles ring-fence up to two years of operating costs.

A summary of our income by core stream for the FY 2023-24 is as follows:

Income stream	Description	%
Legacies and in memoriam	Gifts in wills and donations in memory of a loved one	30
Lottery	Weekly lottery draw, £1 per play, plus annual Christmas Raffle	30
Grants	Restricted and unrestricted funds received from grant making trusts and other bodies	15
Donations and fundraising events	Cash donations from the public, including monthly amounts received via direct debit or standing order, and income from fundraising events	9
Other	Other income, including investment income	8
Charity shops	Income from the sale of donated goods through our regional charity shops	6
Corporate partners	Donations and sponsorship from regional companies	2
Total		100

Compliments, complaints and feedback

The effective management of complaints is a focus for the organisation and its regulators:

- Care Quality Commission - Health and Social Care Act 2008 (Regulated Activities) Regulations 2014: Regulation 16 - Receiving and acting on complaints.
- Charities (Protection and Social Investment) Act 2016, Clause 13.4.e: *“the annual report must include a statement of the number of complaints received by the charity or a person acting on its behalf about activities by the charity or by a person on behalf of the charity for the purpose of fund-raising”.*
- Fundraising Code of Practice, Standard 2.4. Complaints and concerns about fundraising.
- Charity Governance Code, Recommended Practice 7.6.2: *“The board makes sure that there is a transparent, well-publicised, effective and timely process for making and handling a complaint and that any internal or external complaints are handled constructively, impartially and effectively.”*

**GROUP TRUSTEE REPORT
For the year ended 31 March 2024**

In line with our values, we are dedicated to improving how we track and manage feedback, both positive and negative, as it helps to further develop our operations. Over the last 24 months, the organisation has expanded its existing feedback processes by introducing the tracking and managing against three categories: (i) compliments; (ii) concerns; and (iii) complaints.

Overall trends for complaints and concerns are in line with previous years and there are no adverse results - reference the summary table below. Key compliance metrics are largely positive, and satisfactory resolution of complaints is achieved first time in 95% of cases.

	TOTAL RECEIVED FY22-23	TOTAL RECEIVED FY23-24
Compliment	69	54 ↓
Concern	59 (24 were <u>not</u> related to MAAC)	33 ↓
Complaint	25	25 ↔ (3 were <u>not</u> related to MAAC)

Our compliments, complaints and feedback policy is published on our website, as part of our ethos to enable continuous improvement. Information can be found as follows:
www.midlandsairambulance.com/contact-us/feedback

Our Group structure

Midlands Air Ambulance Charity is a charitable company - registered in England and Wales as a charity with the Charity Commission and with Companies House as a private company limited by guarantee.

MAAC has one wholly owned trading subsidiary, Midlands Air Ambulance Trading Ltd (MAATL), which is registered with Companies House as a private limited company and whose portfolio includes MAAC’s charity shops and other areas of income generation, such as merchandise. MAATL gift aids back its profits to the parent charity MAAC to help fund MAAC’s helicopter-led emergency medical services.

Our Governing Document and Charitable Objects

The organisation’s Articles of Association clearly define the following charitable objects:

- *To assist in relieving sickness by the operation of a helicopter-led emergency medical service within the West Midlands, Shropshire, Staffordshire, Herefordshire and Worcestershire, Gloucestershire and in such other areas as may be requested by appropriate authorities.*
and

GROUP TRUSTEE REPORT For the year ended 31 March 2024

- *Such other charitable purposes for the relief of sickness, including clinical research and development, substitute clinical emergency services where the provision of Helicopter Emergency Medical Services (HEMS) is impracticable and such other activities consistent with the above object as the trustees may in their absolute discretion determine.*

The Articles provide for such matters as the:

- number of Trustees/Directors appointed.
- frequency in which Trustee/Director meetings are held, and how they are conducted.
- powers available to the Trustees/Directors in decision making.

In addition, the Trustees/Directors recognise that they have a duty and responsibility to comply with requirements and guidance issued by the Charity Commission. These include, but are not limited to:

- ensuring that the charitable Group complies with charity law, and prepares reports on what it has achieved, submission of annual returns and financial statements as required by law.
- ensuring that the charitable Group remains true to the charitable purpose and objectives set out in its governing document.
- complying with the requirements of other legislation, and any other regulators, which govern the activities of the charitable Group.
- acting with integrity and avoiding any personal conflicts of interest or misuse of Charity funds or assets.
- ensuring that the Charity is, and will remain, solvent.
- using charitable funds and assets reasonably, and only in furtherance of the Charity's objects.
- avoiding undertaking activities that might place the Charity's funds, assets, or reputation at undue risk.
- taking special care when investing the funds of the Charity or borrowing funds for the Charity to use.

Investment powers and policy

The Articles of Association of the Charity provide the Trustees with the power to: 'deposit or invest the Charity's funds in any manner as may be thought fit, but only after obtaining such advice from a financial expert as the Trustees consider necessary and having regard to the sustainability of investments and the need for diversification.' In addition, the Articles support the delegation of the management of investments to a financial expert.

Trustees recognise that they have a duty to protect the Charity's funds and to ensure that investments are balanced and protected. They have put in place an investment policy, which sets the framework in which investments are made and managed within the Charity. In setting the policy, Trustees consider ethical matters and risk.

GROUP TRUSTEE REPORT For the year ended 31 March 2024

When investment decisions are made, the timing of the planned use for the reserves is considered and investments are made to ensure that funds are available when required.

Pay policy

The pay of all Charity staff, including the Senior Leadership Team, is reviewed annually by the Human Resources and Remuneration Committee, who makes recommendations to the Board of Trustees for approval. The Annual Employee Pay Review process considers inflation, salary benchmarking and the organisation's financial performance which led to increases in salary levels.

Taxation

As a registered charity, we have charitable status with HMRC. The trading subsidiary does not have charitable status for corporation tax purposes and is registered for VAT. From 1 April 2015 air ambulance charities have been eligible for partial recovery of the VAT incurred on expenditure under Section 33 of VAT Notice 1001.

Statement of Trustee responsibilities

The Trustees are pleased to present their annual report together with the consolidated financial statements of the Charity and its subsidiary for the year ending 31 March 2024 which are also prepared to meet the requirements of a directors' report and accounts for Companies Act 2006 purposes.

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (2019) - (Charities SORP), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

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

- select suitable accounting policies and apply them consistently.
- observe the methods and principles in the Charities SORP.
- 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.

GROUP TRUSTEE REPORT For the year ended 31 March 2024

- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy, at any time, the financial position of the Charity and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and the Group and obliged to take reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The Board of Trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have regard to the Charity Commission's general guidance on public benefit and it is satisfied that the Charity's activities do provide public benefit. MAAC's public benefit is demonstrated in pages 8-12 of this report.

Robust governance - our MAAC Trustees and MAATL Directors

Midlands Air Ambulance Charity's (MAAC) Board of Trustees is responsible for ensuring the parent charity MAAC is effectively governed and run, and that it achieves its charitable purposes for the public benefit. The Trustee structure comprises of no less than seven Trustees and no more than ten Trustees.

As MAAC is both a registered charity and a Company Limited by Guarantee, Trustees have duties and responsibilities as a charity Trustee and company director, working to both charity and company law. Trustees also have duties regarding the Charity's trading subsidiary Midlands Air Ambulance Trading Ltd (MAATL). As part of their duties, Trustees must routinely monitor the performance of MAATL and the parent charity's investments in MAATL, with a view to ensuring the good and proper use of the Charity's assets. The key purpose of MAATL is to raise funds for MAAC, and its effectiveness in doing this is naturally monitored. MAATL has its own separate MAATL Board of Directors.

All of our activities and impact are underpinned by excellent governance, based on standards and guidance from the Care Quality Commission, Charity Commission, Fundraising Regulator and other key bodies. MAAC has adopted and works to the Charity Governance Code and Code of Fundraising Practice. Our robust clinical governance and charity/ corporate governance is fully documented within MAAC's Governance Framework.

**GROUP TRUSTEE REPORT
For the year ended 31 March 2024**

MAAC has a range of best-practice mechanisms in place to ensure our Trustees have the skills, knowledge, experience, and integrity that they need (both when appointed and on an ongoing basis). These include:

- An open, transparent, and fair Trustee appointment process - with the charity committed to equality, diversity and inclusion. A Nominations Sub-Committee carries out the shortlisting and interview process, with candidates selected based upon the relevance of their skills and their commitment and enthusiasm for serving as a MAAC Trustee. This sub-committee then makes recommendations to the Board and candidates are appointed by a majority decision of the Trustees (in line with MAAC's Articles of Association).
- Comprehensive induction, including Induction Pack, meeting the team and site visits (clinical, non-clinical and retail).
- Trustee eligibility and fit and proper person declaration.
- Declaration of interests and related party transactions (as per MAAC's Conflicts of Interests Policy).
- Board skills audit and skills matrix, succession planning matrix.
- Annual Board Effectiveness Review and Trustee Performance Reviews with the Board Chair, which includes discussion of any areas where a trustee needs further support, training, or development.
- Board Chair 360 review exercise.

Trustee appointments are made for a term of four years, and Trustees may then be reappointed by the Board for a further term of four years. Once a Trustee has served two terms consecutively, he/she may be reappointed for a further term of four years but only after he/she has ceased to act as a Trustee for at least one year.

The table below lists the Trustees/Directors in post 01/04/2023 to 31/03/2024, all of whom volunteer their time to bring valued experience to the Charity from a range of backgrounds and sectors:

Midlands Air Ambulance Charity - Board of Trustees / Directors		
Name	Chair roles (where held)	Any changes during year
E K Marriott	Chair of Board of Trustees Chair of Income Generation Committee	
K Bailey		
A Cross		
G Dellenty		
R Guirguis		Resigned 31/03/2024
R Douglas	Chair of Audit and Risk Committee	
A Lennox	Chair of HR and Remuneration Committee	
A Moss		
Dr V McVey	Chair of Clinical Standards Committee	
W Saleem		

**GROUP TRUSTEE REPORT
For the year ended 31 March 2024**

Midlands Air Ambulance Trading Ltd - Board of Directors		
Name	Chair roles (where held)	Any changes during year
T Sehgal	Chair of Board of Directors	
L Bagnall		Resigned 13/07/2023
A Cross	Appointed 30/05/2024	
R Douglas		Resigned 30/05/2024
N Nicholls		
H Sebright		

Our Decision-Making Structure (including Scheme of Delegation and Committees)

As recommended by the Charity Governance Code, the Board makes sure that its decision-making processes are informed, rigorous and timely and that effective delegation, control and risk assessment and management systems are set up and monitored.

The Board of Trustees currently has four committees and two working groups, with Terms of References adopted by each:

Committees
Audit and Risk
Human Resources and Remuneration
Income Generation
Clinical Standards

Working Groups
Aviation
Safeguarding

Our Charity’s Scheme of Delegation clearly sets out matters specifically reserved for the Board, matters delegated to Board Committees and matters delegated to the Senior Leadership Team. Our Scheme of Delegation makes clear that the Board’s focus is on governance, oversight, strategy, performance, and assurance (not operational day-to-day matters), with the Board retaining legal responsibility and oversight where aspects are delegated to committees, advisors, staff, volunteers, or contractors.

The Board has delegated day-to-day management to the Chief Executive Officer and the Senior Leadership Team. In all respects, this only relates to matters that are within the strategic plan, the business plan and budgets that have been approved by the Board.

Disclosure of Related Party Transactions and Declarations of Interest

Under charity accounting rules, charities are required to disclose certain transactions between related parties and the charity, for example, a related party who receives payment from the charity for the provision of services. Related parties are individuals or organisations who have significant influence over the strategic and financial decisions of the charity, for example, MAAC Trustees and persons and

GROUP TRUSTEE REPORT For the year ended 31 March 2024

entities closely connected to them. As part of monitoring such transactions, Trustees are required to complete a Related Party Transaction Form at the close of each financial year.

Trustees are also required to declare conflicts of interest (as per MAAC's Conflicts of Interest Policy) both at the beginning of each Board or Committee meeting and within their Declaration of Interest form (completed annually and when conflicts of interest change).

Related party transaction and declarations of interest are recorded within MAAC's Register of Interests. For the reporting period, Trustee transaction disclosures are as below. Fuller information on organisational related party transactions is disclosed in note 22 to the Financial Statements.

- Trustee remuneration and benefits: None (£0). Our Trustees give their time freely as volunteers and receive no remuneration or other benefits from the Charity for their work.
- Trustee expenses: Details of Trustee expenses (£176) are disclosed in note 11 to the Financial Statements.
- Other disclosable transactions between Trustees (and persons and entities closely connected to them) and the charity: None.

Trustee indemnity insurance

The Charity holds Trustees and Directors' indemnity insurance cover with a Limit of Liability of £5,000,000 (2023: £5,000,000), the cost is not separable from the total cost of insurance.

Exemptions from disclosure

MAAC has taken no exemptions from disclosures.

Funds held as custodian trustee on behalf of others

There are no such funds held by the charity or its subsidiary.

Statement as to disclosure to our auditors

In so far as the Trustees are aware at the time of approving our Trustees' annual report:

- there is no relevant information, being information needed by the auditor in connection with preparing their report, of which the Group's auditor is unaware, and
- the Trustees, having made the enquiries of fellow Directors and the Group's auditor that they ought to have individually taken, have each taken all steps that he/she is obliged to take as a Director to make themselves aware of any relevant audit information, and to establish that the auditor is aware of that information.

This report was approved by trustees on 3rd July 2024 and is signed on their behalf by



Keith Marriott, Chair

INDEPENDENT AUDITOR'S REPORT

To the members and trustees of Midlands Air Ambulance Charity

Opinion

We have audited the financial statements of Midlands Air Ambulance Charity ("the Parent Charitable Company") and its subsidiary ("the Group") for the year ended 31 March 2024 which comprise the Consolidated Statement of Financial Activities, the Consolidated and Parent Charitable Company Balance Sheets, the Consolidated Statement of Cash Flows and the related notes including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the Group's and the Parent Charitable Company's affairs as at 31 March 2024 and of the incoming resources and application of resources, including its income and expenditure, for the year ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for Opinion

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

Conclusions relating to going concern

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

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Group's or Parent Charitable Company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

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

INDEPENDENT AUDITOR'S REPORT

To the members and trustees of Midlands Air Ambulance Charity

Other information

The Trustees are responsible for the other information. The other information comprises the information included in the Trustees' report, other than the financial statements and our audit report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

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

- the information given in the Trustees' Report (incorporating the Strategic Report and the Directors' Report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Strategic Report and the Directors' Report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of our knowledge and understanding of the Group and Parent Charitable Company and its environment obtained in the course of the audit, we have not identified material misstatements in the Strategic Report and the Directors' Report.

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

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

INDEPENDENT AUDITOR'S REPORT**To the members and trustees of Midlands Air Ambulance Charity**

Responsibilities of Trustees

As explained more fully in the Statement of Trustees' Responsibilities set out on pages 27 and 28, the Trustees (who are also the Directors of the Parent Charitable Company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the Groups' and Parent Charitable Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the Group or the Parent Charitable Company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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

Our assessment focussed on key laws and regulations the Group and Parent Charitable Company has to comply with and areas of the financial statements we assessed as being more susceptible to misstatement. These key laws and regulations included but were not limited to compliance with the Companies Act 2006, Charities Act 2011, Charities (Protection and Social Investment) Act 2016, Fundraising regulator, CQC, taxation legislation, data protection, anti-bribery and employment legislation.

We are not responsible for preventing irregularities, including fraud. Our approach to detecting irregularities, including fraud, included, but was not limited to, the following:

- obtaining an understanding of the legal and regulatory framework applicable to the Group and Parent Charitable Company and how the Group and Parent Charitable Company is complying with that framework, including agreement of financial statement disclosures to underlying documentation and other evidence;
- obtaining an understanding of the Group's and Parent Charitable Company's control environment and how the Group and Parent Charitable Company has applied relevant control procedures, through discussions with management and by performing walkthrough testing over key areas;
- obtaining an understanding of the Group's and Parent Charitable Company's risk assessment process, including the risk of fraud;
- reviewing meeting minutes of those charged with governance throughout the year; and

INDEPENDENT AUDITOR'S REPORT

To the members and trustees of Midlands Air Ambulance Charity

- performing audit testing to address the risk of management override of controls, including testing journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for bias.

Whilst considering how our audit work addressed the detection of irregularities, we also considered the likelihood of detection of fraud based on our approach. Irregularities arising from fraud are inherently more difficult to detect than those arising from error.

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

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

Use of our report

This report is made solely to the Parent 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 Parent 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 Parent Charitable Company and the Parent Charitable Company's members as a body, for our audit work, for this report, or for the opinions we have formed.



Glen Bott FCA
Senior Statutory Auditor

For and on behalf of:

COOPER PARRY GROUP LIMITED
Statutory Auditor

Date: 4 July 2024

Sky View, Argosy Road, East Midlands Airport, Castle Donington, Derby, DE74 2SA

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES

including consolidated income and expenditure account for the year ending 31 March 2024	Note	Unrestricted funds £'000	Designated funds £'000	Restricted funds £'000	Total funds 2024 £'000	Total funds 2023 £'000
Income:						
Donations and legacies	2	14,241	-	3,154	17,395	15,519
<i>Income from charitable activities:</i>						
Hospital Transfers		6	-	-	6	-
Education and Training		10	-	-	10	-
<i>Income from other trading activities:</i>						
Trading activities	3	1,299	-	-	1,299	996
Fundraising events	4	198	-	-	198	178
Investment Income	5	1,345	-	-	1,345	872
Other Income		219	-	-	219	97
Total income		17,318	-	3,154	20,472	17,662
Expenditure						
<i>Costs of raising funds</i>						
Trading activities	3	1,350	-	-	1,350	875
Fundraising activities and events	4	4,159	-	-	4,159	3,524
Investment Management costs	5	35	-	-	35	47
<i>Expenditure on charitable activities</i>						
Aircraft and base costs	6	6,120	-	371	6,491	5,686
Patient care and support	6	4,658	85	131	4,874	3,589
Total expenditure		16,322	85	502	16,909	13,721
Net Gain/(Loss) on investments	15	987	-	-	987	(1,181)
Net income/(expenditure)		1,983	(85)	2,652	4,550	2,760
Transfers between funds	19	1,746	(1,738)	(8)	-	-
Net Movement in Funds		3,729	(1,823)	2,644	4,550	2,760
Reconciliation of funds						
Total funds brought forward		28,531	24,944	58	53,533	50,773
Total funds carried forward		32,260	23,121	2,702	58,083	53,533

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

Detailed comparative data for 2023 is included in Note 9.

CONSOLIDATED AND CHARITY BALANCE SHEETS

as at 31 March 2024

	Note	Group 2024 £'000	Group 2023 £'000	Charity 2024 £'000	Charity 2023 £'000
Fixed assets:					
Tangible assets	13	19,424	16,747	19,404	16,722
Intangible assets	14	9	12	9	12
Investments	15	16,670	15,187	16,670	15,187
Total Fixed Assets		36,103	31,946	36,083	31,921
Current assets:					
Stock		78	69	-	-
Debtors	16	1,531	1,713	1,541	1,767
Short term deposits		13,452	9,708	13,452	9,708
Cash at bank and in hand		8,762	12,133	8,567	11,867
Total Current Assets		23,823	23,623	23,560	23,342
Liabilities:					
Creditors falling due within one year	17	1,843	2,036	1,729	1,950
Net Current Assets		21,980	21,587	21,831	21,392
Total Assets less Current Liabilities		58,083	53,533	57,914	53,313
Net Assets		58,083	53,533	57,914	53,313
The funds of the Charity:					
Unrestricted reserves	19	32,260	28,531	32,091	28,311
Designated fund	19	23,121	24,944	23,121	24,944
Restricted fund	19	2,702	58	2,702	58
Total Funds		58,083	53,533	57,914	53,313

The Charity has prepared group accounts in accordance with section 398 of the Companies Act 2006 and section 138 of the Charities Act 2011.

The surplus generated by the Charity for the financial year was £4,601,000 (2023: £2,639,000).

The notes at pages 39 to 59 form part of these accounts.

The accounts were approved by Trustees on 3rd July 2024 and are signed on their behalf by



Keith Marriott, Chair

CONSOLIDATED STATEMENT OF CASHFLOWS for the year ending 31 March 2024

	Group 2024 £'000	Group 2023 £'000
Cash used in operating activities	3,121	3,737
Cash flows from investing activities		
Dividends and Interest from investments	833	386
Purchase of fixed assets	(3,581)	(5,766)
Increase in short term deposits	(3,744)	(124)
Cash (used in) investing activities	(6,492)	(5,504)
Cash used in financing activities		
(Decrease)/Increase in cash and cash equivalents in the year	(3,371)	(1,767)
Cash and cash equivalents at the beginning of the year	12,133	13,900
Total cash and cash equivalents at the end of the year	8,762	12,133

RECONCILIATION OF NET INCOME/(EXPENDITURE) TO NET CASH FLOW FROM OPERATING ACTIVITIES

	Group 2024 £'000	Group 2023 £'000
Net income for the period	4,550	2,760
Depreciation and amortisation charges	907	731
Movement on investments	(987)	1,181
Dividends, and interest from investments	(1,329)	(835)
Increase in stocks	(9)	(27)
Decrease/(Increase) in debtors	182	(419)
(Decrease)/Increase in creditors	(193)	346
Net cash in from operating activities	3,121	3,737

ANALYSIS OF CASH AND CASH EQUIVALENTS

	Group 2024 £'000	Group 2023 £'000
Cash in hand	8,762	12,133
Total cash and cash equivalents at the end of the year	8,762	12,133

NOTES TO THE FINANCIAL STATEMENTS

1. Accounting policies

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

Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Midlands Air Ambulance Charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

Use of estimates and judgements

When preparing the financial statements, the Trustees and management make a number of judgements, estimates and assumptions on the way in which assets, liabilities, income and expenditure is recognised and measured.

The loan to the trading company by the Charity has been recognised at the present value in recognition of the changes required by FRS 102. The loan has been issued on an interest free basis.

Going concern

These accounts have been prepared on the basis that the Charity is a going concern. The Trustees consider that there are sufficient reserves to secure the future of the Charity for at least the next 12 to 18 months from the date of signing the accounts.

Basis of consolidation

These accounts consolidate those of the Charity and its wholly owned subsidiary Midlands Air Ambulance Trading Limited. These are adjusted, where necessary, to conform to group accounting policies. The individual results of the Trading Company are included in Note 3. A separate Statement of Financial Activities and Income and Expenditure Account for the Charity have not been presented in accordance with the exemption afforded by section 408 of the Companies Act 2006. The Charity surplus before gains/losses on investments for 2024 was £3,614,000 (2023: £3,820,000). This is made up of Income £19,173,000 (2023: £16,666,000) and Expenditure £15,559,000 (2023: £12,846,000).

NOTES TO THE FINANCIAL STATEMENTS

1. Accounting policies continued

Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the Charity. Designated funds are unrestricted funds of the Charity, which the Trustees have decided, at their discretion, to set aside to use for a specific purpose. Restricted funds are donations that the donor has specified are to be solely used for particular purposes or purchases.

Income

All income is reported gross when raised by the Charity or its agents. Any fee charged by a third party and deducted from the amount collected before it is remitted to the Charity is not offset against income but is reported as a fundraising expense.

Income is recognised in full within the Statement of Financial Activities as soon as the following three factors can be met:

- Entitlement - control over the rights or other access to the economic benefit has passed to the Charity;
- Probability - it is more likely than not that the economic benefits associated with the transaction or gift will flow to the Charity;
- Measurement - the monetary value or amount of the income can be measured reliably, and the costs incurred for the transaction and the costs to complete the transaction can be measured reliably.

a) Legacies

Legacies are included in the Statement of Financial Activities when all the criteria for income recognition have been met. The basis is that 50% of the predicted total value is included in the Statement of Financial Activities.

b) Event income

Income received in advance of an event is deferred if the event takes place after the year-end, unless that income is non-refundable.

c) Gifts in kind

Assets donated to the Charity for its own use are included in the Statement of Financial Activities as incoming resources at the market value at the time of the gift.

Assets and gifts made for conversion into cash and subsequent application by the Charity are included in the accounting period in which the item/s are sold at the sale value.

d) Volunteers and supporters

The Charity benefits greatly from the involvement and enthusiastic support of its many volunteers and supporters, details of which are given in our annual report. In accordance with FRS 102 and the Charities SORP (FRS 102), the economic contribution of general volunteers is not recognised in the accounts.

NOTES TO THE FINANCIAL STATEMENTS

1. Accounting policies continued

Expenditure

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required, and the amount of the obligation can be measured reliably.

a) Allocation of overhead and support costs

Support costs are those functions that assist the work of the Charity but do not directly undertake charitable activities. Support costs include back-office costs, finance, personnel, facilities, payroll and governance costs which support the Charity's air ambulance operations. These costs have been allocated between the cost of raising funds and expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 7.

Costs of fundraising activities include the costs of supporting donors, volunteers, and all events, which bring in income to the Charity, as well as the costs of the Lottery, and events run by the Charity itself.

b) Operating leases

The Charity classifies the lease of premises and the helicopter as operating leases as the title to the asset remains with the lessor. Rental charges are charged according to the terms of the agreement. Full details are provided in Note 18.

c) VAT recovery

Government changes in VAT legislation in April 2015, has enabled air ambulance charities to recover a proportion of the VAT suffered on costs, in accordance with Section 33 of VAT Notice 1001. Any irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

Balance Sheet

The Balance Sheet reflects the resources available to the Charity, and identifies any restrictions placed on their use.

a) Tangible fixed assets

Individual fixed assets costing £1,000 or more are capitalised at cost and depreciated over their estimated useful economic lives on a straight-line basis.

Depreciation is charged in each main class of tangible asset as follows:

Freehold Buildings	2% straight line basis
Leasehold Buildings	straight line over the remaining term of the lease
Land	no depreciation
Equipment and Fittings	20% straight line basis
Computers	20% straight-line basis
Vehicles	33% straight-line basis

NOTES TO THE FINANCIAL STATEMENTS

1. Accounting policies continued

Aircraft	5% straight-line basis
Assets in the course of Construction	Depreciation is only applied when assets are brought into use

b) Intangible assets

Intangible assets e.g., software is capitalised at cost and amortised as follows:

Software	20% straight-line basis
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c) Investments

Investment funds are stated at market value at the Balance Sheet date. The Statement of Financial Activities includes the net gain or loss during the financial year. Detailed analysis of the changes in investment value during the year is set out in Note 15. Investments in Group undertakings are stated at cost.

d) Financial instruments

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

e) Stock

Stock is included at the lower of cost or net realisable value, on a first in, first out basis. Donated items of stock are recognised at fair value, which is the amount the Charity would have been willing to pay for the items on the open market.

f) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

g) Short term deposits

The Charity categorises short term deposits as those funds intended to be held in accounts for five years or less.

h) Creditors and provisions

Creditors and provisions are recognised where the Charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due. Interest free intercompany loans are recognised at present value.

NOTES TO THE FINANCIAL STATEMENTS

1. Accounting policies continued

Financial instruments

Basic financial instruments are initially recognised at transaction value and subsequently measured at amortised cost with the exception of investments, cash at bank and in hand, and short-term deposits which are held at fair value.

Financial assets held at amortised cost comprise trade and other debtors. A specific provision is made for debts for which recoverability is in doubt. Cash at bank and in hand is defined as all cash held in instant access bank accounts and used as working capital.

Financial liabilities held at amortised cost comprise all creditors except social security and other taxes, accruals, and provisions.

Critical accounting judgements and key sources of estimation uncertainty

In the application of the accounting policies, Trustees are required to make judgement, estimates and assumptions about the carrying value of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an on-going basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period or in the period of the revision and future periods if the revision affected current and future periods.

Judgements made by the Trustees in the application of these accounting policies may have significant effect on the financial statements and estimates with the potential for a significant risk of material adjustment in the next year.

The areas where these judgements and estimates have been made include the following for the Group:

a) Amortisation, depreciation and residual values

The Trustees have approved the approach that the management team review the asset lives of all tangible and intangible fixed asset classes and have concluded that the length of the asset lives are appropriate.

b) Accrued income

Accrued income includes legacy income amounts. In recognising accrued legacy income, the Trustees have approved the approach that the management team take in recognising the probability of receiving each legacy based on whether the criteria for income recognition have been met. Each legacy is then carefully assessed and 50% of the predicted total value is accrued.

NOTES TO THE FINANCIAL STATEMENTS

2. Income from donations and legacies

	2024	2023
	£'000	£'000
Donations	2,145	1,718
Lottery and regular giving	6,040	5,774
Legacies and in memorium	6,236	5,784
Grants and other income	2,974	2,243
	17,395	15,519

Of the income received during the year £3,154,000 is restricted in its use (2023: £2,088,000). Further details of these received are set out in Note 19.

3. Trading activities

The wholly owned trading subsidiary Midlands Air Ambulance Trading Company Limited is incorporated in the United Kingdom (company number 08256466) and pays profits, which are surplus to trading requirements, to the Charity under the gift aid scheme.

The trading company operates charity shops selling clothing, furniture etc., sells merchandise and generates recycling income. The summary financial performance of the subsidiary is:

	2024	2023
	£'000	£'000
Statement of Comprehensive Income		
Turnover	1,299	996
Cost of sales	(51)	(48)
Gross profit	1,248	948
Administrative expenses	(1,102)	(749)
Operating profit	146	199
Donation to Midlands Air Ambulance Charity	(197)	(78)
Taxation	-	-
Retained (loss)profit	(51)	121

	2024	2023
	£'000	£'000
Balance Sheet		
Fixed assets	18	26
Current assets	322	375
Current liabilities	(171)	(144)
Liabilities > 1 year	-	(38)
Total net assets/(liabilities)	169	219

Share capital and reserves	169	219
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NOTES TO THE FINANCIAL STATEMENTS

4. Fundraising events and activity

The Charity raises its income through a range of activities and initiatives, which includes but is not limited to running its own events as identified below:

	2024	2023
	£'000	£'000
Income from events		
Charity managed events	198	178
	198	178

The costs of generating all the funds, including those included in Note 2 to the accounts, for the year were:

	2024	2023
	£'000	£'000
Costs of charity fundraising		
Fundraising events	251	268
Marketing	859	585
Fundraising services	1,408	1,366
General fundraising	1,641	1,305
	4,159	3,524

5. Investment income and fees

	2024	2023
	£'000	£'000
Income		
Fixed asset investments	512	485
Interest on deposit accounts	833	387
	1,345	872
Costs		
Investment management costs paid through investment portfolio	15	37
Investment management costs paid direct	20	10
	35	47

The income and costs outlined above have been recognised in the Statement of Financial Activity in year. The fixed asset investment is held as a long-term investment. Its market value at the end of the accounting period is shown in the Balance Sheet, and the unrealised gain for the financial year has also been included on the Statement of Financial Activity. All of the Group's investment income is held in UK bank accounts.

NOTES TO THE FINANCIAL STATEMENTS

6. Charitable activities

	Aircraft & Airbase Costs £'000	Patient Welfare & Support £'000	2024 Total £'000	2023 Total £'000
Aircraft running costs	4,476	-	4,476	3,985
Aircraft and airbase equipment	52	-	52	111
Airbase running costs	115	-	115	157
Depreciation	610	-	610	668
Paramedic and clinical staff costs	-	3,265	3,265	2,688
Medical supplies and PPE	-	160	160	103
General Expenditure	-	269	269	101
Tasking costs	-	251	251	213
Support costs	1,191	894	2,085	1,158
Governance	47	35	82	91
Total	6,491	4,874	11,365	9,275

Expenditure on charitable activities was £11,365,000 (2023: £9,275,000) of which £10,778,000 was unrestricted (2023: £9,156,000) and £502,000 was restricted (2023: £119,000) and £85,000 was designated (2023: £Nil).

7. Analysis of governance and support costs

The Charity monitors expenditure on administration costs during the year against the budget which is set by the Board. At the year-end costs of the governance function are identified and are apportioned over the charitable activities. The basis of apportionment and the analysis of these costs are set out below.

	Aircraft & Airbase Costs £'000	Patient Welfare & Support £'000	2024 Total £'000	2023 Total £'000	Basis of Allocation
Governance	47	35	82	91	Time spent on Board matters
Business Support	1,191	894	2,085	1,158	Proportional to spend
Total	1,238	929	2,167	1,249	

8. Net income/(expenditure) for the year

This is stated after charging:	2024 £'000	2023 £'000
Operating leases	3,556	3,301
Depreciation of tangible fixed assets	904	728
Amortisation of intangible assets	3	3
Audit fees	21	15

NOTES TO THE FINANCIAL STATEMENTS

9. Consolidated Statement of Financial Activities 2023

	Unrestricted funds £'000	Designated funds £'000	Restricted funds £'000	Total funds 2023 £'000
Income:				
Donations and legacies	13,431	-	2,088	15,519
<i>Income from charitable activities:</i>				
<i>Income from other trading activities:</i>				
Trading activities	996	-	-	996
Fundraising events	178	-	-	178
Investment income	872	-	-	872
Other income	97	-	-	97
Total income	15,574	-	2,088	17,662
Expenditure				
<i>Costs of raising funds</i>				
Trading activities	875	-	-	875
Fundraising activities and events	3,517	-	7	3,524
Investment management costs	47	-	-	47
<i>Expenditure on charitable activities</i>				
Aircraft and base costs	5,617	-	69	5,686
Patient care and support	3,539	-	50	3,589
Total expenditure	13,595	-	126	13,721
Net gain/(loss) on investments	(1,181)	-	-	(1,181)
Net income and net movement in funds for the year	798	-	1,962	2,760
Transfers between funds	6,043	(4,016)	(2,027)	-
Net Movement in funds	6,841	(4,016)	(65)	2,760
Reconciliation of funds				
Total funds brought forward	21,690	28,960	123	50,773
Total funds carried forward	28,531	24,944	58	53,533

NOTES TO THE FINANCIAL STATEMENTS

10. Analysis of staff costs, and the cost of key management personnel

	2024	2023
	£'000	£'000
Salaries and wages	4,981	4,068
Social security costs	518	442
Employer's costs of defined contribution pension scheme	83	55
Employer's costs of defined benefit pension scheme	297	273
	5,879	4,838

Pension costs are allocated to activities in proportion to the related staffing costs incurred and are wholly charged to unrestricted funds. At 31 March 2024 there were thirty-five (2023: thirty-five) members of staff who are members of the NHS Pension scheme, which is a defined benefit scheme. Contribution rates are set by the pension scheme. It is not possible to identify the Charity's share of the underlying assets or liabilities within the scheme.

The Charity offers all other employees the opportunity to join a defined contribution pension scheme. Staff are auto enrolled, but each individual can subsequently choose to opt out, in accordance with the legislation. The Charity matches employee contributions to a maximum level which has been set and reviewed by the Trustees. In addition, the Charity maintains death in service insurance cover for staff.

The number of employees receiving remuneration in excess of £60,000 for the period was as follows:

	2024	2023
	£'000	£'000
£60,000 - £70,000	21	13
£70,000 - £80,000	5	3
£80,000 - £90,000	-	1
£90,000 - £100,000	1	1
£100,000 - £110,000	1	-
£110,000 - £120,000	1	-
£130,000 - £140,000	-	1
£160,000 - £170,000	1	-
	30	19

Contributions made in year to pension schemes for higher paid employees amounted to £250,187 (2023: £151,705).

The key management personnel comprise the Chief Executive Officer, Chief Operating Officer, Finance Director, Medical Director, Director of Operations and Registered Manager, (2023: Chief Executive Officer, Chief Operating Officer, Finance Director, Medical Director, Director of Operations and Registered Manager). The total employee benefits of the key management personnel for the year were £712,593 (2023: £609,870).

During the year no termination payments were made (2023: none).

NOTES TO THE FINANCIAL STATEMENTS

10. Analysis of staff costs, and the cost of key management personnel continued

The holiday year-end is coterminous with the financial year-end. Staff can carry forward up to five days, in exceptional circumstances, approved by the Senior Leadership Team. Therefore, a provision of £2,975 (2023: £3,575) has been made in the accounts.

11. Trustee remuneration and expenses

The Charity Trustees were neither paid nor received any benefits from employment with the Charity or its subsidiary in the year (2023: £nil). Expenses amounting to £176 (2023: £150) were reimbursed to 1 (2023: 1) trustee during the year. No Charity Trustees received payment for professional or other services supplied to the Charity (2023: £nil).

The Charity holds trustees and directors Indemnity insurance cover of £5,000,000 (2023: £5,000,000), but the cost is not separable from the total cost of insurance.

12. Staff numbers

The average monthly numbers of employees (including casual and part-time staff) during the year were as follows:

	2024	2023
	Number	Number
Fundraising	23	19
Facilities and Logistics	7	5
Administration and HR	12	9
Finance	6	5
Clinical	57	59
Trading	33	21
Average head count	138	118

NOTES TO THE FINANCIAL STATEMENTS

13. Tangible fixed assets

Consolidated

	Aircraft	Freehold Land & Buildings	Leasehold Land & Buildings	Equipment & Fittings	Computers	Vehicles	Assets in the course of construction	Total
	£'000	£'000	£'000	£'000	£'000	£'000	£'000	£'000
Cost:								
As at 1 April 2023	10,938	-	793	988	111	536	9,253	22,619
Additions	-	-	-	61	201	20	3,299	3,581
Reclassification	-	11,293	-	280	121	-	(11,694)	-
As at 31 March 2024	10,938	11,293	793	1,329	433	556	858	26,200
Depreciation:								
As at 1 April 2023	3,720	-	792	871	46	443	-	5,872
Charge for the year	545	156	1	82	67	53	-	904
As at 31 March 2024	4,265	156	793	953	113	496	-	6,776
Net Book Value								
At 1 April 2023	7,218	-	1	117	65	93	9,253	16,747
At 31 March 2024	6,673	11,137	-	376	320	60	858	19,424

REPORT OF THE TRUSTEES
For the year ended 31 March 2024

13. Tangible fixed assets continued

Charity

	Aircraft	Freehold Land & Buildings	Leasehold Land & Buildings	Equipment & Fittings	Computers	Vehicles	Assets in the course of construction	Total
	£'000	£'000	£'000	£'000	£'000	£'000	£'000	£'000
Cost:								
As at 1 April 2023	10,938	-	793	914	77	536	9,253	22,511
Additions	-	-	-	61	201	20	3,299	3,581
Reclassification	-	11,293	-	280	121	-	(11,694)	-
As at 31 March 2024	10,938	11,293	793	1,255	399	556	858	26,092
Depreciation:								
As at 1 April 2023	3,720	-	792	806	28	443	-	5,789
Charge for the year	545	156	1	80	64	53	-	899
As at 31 March 2024	4,265	156	793	886	92	496	-	6,688
Net Book Value								
At 1 April 2023	7,218	-	1	108	49	93	9,253	16,722
At 31 March 2024	6,673	11,137	-	369	307	60	858	19,404

REPORT OF THE TRUSTEES
For the year ended 31 March 2024

14. Intangible assets

Consolidated

	Software £'000	Total £'000
Cost:		
As at 1 April 2023	46	46
Additions	-	-
As at 31 March 2024	46	46
Amortisation:		
As at 1 April 2023	34	34
Charge for the year	3	3
As at 31 March 2024	37	37
Net Book Value		
At 1 April 2023	12	12
At 31 March 2024	9	9

Charity

	Software £'000	Total £'000
Cost:		
As at 1 April 2023 and 31 March 2024	41	41
Additions	-	-
As at 31 March 2024	41	41
Amortisation:		
As at 1 April 2023	29	29
Charge for the year	3	3
As at 31 March 2024	32	32
Net Book Value		
At 1 April 2023	12	12
At 31 March 2024	9	9

**REPORT OF THE TRUSTEES
For the year ended 31 March 2024**

15. Investments (Group and Charity)

The Charity's investment policy is outlined within the Trustee's report and is reviewed annually. The investments held at year-end were:

	2024	2023
	£'000	£'000
Market value at 1 April 2023	15,187	15,919
Additions at cost	515	454
Disposal proceeds	(11)	(24)
Movements in capital account	(8)	19
Net gain/(loss) on revaluation	987	(1,181)
Market value at 31 March 2024	16,670	15,187
Historical cost at period end	13,904	13,405

In addition to the above managed investment the Charity holds the following investment in subsidiary undertakings.

	2024	2023
	£	£
Midlands Air Ambulance Trading Limited	1	1

The investment represents a 100% holding of the issued share capital of Midlands Air Ambulance Trading Limited, a subsidiary undertaking which was incorporated on 17 October 2012 and commenced to trade on 7 December 2012.

16. Debtors

	Group		Charity	
	2024	2023	2024	2023
	£'000	£'000	£'000	£'000
Trade debtors	6	16	4	15
Prepayments	603	581	571	557
Accrued income	739	977	739	977
Amount due from subsidiary	-	-	67	103
VAT recoverable	172	128	158	113
Other debtors	11	11	2	2
	1,531	1,713	1,541	1,767

Amounts due to the Charity from the subsidiary include an agreed loan, which at 31st March 2024 showed amounts due within one year £38,000 (2023: £38,000) and amounts due in more than one year of £Nil (2023: £38,000).

REPORT OF THE TRUSTEES
For the year ended 31 March 2024

17. Creditors: amounts falling due within one year

	Group		Charity	
	2024 £'000	2023 £'000	2024 £'000	2023 £'000
Trade creditors	795	1,359	762	1,348
Accruals	792	464	721	398
Other creditors	72	72	62	63
Taxation and social security costs	184	141	184	141
	1,843	2,036	1,729	1,950

18. Commitments under operating leases

At 31st March Group companies had commitments under operating leases set out below. In accordance with FRS 102 these are stated at the minimum lease payments.

	Land & Buildings £'000	Helicopters £'000	2024 £'000	2023 £'000
Within one year	51	3,195	3,246	3,279
Within two to five years	12	-	12	74
	63	3,195	3,258	3,353

19. Total Funds

Consolidated - Current Year

	Balance 1 April 2023 £'000	Incoming Resources £'000	Outgoing Resources £'000	Transfers/ Gains and (Losses) £'000	Balance 31 March 2024 £'000
Restricted funds					
County Air Ambulance Trust	18	1,793	(118)	(6)	1,687
Various donors	40	1,361	(384)	(2)	1,015
	58	3,154	(502)	(8)	2,702
Designated funds					
Fixed asset fund	13,366	-	-	-	13,366
Aircraft development	1,500	-	-	-	1,500
Capital Project fund	7,907	-	(85)	(1,738)	6,084
Clinical Costs fund	2,171	-	-	-	2,171
	24,944	-	(85)	(1,738)	23,121
Unrestricted reserves					
Expenditure fund	25,516	-	-	3,655	29,171
Development plan	1,500	-	-	-	1,500
General fund	1,515	17,318	(16,322)	(922)	1,589
	28,531	17,318	(16,322)	2,733	32,260
Total funds	53,533	20,472	(16,909)	987	58,083

REPORT OF THE TRUSTEES
For the year ended 31 March 2024

19. Total Funds continued

Consolidated - Prior Year

	Balance 1 April 2022 £'000	Incoming Resources £'000	Outgoing Resources £'000	Transfers/ Gains and (Losses) £'000	Balance 31 March 2023 £'000
Restricted funds					
County Air Ambulance Trust	115	-	(97)	-	18
Home Office	5	-	(5)	-	-
Birmingham City Council	2	-	(2)	-	-
The Hospital Saturday Fund	1	-	(1)	-	-
Capital Funding Project	-	2,027	-	(2,027)	-
Various donors	-	61	(21)	-	40
	123	2,088	(126)	(2,027)	58
Designated funds					
Fixed asset fund	13,366	-	-	3	13,366
Aircraft development	1,500	-	-	-	1,500
Capital Project fund	11,926	-	-	(4,019)	7,907
Clinical Costs fund	2,171	-	-	-	2,171
	28,960	-	-	(4,016)	24,944
Unrestricted reserves					
Expenditure fund	19,814	-	-	5,702	25,516
Development plan	1,500	-	-	-	1,500
General fund	376	15,574	(13,595)	(840)	1,515
	21,690	15,574	(13,595)	4,862	28,531
Total funds	50,773	17,662	(13,721)	(1,181)	53,533

REPORT OF THE TRUSTEES
For the year ended 31 March 2024

19. Total Funds continued

Charity - Current Year

	Balance 1 April 2023 £'000	Incoming Resources £'000	Outgoing Resources £'000	Transfers/ Gains and (Losses) £'000	Balance 31 March 2024 £'000
Restricted funds					
County Air Ambulance Trust	18	1,793	(118)	(6)	1,687
Various donors	40	1,361	(384)	(2)	1,015
	58	3,154	(502)	(8)	2,702
Designated funds					
Fixed asset fund	13,366	-	-	-	13,366
Aircraft development	1,500	-	-	-	1,500
Capital Project fund	7,907	-	(85)	(1,738)	6,084
Clinical Costs fund	2,171	-	-	-	2,171
	24,944	-	(85)	(1,738)	23,121
Unrestricted reserves					
Expenditure fund	25,516	-	-	3,655	29,171
Development plan	1,500	-	-	-	1,500
General fund	1,295	16,019	(14,972)	(922)	1,420
	28,311	16,019	(14,972)	2,733	32,091
Total funds	53,313	19,173	(15,559)	987	57,914

REPORT OF THE TRUSTEES
For the year ended 31 March 2024

19. Total Funds continued

Charity - Prior Year

	Balance 1 April 2022 £'000	Incoming Resources £'000	Outgoing Resources £'000	Transfers/ Gains and Losses £'000	Balance 31 March 2023 £'000
Restricted funds					
County Air Ambulance Trust	115	-	(97)	-	18
Home Office	5	-	(5)	-	-
Birmingham City Council	2	-	(2)	-	-
The Hospital Saturday Fund	1	-	(1)	-	-
Capital Funding Project	-	2,027	-	(2,027)	-
Various donors	-	61	(21)	-	40
	123	2,088	(126)	(2,027)	58
Designated funds					
Fixed asset fund	13,363	-	-	3	13,366
Aircraft development	1,500	-	-	-	1,500
Capital Project fund	11,926	-	-	(4,019)	7,907
Clinical Costs fund	2,171	-	-	-	2,171
	28,960	-	-	(4,016)	24,944
Unrestricted reserves					
Expenditure fund	19,814	-	-	5,702	25,516
Development plan	1,500	-	-	-	1,500
General fund	277	14,578	(12,720)	(840)	1,295
	21,591	14,578	(12,720)	4,862	28,311
Total funds	50,674	16,666	(12,846)	(1,181)	53,313

Restricted funds

The Charity is grateful to numerous organisations for their support. All the funds are restricted to the purpose for which they were given. The income from County Air Ambulance Trust has been given to refurbish our Strensham airbase. The income from the various donors has been given to assist with the funding of the purchase of the new H145 D3 helicopter. Where costs have been capitalised, the balance is transferred to unrestricted reserves once the grant has been spent.

Designated funds

The fixed asset fund is an amount set aside to cover the replacement cost of fixed assets used by the Charity for charitable purposes. This is calculated as approximately the cost value on the balance sheet of the fixed assets held at the end of the year, excluding land and buildings.

Funds have been set aside for the development of our owned aircraft G-OMAA, and G-RMAA in order to ensure these aircraft remain fit for purpose throughout their useful lives. Expenditure in this regard is not time limited.

REPORT OF THE TRUSTEES
For the year ended 31 March 2024

The capital project fund relates to any future costs at our Airbase and Charity Headquarters building located at Airbase Avenue, Neachley Shifnal.

The clinical costs fund is to cover any increased costs of the clinical service in line with the three-year clinical plan.

20. Analysis of net asset by fund

Current Year	Restricted Funds £'000	Designated Funds £'000	Unrestricted Funds £'000	2024 Total £'000
Tangible and intangible fixed assets	-	13,366	6,067	19,433
Investments	-	-	16,670	16,670
Cash at bank and in hand and short term deposits	2,702	9,755	9,757	22,214
Other net current (liabilities)/assets	-	-	(234)	(234)
Total	2,702	23,121	32,260	58,083

Prior Year	Restricted Funds £'000	Designated Funds £'000	Unrestricted Funds £'000	2023 Total £'000
Tangible and intangible fixed assets	25	13,366	3,368	16,759
Investments	-	-	15,187	15,187
Cash at bank and in hand and short term deposits	33	11,578	10,230	21,841
Other net current (liabilities)/assets	-	-	(254)	(254)
Total	58	24,944	28,531	53,533

21. Financial instruments

	2024 £'000	2023 £'000
Financial assets		
Financial assets measured at fair value through profit or loss	38,884	37,028
Financial assets that are debt instruments measured at amortised cost	17	27
	38,901	37,055
Financial liabilities		
Financial liabilities measured at amortised cost	867	1,431
	867	1,431

REPORT OF THE TRUSTEES
For the year ended 31 March 2024

21. Financial instruments (continued)

Financial assets measured at fair value through profit or loss comprise of investments, cash at bank and in hand, and short-term deposits.

Financial assets measured at amortised cost comprise trade debtors and other debtors.

Financial liabilities measured at amortised cost comprise trade creditors, and other creditors.

22. Related party transactions

Transactions occurred during the year between the Charity and trading company. For the Charity the income was £675,000 (2023: £412,637) and expenditure was £675,911 (2023: £412,286). Money owed to the Charity from the trading company at the year-end was £28,550 (2023: £27,638).

No trustee or other person related to the Charity had any personal interest in any contract or transaction entered into by the Charity during the period.

During the period, none of the MAAC Trustees, MAATL Directors or members of the key management staff, or parties related to them, has undertaken any related party transactions that require disclosure.

23. Capital Commitments

At 31 March 2024 there were capital commitments of £8,982,757 (2023: £2,005,029). £131,565 being the retention relating to the build of the Airbase and Charity Headquarters building, and £8,851,192 for the purchase of the new Airbus H145 D3 Helicopter.

MIDLANDS AIR AMBULANCE CHARITY

England & Wales - Charity number 1143118

Accounts



ANNUAL REPORT AND CONSOLIDATED FINANCIAL STATEMENTS

YEAR ENDED 31ST MARCH 2023

Proudly serving the six counties



Charity Number 1143118
Company Number 07683841

Charity and Company Registration

Midlands Air Ambulance Charity (parent charity)	Registered Office: Airbase Avenue Neachley Shifnal Shropshire TF11 8UR
Registered Charity Number (Charity Commission): 1143118 Registered Company Number (Private company limited by guarantee, Companies House): 07683841	
Midlands Air Ambulance Trading Ltd (trading subsidiary)	
Registered Company Number (Private Limited Company, Companies House): 08256466	

Our advisers

Auditor	Cooper Parry Group Limited	Sky View, Argosy Road, East Midlands Airport, Castle Donington, Derby, DE74 2SA
Bankers	Barclays Bank plc	Queen Square, Wolverhampton, WV1 1DS
Company Secretary	Nicola Rees	Hawthorn House, Dudley Road, Stourbridge, DY9 8BQ From 3 July 2023, Airbase Avenue, Neachley Shifnal, Shropshire, TF11 8UR
Solicitors	Withers LLP	16 Old Bailey, London, EC4M 7EG
Investment advisers	AFH Group	Buntsford Drive, Bromsgrove, B60 4JE

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CHAIR'S REPORT



Keith Marriott
Chairman of the Board

I joined Midlands Air Ambulance Charity (MAAC) as a Trustee in January 2020 and have enjoyed being part of such a proactive organisation. Throughout this period the Charity team has continued to navigate a challenging health and economic environment, whilst celebrating several achievements and events. When our esteemed Chairman Roger Pemberton retired last year, I was honoured to take on the Chair role. I would like to take this opportunity to thank Roger for his 11 years' service to Midlands Air Ambulance both as Trustee and Chair. Roger has overseen a sustained period of growth and development concluding with his close involvement and absolute commitment in delivering our capital project, which will come to fruition in the forthcoming financial year, as the new facility which provides our airbase, headquarters and training venue.

My role as Chair for the charity is to lead the Board, which is ultimately responsible for the governance and strategic direction of the Charity. I pledge to dedicate my time to support my fellow Trustees and offer counsel and guidance to the Senior Leadership Team and wider charity.

As a progressive charity, we have undertaken a great deal of change in the last 12-months. Our independent healthcare status and Care Quality Commission (CQC) registration were both achieved in 2022. This has presented the organisation with a number of opportunities and enabled us to consider futureproofing the organisation by reinvesting in innovative medical and operational equipment and training to support specialist patient care.

As a charity founded within the communities we serve, I want to ensure we remain close to our supporters and encourage new support across our six counties. This can only be done by building meaningful relationships and demonstrating the impact of our helicopter led emergency medical service at the scene of an incident or accident when patients are in critical need and where we can make a lifesaving difference.

I am also keen to develop strong and effective relationships with corporate partners in the region, creating mutually beneficial relationships where we can support their employee engagement initiatives including such things as their health and wellbeing programmes as well as raising vital funds for the charity.

Our charity's ethos is always close to my heart, ensuring excellent patient care always comes first, and I would like to thank our clinical and non-clinical staff who work tirelessly to make this happen.

CHIEF EXECUTIVE'S REPORT



**Hanna Sebright
Chief Executive**

The FY 22/23 has been a significant period in Midlands Air Ambulance Charity's (MAAC's) history, concluding our first year as a CQC registered independent health care provider. The activity highlighted in this report shows how much has been accomplished by the team, which is in line with our ethos of continuous innovation and commitment to delivering clinical excellence.

It is humbling to see the ongoing support provided to our Charity. The results in this report illustrate the public benefit delivered by our Charity and is testament to the resilience of our dedicated workforce, volunteer fundraisers and loyal supporters, who have collectively worked hard to raise vital funds to make our missions possible. Despite this position, we are pragmatic and understand that communities and businesses across the Midlands will unfortunately continue to feel the cost-of-living crisis. Therefore, we continue to remain cautiously optimistic about the future and the forthcoming financial year.

Looking to the next financial year, we will move into our new purpose-built airbase and headquarters on the Shropshire/Staffordshire border as part of our commitment to our 'one team' culture - bringing the charity and clinical operations together and providing our Critical Care Paramedics and Intensivist Doctors with much improved operational and training facilities. This development will further strengthen our existing network of airbases and satellite sites to support patient care and futureproof our lifesaving service.

We remain proactive and adaptive to wider changing environments that directly impact our core purpose. Our service operates 365 days of the year - that must not cease. Indeed, we are looking to further expand our operational hours. I am therefore encouraging the team to look at new and innovative ways to raise funds to literally keep the blades turning.

As part of our dedication to patient care, it is important we are agile to cope with the demands of the future, including the increasing complexity of patients' needs. With a new patient data system now in place, we will give further focus to trends that we identify with our mission, so we can adapt our service to meet these needs swiftly.

Ultimately, we are committed to supporting the growth of our pre-hospital service to ensure we can rapidly reach and treat those in desperate need on a daily basis for decades to come.

SURVIVOR CASE STUDY

Sarah Washington - Trauma Survivor

In Trentham, near Stoke-on-Trent, Staffordshire, 24-year-old Sarah Washington and her friend Gabby were out riding their horses.

However, spending quality time together soon turned into a traumatic episode for the two young friends.



Sarah Washington and MAAC Critical Care Paramedic Tom Waters

At noon one sunny summer day, Sarah and Gabby were riding their horses in the remote area of Hanchurch Woods. Whilst negotiating some steep terrain, they came to a gate. Gabby dismounted to open the gate and as Sarah walked through the gate, something spooked her horse, causing it to bolt.

Sarah's foot was unfortunately caught in the stirrup. She was dragged along the rough ground by the horse. Thankfully her foot was finally freed as the horse galloped off. Despite wearing the appropriate head protection, Sarah was knocked unconscious after suffering multiple blows to the head as she was dragged along the path.

Gabby found Sarah unresponsive and instantly dialled 999.

Gabby explains: *"I was really concerned about the noises that Sarah was making, they didn't sound human. Her breathing sounded guttural, and her body kept shaking uncontrollably."*

Due to the remote location and the severity of the incident, an ambulance and the Midlands Air Ambulance helicopter from RAF Cosford were dispatched. First on scene was the land ambulance. Within minutes the helicopter landed in a nearby field and Dr Malcolm Russell MBE, a pre-hospital emergency medicine doctor, and Tom Waters, critical care paramedic, made it to the scene.

Whilst Sarah had thankfully not sustained any severe physical injuries, the Midlands Air Ambulance enhanced clinical team who assessed her on scene were concerned that Sarah had sustained a traumatic brain injury.

**GROUP TRUSTEE REPORT
For the year ended 31 March 2023**

Tom Waters explains: *"When we arrived on scene, Sarah was in an agitated state which is commonly seen in patients with traumatic brain injuries.*

"In order to protect Sarah's brain from suffering further injury, we placed her into an induced coma by performing a procedure called a rapid sequence induction (RSI). This meant we could protect her airway and breathe for her should she take a turn for the worse."

Tom and Malcolm treated Sarah enroute to the nearest major trauma centre at Royal Stoke Hospital. Sarah then underwent further assessments and a procedure where a pressure monitor (ICP bolt) was inserted into her skull to monitor and reduce the pressure on her brain.

After a month in critical care, Sarah was moved to the Acute Rehabilitation Trauma Unit (ARTU) to continue her recovery.

Sarah explains: *"I was then transferred to Haywood Hospital to further my rehabilitation.*

"I always knew just how important air ambulances were, but before my accident I wasn't fully aware that Midlands Air Ambulance is a charity. It's only recently that I learned it relies solely on donations from the public to fund its lifesaving missions.

"I love Midlands Air Ambulance; they are my absolute heroes. Without them I would not have got the critical care that I needed so rapidly, nor would I be here without them."

Help make our next mission possible

If you would like to become a supporter of Midlands Air Ambulance Charity either by donating, volunteering, or running an event to raise funds we would love to hear from you:

Web - midlandsairambulance.com

Call - 0800 8 40 20 40

Email - info@midlandsairambulance.com

TRUSTEE REPORT, INCORPORATING STRATEGIC REPORT:

Midlands Air Ambulance Charity - In brief



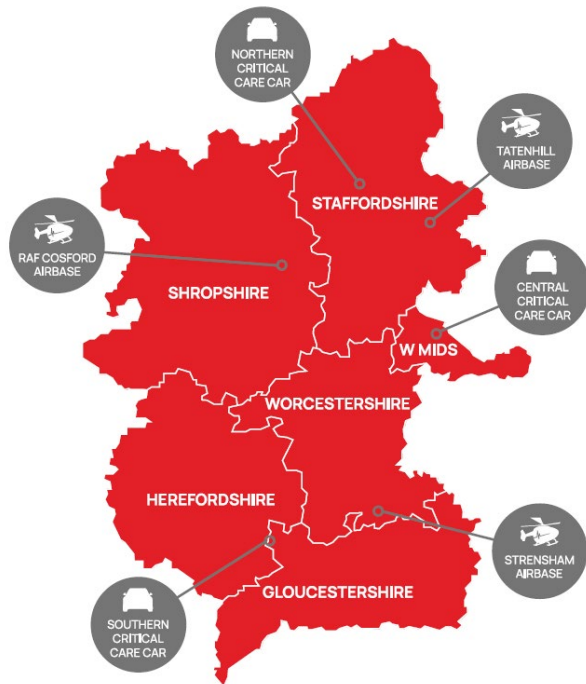
Midlands Air Ambulance Charity (MAAC) is a Care Quality Commissioned (CQC) accredited independent health care provider, which is responsible for delivering a pre-hospital emergency helicopter-led service across six counties. We proudly serve the diverse communities of Gloucestershire, Herefordshire, Shropshire, Staffordshire, the West Midlands, and Worcestershire.

Our three airbases play a pivotal role in delivering rapid critical pre-hospital emergency medical care, by ensuring that residents across the Midlands region have access to a network of air ambulance helicopters and critical care cars. With over three decades of experience, we are one of the oldest English Air Ambulance charities and are proud of our heritage and success. Our core business divisions include:

- **Emergency critical care service** - we provide a pre-hospital helicopter-led service, 365 days a year, to residents and visitors across the Midlands region. We bring hospital-level procedures and medicines to the patient at the scene of an accident or incident.
- **Charitable programme** - we raise funds for our lifesaving service and also play an active role within the communities of the six regions that we serve. We provide education and training programmes (such as CPR, bleed control, defibrillator); volunteering opportunities; and social engagement activities to support with community cohesion and wellbeing.
- **Retail network** - we have a growing portfolio of charity shops which not only contribute towards raising funds for helicopter and critical care car missions, but also support wider environmental and ethical causes as part of our wider societal role.

As part of our five-year strategic plan, we are committed to delivering clinical excellence which focuses on developing and futureproofing our service and wider organisational resilience. To find out more, refer to the future plans section on page 17.

Delivering public benefit



Since 1991, Midlands Air Ambulance Charity has been operating a lifesaving air ambulance service across the Midlands.

Our service has undertaken over 70,000 missions over the last 32 years, rapidly reaching and treating the most critically unwell and injured patients.

Our operations constitute the largest operating region in England, making us one of the busiest air ambulances.

We benefit the lives of over six million people across all age groups, supporting diverse communities across a six-county area comprising of rural and urban conurbations. Our charitable activities focus on providing lifesaving pre-hospital emergency medicine 365 days a year across an operating region of 5,200 square miles.

Our service enables patients to receive vitally important hospital-level critical care in situ, before being conveyed to the most appropriate hospital or major trauma centre for their individual needs, giving them the best possible chance of survival and recovery.

Our lifesaving service

Our team of highly skilled clinical practitioners include both helicopter emergency medical services (HEMS) doctors and critical care paramedics. The team administers out-of-hospital advanced clinical interventions and medicines via three Airbus helicopters - a H145 and two EC135's. Additionally, our helicopter-led service is complemented by an 'over land' fleet of rapid response vehicles and specialist critical care cars.

GROUP TRUSTEE REPORT For the year ended 31 March 2023

On average, we reach patients within ten minutes, bringing the following interventions to the incident scene:

- *Advanced clinical care and skillset via our critical care paramedics and pre-hospital emergency medicine doctors*
- *Enhanced medicines to further support pain relief and sedation*
- *Hospital-level equipment to undertake surgical procedures*
- *Blood products for patients who need transfusions*

Operating from strategically located airbases, our advanced critical care clinicians attended over 4,000 missions per annum across the six-county area. Each of our three aircraft carries a crew of three: a pilot and two specialist paramedics or a single critical care paramedic and flight doctor. Our helicopters are fitted with full life-support medical equipment and medicines.

We operate a fleet of critical care cars, which provide a rapid despatch method frequently used in urban areas and in medical emergencies such as cardiac arrests, heart attacks, strokes and respiratory issues. The Crew and these cars have the same lifesaving skillset and equipment as our helicopters.

Our delivery partners

We work in partnership with two Ambulance Service Trusts who coordinate responses to 999 calls within our six-county operating region. They request the dispatch of our fleet of helicopters and critical care cars for serious trauma cases or time critical medical emergencies.

Our health partners include:

- (i) West Midlands Ambulance Service NHS Foundation Trust (WMAS) - our key health partner across Herefordshire, Shropshire, Staffordshire, the West Midlands, and Worcestershire
- (ii) South Western Ambulance Service NHS Foundation Trust (SWASFT) - tasks us in the Gloucestershire region.

Our strong collaborative relationship with the ambulance services is based on a mutual core principle of providing the highest quality service and care for patients.

Babcock Mission Critical Services Onshore (BMCSO) is our aviation partner. BMCSO provide our Aircraft Operators Certification (AOC) and the specialist delivery team - the pilots and engineers - to promote safety and excellence across flight operations.

GROUP TRUSTEE REPORT For the year ended 31 March 2023

Charitable ethos

Our charity does not receive any Government funding for our daily missions. We rely on the generous support of the public, businesses and grant giving bodies to raise the circa. £14 million needed each year to remain operational as well as to assist in developing our service by purchasing new medical equipment. This is achieved by fundraising activity and our growing network of shops (refer to page 14 for more information).

We continually monitor the economic environment and are currently considering the ongoing impact from the pandemic alongside the growing cost of living crisis, with inflation at a forty one year high. To ensure we can continue providing a lifesaving service to the public in the face of economic challenges, our governance principles ring-fence up to two years of operating costs.

Alongside our core lifesaving service, our Charity is committed to enhancing the lives of local people and businesses via the provision of outreach programmes. Activities have involved health education and disease infection control training. For example, we deliver CPR sessions and have a network of bleed control kits across the region. This activity has helped to equip adults and children with lifesaving skills, via our popular education programmes called 'Sky Champs' and 'Mission Support'. These programmes support our vision – *saving lives, by saving time.*

COMMUNITY ENGAGEMENT



MISSION CONTROL

COMMUNITY:
Individual +
groups



EDUCATION PROGRAMME

SKYCHAMPS

To find out more visit:
midlandsairambulance.com

/training - community based training

/education - training activity in schools, further and high education

Our Vision, Mission and Values

Our Vision

Saving Lives by Saving Time,
today, tomorrow and in the future.



Our Mission

To provide patients with outstanding pre-hospital care and lifesaving intervention through the operation of helicopter-led emergency medical services (HEMS) - we will continue to save more lives and improve survivors' quality of life through the provision of a comprehensive, transparent, clinical and operational helicopter led emergency service aligned to changing patient need and demand.

Our Values

Receptive

We are open to new ideas and ways of working across our clinical and charity operations, providing total transparency to all stakeholders.

Respectful

We are a community-based organisation with a 'one team' culture that embraces and encourages honesty.

Responsible

We aim to create the best possible future for everyone and strive to place sustainability at the heart of everything we do.

Relevant

We define success as continuous improvement and aim for excellence in our lifesaving services and community projects.

Recognition

We value our relationships - with staff, supporters and the wider communities we serve - working together to achieve the best possible patient outcome.

Performance against objectives - FY 22-23

This year marks the inaugural implementation of the new rolling five-year business plan. The section below provides a summary of progress for the period April 2022 - March 2023 against the agreed four strategic priorities (i) Clinical excellence; (ii) Income generation; (iii) Organisational resilience; and (iv) Our people.

Strategic priority	Key achievements
<p>Clinical excellence</p> <p>To deliver a patient-focused, pre-hospital emergency medicine, helicopter- led service. Our team of highly skilled, experienced critical care paramedics and doctors treat and stabilise patients at scene thereby providing the best outcomes for those that are critically ill or injured.</p>	<p>Patient-care development:</p> <ul style="list-style-type: none"> ✓ We extended the operating hours of the southern critical care car, increasing our pre-hospital emergency service until 0200hrs. ✓ We implemented and launched a northern critical care car - extending our provision to the Staffordshire region via a 1000-2200hrs service. ✓ A patient aftercare service was established - a team of Patient Liaison Leads (PLLs) have been appointed to contact patients, carers and relatives after the incident in order to provide support. As part of the aftercare process, they will seek to understand patient experiences to identify learning opportunities. The team will also provide signposting for relevant support as required. ✓ Working in partnership, we implemented a hyper-acute transfer programme pilot, which provides specialist care for stroke patients requiring time critical thrombectomy treatment. ✓ We are an active partner in the 'Golden Hour' programme, a research project focusing on a patient's immune system following trauma. This study is in collaboration with the Research in Emergency and Acute Care Team at the Queen Elizabeth Hospital in Birmingham and the National Institute of Health Research. <p>Clinical operations development:</p> <ul style="list-style-type: none"> ✓ We are proud to have secured Care Quality Commission (CQC) registration. ✓ We achieved clinical independence, including the direct recruitment of clinical personnel - doctors, critical care paramedics and related support staff. ✓ We secured a Home Office drugs license and appointed an independent Pharmacist.

GROUP TRUSTEE REPORT For the year ended 31 March 2023

Midlands Air Ambulance Charity clinical service highlights

Our clinicians bring hospital-level procedures and medicines to the patient at the scene by both air and land. We are here to provide patient care where advanced clinical skills are needed outside the hospital environment, such as a road traffic collision, an individual who has had a heart-attack or fall at home, or a trauma incident in an isolated rural area. During FY 22-23 service outputs included:

- ✓ Our specialist clinical teams were deployed to **4,125 missions**, a 47% increase compared to six years ago (FY17/18).
- ✓ Our critical care paramedics and pre-hospital emergency medicine doctors undertook an average of **11 incidents each day** and reached patients within an average of ten minutes.
- ✓ 45% of our missions are in response to a medical case and 55% related to traumatic incidents.
- ✓ Monday was frequently the busiest day.
- ✓ 16:00-16:59 was the busiest time of day.
- ✓ During this year, we introduced the following new equipment and drugs to expedite treatment and enhance patient care:
 - Neonatal Resuscitation Equipment Bag
 - Prefilled syringes of Ketamine, Fentanyl and Metaraminol
 - Butterfly ultrasound devices
 - Platform iPhones - enabling diagnostics and patient record keeping

Over a quarter of patients required advanced procedures and drugs, which is beyond the standard scope of the NHS ambulance service. These included sedative techniques and anaesthesia, plus interventions such as amputations and intubation, which enable the doctors and critical care paramedics to take over a patient's breathing and stabilise their condition giving them the best possible chance of survival and recovery.



GROUP TRUSTEE REPORT
For the year ended 31 March 2023

Strategic priority	Key achievements
<p>Income generation</p> <p>To fund our lifesaving service and enable business transformation over the next five years, income generation will embrace innovation and diversification.</p>	<ul style="list-style-type: none"> ✓ Despite the challenging economic landscape, our teams of staff and volunteers were able to secure funds for our 365-day a year service - please find further details below. ✓ We expanded our network of shops to seven stores, following the opening of Merry Hill shop in November 2022. ✓ We continued to provide added value to the communities we serve by engaging with local people, schools, and businesses to provide bystander support sessions, equipping them with skills to administer CPR and bleed control.

Financial review

Each year we aim to raise sufficient funds to cover all expenditure, as well as generate additional monies to be able to invest in future projects and to purchase new medical equipment to support our daily missions. Our critical care service would not be possible without the fantastic contributions of both funds and time made by our supporters, volunteers, corporate partners and grant giving bodies and trusts.

Our charity operates a fundamental governance principle of retaining up to twenty-four months of operating costs, ensuring business continuity of our lifesaving service. Refer to page 19 to find out more about our reserves policy.

A summary of our income by core stream for the FY 2022-23 is as follows:

Income stream	Description	%
Legacies and in memoriam	Gifts in wills and donations in memory of a loved one	33
Lottery	Weekly lottery draw, £1 per play, plus annual Rapid Response Raffle	29
Grants	Restricted and unrestricted funds received from grant making trusts and other bodies	13
Donations and fundraising events	Cash donations from the public, including monthly amounts received via direct debit or standing order, and income from fundraising events	13
Charity shops	Income from the sale of donated goods through our regional charity shops	5
Other	Other income, including investment income	5
Corporate partners	Donations and sponsorship from regional companies	2
Total		100

Strategic priority	Key achievements
<p>Organisational resilience</p> <p>To futureproof the organisation by enhancing operations to ensure resilience, sustainability and success.</p>	<ul style="list-style-type: none"> ✓ Our new Airbase and Headquarters is in the final stages of construction, with completion and occupation on track for mid 2023. ✓ We have established a new process for proposing innovations and activating projects. Since then, over 50 innovation proposals have been submitted. ✓ We introduced two new systems across the Charity group - (i) Hemsbase - to support our clinical service provision; (ii) RADAR - to manage with Health and Safety and governance reporting. ✓ Business continuity planning and crisis communications - plans established, training/testing next financial year.

Our new Airbase and Headquarters in Cosford has been a key project for FY22-23 as alongside our existing air bases, this new facility will enable further enhancements to our lifesaving service by providing a training centre of excellence for pre-hospital emergency care.

As part of the organisation’s commitment to continuous improvement, the new facility will help future-proof the service for decades to come. It will feature a state-of-the-art clinical training facility, complete with simulation suite, which will be fundamental to delivering the advanced training programmes required for our clinicians. This will ensure the critical care team are equipped to treat the increasingly complex patient cases and will enhance our daily lifesaving service.

Enabling work started on site in spring 2021, with construction phase following later that year. The final phase of the project is expected to be completed in mid-2023. The new facility will complement the Charity’s existing air ambulance-led service across the six Midlands counties.

Final stage development - Midlands Air Ambulance New Airbase and Charity Headquarters



Strategic priority	✓ Key achievements
<p>Our People</p> <p>To place collaboration at the heart of our working practice, by developing our people, growing our regional networks and supporting the communities we serve.</p>	<ul style="list-style-type: none"> ✓ A new staff survey was implemented to gain feedback across the Charity Group. ✓ A new Health and Wellbeing team and programme has created a 12-month plan of activity to engage and support staff and volunteers. ✓ New employee administration system - market review and implementation for FY23-24. ✓ We have actively supported and valued the hundreds of volunteers who are integral to our mission; working in shops, raising funds and helping build the MAAC brand. ✓ We developed a new Volunteer strategy. ✓ We enhanced our safeguarding programme to ensure best practice across clinical and non-clinical teams, which included a robust training programme.

We remain proud of our silver level Investors in People accreditation, as this is only achieved by 15% of participating organisations. We are working hard to retain this industry standard, as part of this we undertake an annual survey. In FY 23 our employees showed overwhelming positive sentiment and our performance resulted in achieving the following accreditation:



GROUP TRUSTEE REPORT
For the year ended 31 March 2023

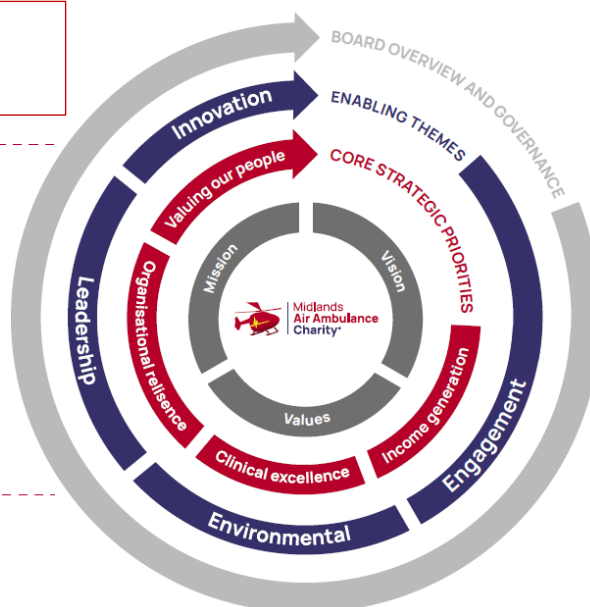
Future plan - 2023 and beyond

As a charity that is funded by the community it serves, our strategy aims to positively impact the six-county service area through our enhanced critical care service and also the wider contribution to the region.

Our strategic framework is based on **four core strategic priorities** (i) clinical excellence; (ii) income generation; (iii) organisational resilience; and (iv) our people, which are underpinned by **four enabling themes** (i) innovation; (ii) leadership; (iii) environmental and (iv) engagement.

MAAC Group rolling five-year strategy framework

- 1. Clinical excellence**
Provide the best outcomes for those that are critical ill or injured, by delivering a patient-centric pre-hospital emergency helicopter service, based on an ethos of clinical excellence and optimum delivery of our team.
- 2. Income generation**
Enable business transformation over the next five years, by growing income by embracing innovation and diversification.
- 3. Organisational resilience**
Futureproof the organisation by enhancing operations to ensure resilience sustainability and success.
- 4. Valuing our people**
Place collaboration at the heart of all working practices, by developing our people and growing our regional networks to support the communities we serve.



Priorities for the forthcoming financial year 2023 - 2024 include:

- Completion and occupation of our new airbase and headquarters, as well as further capitalising on the opportunities provided by this new facility.
- Implementation of our clinical strategy which will define the future development of our lifesaving service.
- Enhancing patient care through extending our operational hours and further development of our patient aftercare service.
- Ongoing roll out of our community bystander support programme to empower members of community with CPR, defibrillator and bleed control training.
- Further expansion of our shop network across the six counties we serve, helping the environment by recycling used goods and enabling community inclusion via the introduction of community hubs.
- As an owner of two of our fleet of three helicopters, in Q2 FY 23/24 we will undertake an Aircraft tender programme to ensure that our fleet maintenance and engineering provision remains resilient when our current contracts naturally conclude in March 2025 and to ensure that our fleet strategy is closely aligned to our clinical strategy in placing the patient at the heart of all we do.

GROUP TRUSTEE REPORT For the year ended 31 March 2023

Principal risks and uncertainties

The organisation operates a comprehensive risk management process to manage and mitigate risk. Risks identified across the MAAC group are managed in accordance with The Group's Risk Management Policy, which is underpinned with detailed risk assessments. We utilise a web-based risk management system, RADAR, for reviewing, updating, ongoing analysis and compliance.

Our Charity's Board of Trustees, supported by the Audit and Risk Committee, has responsibility for ensuring an effective risk management system is in place. Risks are regularly reviewed and managed by the appropriate Committee and/or Trading Subsidiary Board, and all significant risks are reported and reviewed at each Board of Trustees meeting where management and mitigation measures are discussed and agreed.

As reported on MAAC's Group Risk Register, the most significant risk we faced in FY 22/23 was charity shop volunteer shortages (in line with volunteer shortages across the sector, linked to factors such as the cost-of-living crisis and longer-term impact of the pandemic). The measures being taken by the organisation, include additional volunteer management resource, a comprehensive trading subsidiary review, and a new Volunteer Strategy.

A further significant risk was the increasingly competitive fundraising environment. This is being addressed via the income generation objectives within the organisation's rolling five-year strategy which include diversification, innovation and further income strategy development. Alongside this, we are proud of our open, honest and respectful fundraising approach - as set out by the Code of Fundraising Practice and as set out on page 21-22.

Our risk management approach also includes monitoring and managing low likelihood but high consequence risks e.g. the low risk but high consequence of a significant helicopter incident. As with all medical interventions and helicopter/ car transportation, the nature of MAAC's activities involves inherent risk. These inherent risks are managed closely through MAAC's established governance and compliance framework, and experienced team.



GROUP TRUSTEE REPORT For the year ended 31 March 2023

Reserves Policy

The Trustees have established a reserves policy which is reviewed annually by the Audit and Risk Committee and approved by the Board. The Policy is intended to ensure the Charity can continue to accomplish its aims and to make certain that enough funds are held to fund capital projects, such as building enhancements, acquisition of a new helicopter or the purchase of rapid response vehicles.

At the year-end, total Group reserves stood at £53,533,000 (2022: £50,773,000). Of this amount, £26,145,000 (2022: £29,083,000) is made up of either restricted reserves or can only be realised by disposing of tangible fixed assets and the investment portfolio, which leaves the free reserves of the Group at £27,388,000 (2022: £21,690,000). In line with our organisational resilience planning, £25,516,000 of this is held within the unrestricted reserve which equate to approximately eighteen months of operating expenditure, which would enable maintenance of our core service, should we suffer a major downturn in income generation.

Reserves are categorised into three main headings:

Restricted reserves - are held where funds have been received by the Charity for a specific purpose. These funds are ring-fenced and held in restricted reserves until the intended expenditure has been incurred. Restricted reserves at the end of the reporting period were £58,000 (2022: £123,000).

Designated reserves - are allocated to fund projects and initiatives agreed by the Trustees. Total designated reserves at the end of the financial year were £24,944,000 (2022: £28,960,000). In prudently planning the Trustees will endeavour to set aside designated funds to acquire assets and equipment to ensure that the Charity continues to provide the most efficient and effective service possible.

Unrestricted reserves - are those reserves which are neither restricted nor designated. This type of reserve is held in part to provide a cash safety buffer. Should the Charity's income fall, the reserve will enable us to maintain the core service we provide to our communities, whilst allowing enough time for us to develop alternative sources of funding or to revise planned expenditure. The reserves policy states that the level of unrestricted reserves that is set aside to cover future expenditure if there is a fall in income, should be up to twenty-four months of future costs. In addition, as we are also committed to ensuring our services are available for future generations, unrestricted reserves are used for the accumulation of funds towards the costs of significant future developments and capital purchases. Total unrestricted reserves at the end of the reporting period were £28,531,000 (2022: £21,690,000), of which £25,516,000 (2022: £19,814,000) equates to circa eighteen months future operating costs.

Structure and governance

Quality Assurance and Standards

As part of our commitment to quality management and continuous improvement, our Charity is a proud recipient of the following accreditations:

- **Care Quality Commission** registration
- **Investors in People** (Silver Level)
- **Investors in Volunteers**
- **Governance Framework quality mark** (the Governance Forum)
- **Fundraising Regulator registration**

Alongside this, we have been recognised in the following industry accolades:

Shortlisted:

- Smee & Ford - Outstanding Legacy Team of the Year
- Greater Birmingham Chamber of Commerce Excellence in the Third Sector
- Chartered Institute of Fundraising, West Midlands Fundraiser of the Year - Jo Bailey
- Royal Voluntary Services Awards - Coronation Champions Awards - Marcus Watkin
- Air Ambulances UK - Critical Care Paramedic of the Year - Fay Pollock

Won:

- Air Ambulances UK - Pilot of the Year - Matt Wood
- Support Staffordshire Awards - charity shop volunteer Alison Potts

Key management personnel

The senior leadership team forms the key management personnel of the Charity and are responsible for directing, controlling, running, and operating the Charity's clinical and non-clinical strategy and tactics on a day-to-day basis. The senior leadership team comprises:

Senior Leadership Team	
Hanna Sebright	Chief Executive Officer
Emma Gray	Chief Operating Officer
Karen Kingham	Finance Director
Ian Roberts	Registered Manager
Ian Jones	Clinical Operations Director
Mark Nash	Medical Director

GROUP TRUSTEE REPORT For the year ended 31 March 2023

Administration and finance

The charitable purpose, and fundraising to support that activity, is always at the forefront of our minds, but we also strive to ensure that we keep our administrative and financial systems and processes fit for purpose and cost effective.

Our Charity uses "ThankQ" a customer relationship management (CRM) system to assist with donor administration alongside enhancing our stewardship with donors and supporters. The Group works hard to ensure that it remains compliant with the General Data Protection Regulation (GDPR). To achieve this, we continually train our staff in areas such as customer service and data protection, and we recognise their achievements and successes in staff awards for which nominations and voting is undertaken by fellow staff members.

Our aim is to keep our administration and finance costs at less than 12 per cent of the income received, and we are pleased to be able to record that for this financial year we spent only 7.07 per cent of our income on support and governance costs.

Our fundraising standards and promise

We are committed to upholding the highest fundraising standards:

- Our Charity is registered with the *Fundraising Regulator*, the independent regulator of charitable fundraising in England, Wales and Northern Ireland who advocate best practice for the sector.
- We are an active member of *The Chartered Institute of Fundraising*, the professional membership body for UK fundraising.
- We strive to ensure that our fundraising adheres to Data Protection legislation as set out by the *Information Commissioners Office*, key *Charity Commission guidance* and the *Code of Fundraising Practice*.
- As stated in *Our Donor Promise*, our approach to fundraising is based on the principles of responsibility, transparency, and honesty. Please refer to our website for more details - www.midlandsairambulance.com/legal/donor-promise

Where appropriate, we work in partnership with reputable professional fundraisers and commercial participators to raise funds - with robust written agreements and monitoring programmes in place, and in line with our **Ethical Fundraising Policy**.

Important sources of sustainable income, in particular the lottery and regular giving, are delivered in partnership. All canvassers working on our behalf are committed to abiding by the guidelines laid out within Our Canvassing Code of Practice (published on our website). Arrangements for these are outlined below:

GROUP TRUSTEE REPORT For the year ended 31 March 2023

- *Our Lifesaving Lottery* - we are a Gambling Commission licenced operator and a member of the Lotteries Council, adhering to a strict set of codes and conditions of practice, including social responsibility and the protection of vulnerable people. Our Charity's lottery is managed under contract with an external lottery company, Tower Lotteries, who is licensed by the Gambling Commission as an External Lottery Manager.
- *Sustainable regular giving income* - our Charity outsources some telephone fundraising to an external telephone agency, Unity4, which works to The Chartered Institute of Fundraising's Public Fundraising Certification Programme. This activity enables committed giving, such as donations provided via direct debits, which helps our charity with achieving much needed longer-term financial support.
- *Our 'Rapid Response Raffle'* was delivered in partnership with Woods Valldata who supported us with production and governance of this fundraising activity.

We work in partnership with a range of commercial participators who generously donate to our Charity while selling their goods or services. For example, donating a percentage of every product sold - all of whom are detailed on our website: www.midlandsairambulance.com/supporterbenefits

Compliments, Complaints and Feedback

The effective management of complaints is a focus for the organisation and its regulators:

- Care Quality Commission - Key Lines of Enquiry - *"Responsive 4. How are peoples' concerns and complaints listened and responded to and used to improve the quality of care"*.
- Charities (Protection and Social Investment) Act 2016, Clause 13.4.e: *"the annual report must include a statement of the number of complaints received by the charity or a person acting on its behalf about activities by the charity or by a person on behalf of the charity for the purpose of fund-raising"*.
- Fundraising Code of Practice, Standard 2.4. Complaints and concerns about fundraising.
- Charity Governance Code, Recommended Practice 7.6.2; *"The board makes sure that there is a transparent, well-publicised, effective and timely process for making and handling a complaint and that any internal or external complaints are handled constructively, impartially and effectively."*

In line with our values, we are dedicated to improving how we track and manage feedback, both positive and negative, as it helps to further develop our operations. During FY22-23, the organisation expanded its existing complaints process by introducing processes for managing compliments, concerns (internal and external) and complaints.

**GROUP TRUSTEE REPORT
For the year ended 31 March 2023**

MAAC Group compliments, concerns, complaints data for FY 2022/2023 (extracted from our management system RADAR)

TYPE OF EVENT	TOTAL RECEIVED	ABOUT OUR CHARITY	REGARDING ANOTHER ORGANISATION
Compliment	69	69	0
Concern	47	23	24
Complaint	25	20	5

Our compliments, complaints and feedback policy is published on our website, as part of our ethos to enable continuous improvement. Information can be found as follows:

www.midlandsairambulance.com/contact-us/feedback

Our Group structure

Midlands Air Ambulance Charity is a charitable company - registered in England and Wales as a charity with the Charity Commission and with Companies House as a private company limited by guarantee.

MAAC has one wholly owned trading subsidiary, Midlands Air Ambulance Trading Ltd (MAATL), which is registered with Companies House as a private limited company and whose portfolio includes MAAC's charity shops and other areas of income generation, such as merchandise. MAATL gift aids back its profits to the parent charity MAAC to help fund MAAC's helicopter-led emergency medical services. The organisation's work with key delivery partners - more details can be found on page 9.

Our Governing Document and Charitable Objects

The organisation's Articles of Association clearly define the following charitable objects:

- *To assist in relieving sickness by the operation of a helicopter-led emergency medical service within the West Midlands, Shropshire, Staffordshire, Warwickshire, Herefordshire and Worcestershire, Gloucestershire and in such other areas as may be requested by appropriate authorities.*

and

- *Such other charitable purposes for the relief of sickness, including clinical research and development, substitute clinical emergency services where the provision of Helicopter Emergency Medical Services (HEMS) is impracticable and such other activities consistent with the above object as the trustees may in their absolute discretion determine.*

The Articles provide for such matters as the:

GROUP TRUSTEE REPORT For the year ended 31 March 2023

- number of Trustees/Directors appointed.
- frequency in which Trustee/Director meetings are held, and how they are conducted.
- powers available to the Trustees/Directors in decision making.

In addition, the Trustees/Directors recognise that they have a duty and responsibility to comply with requirements and guidance issued by the Charity Commission. These include, but are not limited to:

- ensuring that the charitable Group complies with charity law, and prepares reports on what it has achieved, submission of annual returns and financial statements as required by law.
- ensuring that the charitable Group remains true to the charitable purpose and objectives set out in its governing document.
- complying with the requirements of other legislation, and any other regulators, which govern the activities of the charitable Group.
- acting with integrity and avoiding any personal conflicts of interest or misuse of Charity funds or assets.
- ensuring that the Charity is, and will remain, solvent.
- using charitable funds and assets reasonably, and only in furtherance of the Charity's objects.
- avoiding undertaking activities that might place the Charity's funds, assets, or reputation at undue risk.
- taking special care when investing the funds of the Charity or borrowing funds for the Charity to use.

Investment powers and policy

The Articles of Association of the Charity provide the Trustees with the power to: 'deposit or invest the Charity's funds in any manner as may be thought fit, but only after obtaining such advice from a financial expert as the Trustees consider necessary and having regard to the sustainability of investments and the need for diversification.' In addition, the Articles support the delegation of the management of investments to a financial expert.

Trustees recognise that they have a duty to protect the Charity's funds and to ensure that investments are balanced and protected. They have put in place an investment policy, which sets the framework in which investments are made and managed within the Charity. In setting the policy, Trustees consider ethical matters and risk.

When investment decisions are made the timing of the planned use for the reserves is considered, and investments are made to ensure that funds are available when required.

GROUP TRUSTEE REPORT For the year ended 31 March 2023

Pay policy

The pay of all Charity staff, including the Senior Leadership Team, is reviewed annually by the Human Resources and Remuneration Committee, who make recommendations to the Board of Trustees for approval. The Annual Employee Pay Review process considers inflation, salary benchmarking and the organisation's financial performance which led to increases in salary levels. We continue to review the wider employee benefits package.

Taxation

As a registered charity, we have charitable status with HMRC. The trading subsidiary does not have charitable status for corporation tax purposes and is registered for VAT. From 1 April 2015 air ambulance charities have been eligible for partial recovery of the VAT incurred on expenditure under Section 33 of VAT Notice 1001.

Statement of trustee responsibilities

The Trustees are pleased to present their annual report together with the consolidated financial statements of the Charity and its subsidiary for the year ending 31 March 2023 which are also prepared to meet the requirements of a directors' report and accounts for Companies Act 2006 purposes.

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (2019) - (Charities SORP), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

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

- select suitable accounting policies and apply them consistently.
- observe the methods and principles in the Charities SORP.
- 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.
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

GROUP TRUSTEE REPORT For the year ended 31 March 2023

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy, at any time, the financial position of the Charity and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and the Group and obliged to take reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The Board of Trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have regard to the Charity Commission's general guidance on public benefit and it is satisfied that the Charity's activities do provide public benefit. MAAC's public benefit is demonstrated in page 8-10 and 12-16 of this report.

The Trustees and Directors

Our Board of Trustees are responsible for ensuring the organisation is effectively governed and run, and that it achieves its charitable purposes for the public benefit. The trustee structure comprises of no less than seven trustees and no more than ten trustees.

The organisation has an annual governance programme which is based on guidance from the Charity Commission, the Fundraising Regulator and other key bodies, such as the UK Charity Governance Code. Each year a Board Effectiveness Review is undertaken.

As Midlands Air Ambulance Charity is both a registered charity and private company limited by guarantee (a charitable company), Trustees are also company Directors and therefore beholden to both charity and company law. Our charity's trading subsidiary, MAATL, has its own separate Board of Directors.

The table below lists the Trustees/Directors in post 01/04/2022 to 31/03/2023, all of whom volunteer their time to bring valued experience to the Charity from a range of backgrounds and sectors:

**GROUP TRUSTEE REPORT
For the year ended 31 March 2023**

Midlands Air Ambulance Charity - Board of Trustees / Directors		
Name	Position	Change during year
R Pemberton	Chair of Board of Trustees (to 07/10/2022)	Resigned 07/10/2022
K Bailey		
A Cross		Appointed 07/10/2022
G Dellenty		
R Guirguis		Appointed 07/10/2022
R Douglas	Chair of Audit and Risk	
A Lennox	Chair of Human Resources and Remuneration	
E K Marriott	Chair of Board of Trustees (from 07/10/2022) Chair of Fundraising Chair of Clinical Standards (to 25/01/2023)	
A Moss		Appointed 22/02/2023
Dr V McVey	Chair of Clinical Standards (from 25/01/2023)	
W Saleem		
Midlands Air Ambulance Trading Ltd - Board of Directors		
Name	Position	Change during year
T Sehgal	Chair of Board of Directors	
L Bagnall		
R Douglas		Appointed 07/10/2022
E K Marriott		Resigned 07/10/2022
N Nicholls		Appointed 09/03/2023
H Sebright		

The charity is committed to equality, diversity and inclusion, ensuring all components are reflected across all structures. The gender composition of the Board is 8 male (73%), 3 female (27%). Our Annual Board of Trustee Skills Audit includes the diversity of Trustees' backgrounds and perspectives to identify imbalances and gaps. Because of the complexity of our organisation, it is key that we achieve a balanced portfolio of skill sets in key areas, including but not limited to - medical/clinical; aviation; commercialisation; finance; governance; legal; and HR.

Appointment of Trustees

Our Charity is committed to an open, transparent and fair appointment process for Trustees. A Board Skills Audit is undertaken annually, and Trustee vacancies are widely publicised to fulfil the specific skills needed. A Nominations Sub-Committee carries out the appointments process and makes

GROUP TRUSTEE REPORT For the year ended 31 March 2023

recommendations to the Board, with candidates' appointments being based on the majority decision of the Board of Trustees.

Appointments are made for a term of four years, and Trustees may then be reappointed for a further term of four years. Once a Trustee has served two terms consecutively, he/she may be reappointed for a further term of four years but only after he/she has ceased to act as a Trustee for at least one year. The Board has discretion to appoint a Trustee for a further consecutive term in appropriate circumstances.

Trustee Induction and Development

A comprehensive induction programme is provided to all new Trustees, which supports them in understanding their duties and responsibilities, gaining an understanding of the factors affecting the Charity and its trading subsidiary, and to contribute fully to Board meetings. The induction programme includes a range of activities e.g., Trustee Welcome and Induction Pack (including key documents); meetings with the Senior Leadership Team and Operational Managers; site visits across all areas (charity, clinical and retail operations).

All Trustees have an annual Individual Trustee Performance Review with the Board Chair, which includes discussion of any areas where a Trustee needs further support, training or development. It is also usual practice for the Board Chair to have an annual performance review (based on 360-degree feedback from the trustees), This will occur in November 2023 after the Chair has been in post for a year.

Trustee indemnity insurance

The Charity holds Trustees and Directors' indemnity insurance cover with a Limit of Liability of £5,000,000 (2022: £1,000,000), the cost is not separable from the total cost of insurance.

Related parties and related party transactions

Under charity accounting rules, charities are required to disclose transactions (for example, payments for services) with persons and entities closely connected to the charity or its trustees. As part of monitoring such transactions, our Charity ensures a register of interests is maintained (as per our Conflicts of Interest Policy). Trustees are required to declare conflicts of interest, both at the beginning of each Board or Committee meeting and within their Declaration of Interest form (completed annually and when conflicts of interest change). At the close of each financial year, Trustees are also required to complete a Related Party Transaction Form.

Our Trustees give their time freely as volunteers and receive no remuneration or other benefits from the Charity for their work. Our Charity's related party transaction disclosure is as follows:

GROUP TRUSTEE REPORT For the year ended 31 March 2023

- Details of Trustee expenses (£150) are disclosed in note 11 to the Financial Statements.
- MAAC Trustees reported no related party transactions for this reporting period.
- Details of other related party transactions are disclosed in note 22 to the Financial Statements.

Our Decision-Making Structure (including Committees)

As recommended by the Charity Governance Code, the Board makes sure that its decision-making processes are informed, rigorous and timely and that effective delegation, control and risk assessment and management systems are set up and monitored.

Our Charity's Scheme of Delegation clearly sets out matters specifically reserved for the Board, matters delegated to Board Committees and matters delegated to the Senior Leadership Team. Our Scheme of Delegation makes clear that the Board's focus is on strategy, performance and assurance (not operational day-to-day matters), with the Board retaining legal responsibility and oversight where aspects are delegated to committees, advisors, staff, volunteers or contractors.

The Board of Trustees currently has four sub-committees (with Terms of References adopted by each):

Committees
Audit and Risk
Human Resources and Remuneration
Fundraising
Clinical Standards

The Board has delegated day-to-day management to the Chief Executive and the Senior Leadership Team. In all respects, this only relates to matters that are within the strategic plan, the business plan and budgets that have been approved by the Board.

Exemptions from disclosure

MAAC has taken no exemptions from disclosures.

Funds held as custodian trustee on behalf of others

There are no such funds held by the charity or its subsidiary.

Statement as to disclosure to our auditors

In so far as the Trustees are aware at the time of approving our Trustees' annual report:

**GROUP TRUSTEE REPORT
For the year ended 31 March 2023**

- there is no relevant information, being information needed by the auditor in connection with preparing their report, of which the Group's auditor is unaware, and
- the Trustees, having made the enquiries of fellow Directors and the Group's auditor that they ought to have individually taken, have each taken all steps that he/she is obliged to take as a Director to make themselves aware of any relevant audit information, and to establish that the auditor is aware of that information.

This report was approved by trustees on 4th July 2023 and is signed on their behalf by



**Keith Marriott
Chairman**

INDEPENDENT AUDITOR'S REPORT**To the members and trustees of Midlands Air Ambulance Charity**

Opinion

We have audited the financial statements of Midlands Air Ambulance Charity ("the Parent Charitable Company") and its subsidiary ("the Group") for the year ended 31 March 2023 which comprise the Consolidated Statement of Financial Activities, the Consolidated and Parent Charitable Company Balance Sheets, the Consolidated Statement of Cash Flows and the related notes including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the Group's and the Parent Charitable Company's affairs as at 31 March 2023 and of the incoming resources and application of resources, including its income and expenditure, for the year ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for Opinion

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

Conclusions relating to going concern

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

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Group's or Parent Charitable Company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

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

INDEPENDENT AUDITOR'S REPORT

To the members and trustees of Midlands Air Ambulance Charity

Other information

The Trustees are responsible for the other information. The other information comprises the information included in the Trustees' report, other than the financial statements and our audit report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

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

- the information given in the Trustees' Report (incorporating the Strategic Report and the Directors' Report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Strategic Report and the Directors' Report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of our knowledge and understanding of the Group and Parent Charitable Company and its environment obtained in the course of the audit, we have not identified material misstatements in the Strategic Report and the Directors' Report.

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

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

INDEPENDENT AUDITOR'S REPORT**To the members and trustees of Midlands Air Ambulance Charity**

Responsibilities of Trustees

As explained more fully in the Statement of Trustees' Responsibilities set out on pages 25 and 26, the Trustees (who are also the Directors of the Parent Charitable Company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the Groups' and Parent Charitable Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the Group or the Parent Charitable Company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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

Our assessment focussed on key laws and regulations the Group and Parent Charitable Company has to comply with and areas of the financial statements we assessed as being more susceptible to misstatement. These key laws and regulations included but were not limited to compliance with the Companies Act 2006, Charities Act 2011, Charities (Protection and Social Investment) Act 2016, taxation legislation, data protection, anti-bribery and employment legislation.

We are not responsible for preventing irregularities, including fraud. Our approach to detecting irregularities, including fraud, included, but was not limited to, the following:

- obtaining an understanding of the legal and regulatory framework applicable to the Group and Parent Charitable Company and how the Group and Parent Charitable Company is complying with that framework, including agreement of financial statement disclosures to underlying documentation and other evidence;
- obtaining an understanding of the Group's and Parent Charitable Company's control environment and how the Group and Parent Charitable Company has applied relevant control procedures, through discussions with management and by performing walkthrough testing over key areas;
- obtaining an understanding of the Group's and Parent Charitable Company's risk assessment process, including the risk of fraud;

INDEPENDENT AUDITOR'S REPORT

To the members and trustees of Midlands Air Ambulance Charity

- reviewing meeting minutes of those charged with governance throughout the year; and
- performing audit testing to address the risk of management override of controls, including testing journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for bias.

Whilst considering how our audit work addressed the detection of irregularities, we also considered the likelihood of detection of fraud based on our approach. Irregularities arising from fraud are inherently more difficult to detect than those arising from error.

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

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

Use of our report

This report is made solely to the Parent 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 Parent 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 Parent Charitable Company and the Parent Charitable Company's members as a body, for our audit work, for this report, or for the opinions we have formed.



**Glen Bott FCA
Senior Statutory Auditor**

For and on behalf of:

COOPER PARRY GROUP LIMITED
Statutory Auditors

Date: 13 July 2023

Sky View, Argosy Road, East Midlands Airport, Castle Donington, Derby, DE74 2SA

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES

including consolidated
income and expenditure
account for the year
ending 31 March 2023

	Note	Unrestricted funds £'000	Designated funds £'000	Restricted funds £'000	Total funds 2023 £'000	Total funds 2022 £'000
Income:						
Donations and legacies	2	13,431	-	2,088	15,519	15,785
<i>Income from charitable activities:</i>						
<i>Income from other trading activities:</i>						
Trading activities	3	996	-	-	996	698
Fundraising events	4	178	-	-	178	113
Investment Income	5	872	-	-	872	491
Other Income		97	-	-	97	954
Total income		15,574	-	2,088	17,662	18,041
Expenditure						
<i>Costs of raising funds</i>						
Trading activities	3	875	-	-	875	585
Fundraising activities and events	4	3,517	-	7	3,524	3,201
Investment Management costs	5	47	-	-	47	46
<i>Expenditure on charitable activities</i>						
Aircraft and base costs	6	5,617	-	69	5,686	5,163
Patient care and support	6	3,539	-	50	3,589	2,189
Total expenditure		13,595	-	126	13,721	11,184
Net (Loss)/Gain on investments	15	(1,181)	-	-	(1,181)	517
Net income/(expenditure)		798	-	1,962	2,760	7,374
Transfers between funds	19	6,043	(4,016)	(2,027)	-	-
Net Movement in Funds		6,841	(4,016)	(65)	2,760	7,374
Reconciliation of funds						
Total funds brought forward		21,690	28,960	123	50,773	43,399
Total funds carried forward		28,531	24,944	58	53,533	50,773

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

Detailed comparative data for 2022 is included in Note 9.

CONSOLIDATED AND CHARITY BALANCE SHEETS

as at 31 March 2023

	Note	Group 2023 £'000	Group 2022 £'000	Charity 2023 £'000	Charity 2022 £'000
<i>Fixed assets:</i>					
Tangible assets	13	16,747	11,724	16,722	11,697
Intangible assets	14	12	-	12	-
Investments	15	15,187	15,919	15,187	15,919
Total Fixed Assets		31,946	27,643	31,921	27,616
<i>Current assets:</i>					
Stock		69	42	-	-
Debtors	16	1,713	1,294	1,767	1,392
Short term deposits		9,708	9,584	9,708	9,584
Cash at bank and in hand		12,133	13,900	11,867	13,690
Total Current Assets		23,623	24,820	23,342	24,666
<i>Liabilities:</i>					
Creditors falling due within one year	17	2,036	1,690	1,950	1,608
Net Current Assets		21,587	23,130	21,392	23,058
Total Assets less Current Liabilities		53,533	50,773	53,313	50,674
Creditors: amounts falling due after more than one year		-	-	-	-
Net Assets		53,533	50,773	53,313	50,674
<i>The reserves of the Charity:</i>					
Unrestricted reserves	19	28,531	21,690	28,311	21,591
Designated reserves	19	24,944	28,960	24,944	28,960
Restricted reserves	19	58	123	58	123
Total Reserves		53,533	50,773	53,313	50,674

The Charity has prepared group accounts in accordance with section 398 of the Companies Act 2006 and section 138 of the Charities Act 2011.

The surplus generated by the Charity for the financial year was £2,639,000 (2022: £7,261,000).
The notes at pages 38 to 58 form part of these accounts.

The accounts were approved by Trustees on 4th July 2023 and are signed on their behalf by



Keith Marriott, Chairman

CONSOLIDATED STATEMENT OF CASHFLOWS
for the year ending 31 March 2023

	Group 2023 £'000	Group 2022 £'000
Cash used in operating activities	3,737	7,766
Cash flows from investing activities		
Dividends and Interest from investments	386	62
Purchase of fixed assets	(5,766)	(2,419)
Increase in short term deposits	(124)	(1,538)
Cash (used in) investing activities	(5,504)	(3,895)
Cash used in financing activities	-	-
(Decrease)/Increase in cash and cash equivalents in the year	(1,767)	3,871
Cash and cash equivalents at the beginning of the year	13,900	10,029
Total cash and cash equivalents at the end of the year	12,133	13,900

RECONCILIATION OF NET INCOME/(EXPENDITURE) TO NET CASH FLOW FROM OPERATING ACTIVITIES

	Group 2023 £'000	Group 2022 £'000
Net income for the period	2,760	7,374
Depreciation and amortisation charges	731	734
Movement on investments	1,181	(517)
Dividends, and interest from investments	(835)	(445)
Increase in stocks	(27)	(8)
(Increase)/Decrease in debtors	(419)	248
Increase in creditors	346	379
Net cash in from operating activities	3,737	7,766

ANALYSIS OF CASH AND CASH EQUIVALENTS

	Group 2023 £'000	Group 2022 £'000
Cash in hand	12,133	13,900
Total cash and cash equivalents at the end of the year	12,133	13,900

NOTES TO THE FINANCIAL STATEMENTS

1. Accounting policies

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

Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Midlands Air Ambulance Charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

Use of estimates and judgements

When preparing the financial statements, the Trustees and management make a number of judgements, estimates and assumptions on the way in which assets, liabilities, income and expenditure is recognised and measured.

The loan to the trading company by the Charity has been recognised at the present value in recognition of the changes required by FRS 102. The loan has been issued on an interest free basis.

Going concern

These accounts have been prepared on the basis that the Charity is a going concern. The Trustees consider that there are sufficient reserves to secure the future of the Charity for at least the next 12 to 18 months from the date of signing the accounts.

Basis of consolidation

These accounts consolidate those of the Charity and its wholly owned subsidiary Midlands Air Ambulance Trading Limited. These are adjusted, where necessary, to conform to group accounting policies. The individual results of the Trading Company are included in Note 3. A separate Statement of Financial Activities and Income and Expenditure Account for the Charity have not been presented in accordance with the exemption afforded by section 408 of the Companies Act 2006. The Charity surplus before gains/losses on investments for 2023 was £3,820,000 (2022: £6,744,000). This is made up of Income £16,666,000 (2022: £17,343,000) and Expenditure £12,846,000 (2022: £10,599,000).

NOTES TO THE FINANCIAL STATEMENTS

1. Accounting policies continued

Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the Charity. Designated funds are unrestricted funds of the Charity, which the Trustees have decided, at their discretion, to set aside to use for a specific purpose. Restricted funds are donations that the donor has specified are to be solely used for particular purposes or purchases.

Income

All income is reported gross when raised by the Charity or its agents. Any fee charged by a third party and deducted from the amount collected before it is remitted to the Charity is not offset against income but is reported as a fundraising expense.

Income is recognised in full within the Statement of Financial Activities as soon as the following three factors can be met:

- Entitlement - control over the rights or other access to the economic benefit has passed to the Charity;
- Probability - it is more likely than not that the economic benefits associated with the transaction or gift will flow to the Charity;
- Measurement - the monetary value or amount of the income can be measured reliably, and the costs incurred for the transaction and the costs to complete the transaction can be measured reliably.

a) Legacies

Legacies are included in the Statement of Financial Activities when all the criteria for income recognition have been met. The basis is that 50% of the predicted total value is included in the Statement of Financial Activities.

b) Event income

Income received in advance of an event is deferred if the event takes place after the year-end, unless that income is non-refundable.

c) Gifts in kind

Assets donated to the Charity for its own use are included in the Statement of Financial Activities as incoming resources at the market value at the time of the gift.

Assets and gifts made for conversion into cash and subsequent application by the Charity are included in the accounting period in which the item/s are sold at the sale value.

d) Volunteers and supporters

The Charity benefits greatly from the involvement and enthusiastic support of its many volunteers and supporters, details of which are given in our annual report. In accordance with FRS 102 and the Charities SORP (FRS 102), the economic contribution of general volunteers is not recognised in the accounts.

NOTES TO THE FINANCIAL STATEMENTS

1. Accounting policies continued

e) Grants

The Group did not claim any Coronavirus Job Retention Scheme or Local Restrictions Support Grants during the year (2022: £11,602).

Expenditure

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required, and the amount of the obligation can be measured reliably.

a) Allocation of overhead and support costs

Support costs are those functions that assist the work of the Charity but do not directly undertake charitable activities. Support costs include back-office costs, finance, personnel, payroll and governance costs which support the Charity's air ambulance operations. These costs have been allocated between the cost of raising funds and expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 7.

Costs of fundraising activities include the costs of supporting donors, volunteers, and all events, which bring in income to the Charity, as well as the costs of the Lottery, and events run by the Charity itself.

b) Operating leases

The Charity classifies the lease of premises and the helicopter as operating leases; as the title to the asset remains with the lessor. Rental charges are charged according to the terms of the agreement. Full details are provided in Note 18.

c) VAT recovery

Government changes in VAT legislation in April 2015, has enabled air ambulance charities to recover a proportion of the VAT suffered on costs, in accordance with Section 33 of VAT Notice 1001. Any irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

Balance Sheet

The Balance Sheet reflects the resources available to the Charity, and identifies any restrictions placed on their use.

a) Tangible fixed assets

Individual fixed assets costing £1,000 or more are capitalised at cost and depreciated over their estimated useful economic lives on a straight-line basis.

Depreciation is charged in each main class of tangible asset as follows:

Land and Buildings	20% straight-line basis
Equipment and Fittings	20% straight line basis
Computers	20% straight-line basis
Vehicles	33% straight-line basis

NOTES TO THE FINANCIAL STATEMENTS

1. Accounting policies continued

Aircraft	5% straight-line basis
Assets in the course of Construction	Depreciation is only applied when assets are brought into use

b) Intangible assets

Intangible assets e.g., software is capitalised at cost and amortised as follows:

Software	20% straight-line basis
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c) Investments

Investment funds are stated at market value at the Balance Sheet date. The Statement of Financial Activities includes the net gain or loss during the financial year. Detailed analysis of the changes in investment value during the year is set out in Note 15. Investments in Group undertakings are stated at cost.

d) Financial instruments

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

e) Stock

Stock is included at the lower of cost or net realisable value, on a first in, first out basis. Donated items of stock are recognised at fair value, which is the amount the Charity would have been willing to pay for the items on the open market.

f) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

g) Short term deposits

The Charity categorises short term deposits as those funds intended to be held in accounts for five years or less.

h) Creditors and provisions

Creditors and provisions are recognised where the Charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due. Interest free intercompany loans are recognised at present value.

NOTES TO THE FINANCIAL STATEMENTS

1. Accounting policies continued

Financial instruments

Basic financial instruments are initially recognised at transaction value and subsequently measured at amortised cost with the exception of investments, cash at bank and in hand, and short-term deposits which are held at fair value.

Financial assets held at amortised cost comprise trade and other debtors. A specific provision is made for debts for which recoverability is in doubt. Cash at bank and in hand is defined as all cash held in instant access bank accounts and used as working capital.

Financial liabilities held at amortised cost comprise all creditors except social security and other taxes, accruals, and provisions.

Critical accounting judgements and key sources of estimation uncertainty

In the application of the accounting policies, Trustees are required to make judgement, estimates and assumptions about the carrying value of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an on-going basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period or in the period of the revision and future periods if the revision affected current and future periods.

Judgements made by the Trustees in the application of these accounting policies may have significant effect on the financial statements and estimates with the potential for a significant risk of material adjustment in the next year.

The areas where these judgements and estimates have been made include the following for the Group:

a) Amortisation, depreciation and residual values

The Trustees have reviewed the asset lives of all tangible and intangible fixed asset classes and have concluded that the asset lives are appropriate.

b) Accrued income

Accrued income includes legacy income amounts. In recognising accrued legacy income, the Trustees have approved the approach that the management team take in recognising the probability of receiving each legacy. Each legacy is carefully assessed to determine an appropriate allowance which reflects the possibility of not subsequently receiving the full legacy income amounts that the Charity is aware of. The allowance is based on the circumstances behind each legacy and the probability of receiving the income.

NOTES TO THE FINANCIAL STATEMENTS

2. Income from donations and legacies

	2023	2022
	£'000	£'000
Donations	1,718	1,754
Lottery and regular giving	5,774	5,607
Legacies and in memorium	5,784	6,151
Grants and other income	2,243	2,273
	15,519	15,785

Of the income received during the year £2,088,348 is restricted in its use (2022: £2,269,238). Further details of these received are set out in Note 19. Within grants, £40,000 was received from The Eveson Trust to be used for the Charity's unrestricted running costs.

3. Trading activities

The wholly owned trading subsidiary Midlands Air Ambulance Trading Company Limited is incorporated in the United Kingdom (company number 08256466) and pays profits, which are surplus to trading requirements, to the Charity under the gift aid scheme.

The trading company operates charity shops selling clothing, furniture etc., sells merchandise and generates recycling income. The summary financial performance of the subsidiary is:

	2023	2022
	£'000	£'000
Statement of Comprehensive Income		
Turnover	996	698
Cost of sales	(48)	(26)
Gross profit	948	672
Administrative expenses	(749)	(559)
Operating profit	199	113
Donation to Midlands Air Ambulance Charity	(78)	-
Taxation	-	-
Retained profit	121	113

	2023	2022
	£'000	£'000
Balance Sheet		
Fixed assets	26	27
Current assets	375	286
Current liabilities	(144)	(139)
Liabilities > 1 year	(38)	(76)
Total net assets/(liabilities)	219	98

Share capital and reserves	219	98
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NOTES TO THE FINANCIAL STATEMENTS

4. Fundraising events and activities

The Charity raises its income through a range of activities and initiatives, which includes but is not limited to running its own events as identified below:

	2023	2022
	£'000	£'000
Income from events		
Charity managed events	178	113
	178	113

The costs of generating all the funds, including those included in Note 2 to the accounts, for the year were:

	2023	2022
	£'000	£'000
Costs of charity fundraising		
Fundraising events	268	125
Marketing	585	479
Fundraising services	1,366	1,350
General fundraising	1,305	1,247
	3,524	3,201

5. Investment income and fees

	2023	2022
	£'000	£'000
Income		
Fixed asset investments	485	429
Interest on deposit accounts	387	62
	872	491
Costs		
Investment management costs paid through investment portfolio	37	46
Investment management costs paid direct	10	-
	47	46

The income and costs outlined above have been recognised in the Statement of Financial Activity in year. The fixed asset investment is held as a long-term investment. Its market value at the end of the accounting period is shown in the Balance Sheet, and the unrealised loss for the financial year has also been included on the Statement of Financial Activity. All of the Group's investment income is held in UK bank accounts.

NOTES TO THE FINANCIAL STATEMENTS

6. Charitable activities

	Aircraft & Airbase Costs £'000	Patient Welfare & Support £'000	2023 Total £'000	2022 Total £'000
Aircraft running costs	3,985	-	3,985	3,794
Aircraft and airbase equipment	111	-	111	5
Airbase running costs	157	-	157	105
Depreciation	668	-	668	672
Paramedic and clinical staff costs	-	2,688	2,688	1,719
Medical supplies and PPE	-	103	103	27
General Expenditure	-	101	101	111
Tasking costs	-	213	213	83
Support costs	710	448	1,158	786
Governance	55	36	91	50
Total	5,686	3,589	9,275	7,352

Expenditure on charitable activities was £9,275,000 (2022: £7,352,000) of which £9,156,000 was unrestricted (2022: £7,264,000) and £119,000 was restricted (2022: £88,000).

7. Analysis of governance and support costs

The Charity monitors expenditure on administration costs during the year against the budget which is set by the Board. At the year-end costs of the governance function are identified and are apportioned over the charitable activities. The basis of apportionment and the analysis of these costs are set out below.

	Aircraft & Airbase Costs £'000	Patient Welfare & Support £'000	2023 Total £'000	2022 Total £'000	Basis of Allocation
Governance	55	36	91	50	Time spent on Board matters
Business Support	710	448	1,158	786	Proportional to spend
Total	765	484	1,249	836	

8. Net income/(expenditure) for the year

This is stated after charging:	2023 £'000	2022 £'000
Operating leases	3,301	3,171
Depreciation of tangible fixed assets	728	734
Amortisation of intangible assets	3	1
Audit fees	15	14
Fees payable to the auditor for other services	-	-
Fees payable to the auditor for corporation tax compliance services	-	-

NOTES TO THE FINANCIAL STATEMENTS

9. Consolidated Statement of Financial Activities 2022

	Unrestricted funds £'000	Designated funds £'000	Restricted funds £'000	Total funds 2022 £'000
Income:				
Donations and legacies	13,516	-	2,269	15,785
<i>Income from charitable activities:</i>				
Hospital transfers	-	-	-	-
<i>Income from other trading activities:</i>				
Trading activities	698	-	-	698
Fundraising events	113	-	-	113
Investment income	491	-	-	491
Other income	18	-	936	954
Total income	14,836	-	3,205	18,041
Expenditure				
<i>Costs of raising funds</i>				
Trading activities	585	-	-	585
Fundraising activities and events	3,189	-	12	3,201
Investment management costs	46	-	-	46
<i>Expenditure on charitable activities</i>				
Aircraft and base costs	5,163	-	-	5,163
Patient care and support	2,101	88	-	2,189
Total expenditure	11,084	88	12	11,184
Net gain/(loss) on investments	517	-	-	517
Net income and net movement in funds for the year	4,269	(88)	3,193	7,374
Transfers between funds	160	3,080	(3,240)	-
Net Movement in funds	4,429	2,992	(47)	7,374
Reconciliation of funds				
Total funds brought forward	17,261	25,968	170	43,399
Total funds carried forward	21,690	28,960	123	50,773

NOTES TO THE FINANCIAL STATEMENTS

10. Analysis of staff costs, and the cost of key management personnel

	2023	2022
	£'000	£'000
Salaries and wages	4,068	1,520
Social security costs	442	151
Employer's costs of defined contribution pension scheme	55	42
Employer's costs of defined benefit pension scheme	273	44
	4,838	1,757

Pension costs are allocated to activities in proportion to the related staffing costs incurred and are wholly charged to unrestricted funds. During the year closed and open directions were received for the NHS Pension scheme. The open direction has allowed staff to be enrolled into the scheme if within the period of twelve months preceding the commencement of employment, they were in an employment in which they were entitled to participate. At 31 March 2023 there were thirty-five (2022: six) members of staff who are members of the NHS Pension scheme, which is a defined benefit scheme. Contribution rates are set by the pension scheme. It is not possible to identify the Charity's share of the underlying assets or liabilities within the scheme.

The Charity offers all other employees the opportunity to join a defined contribution pension scheme. From March 2016 staff are auto enrolled, but each individual can subsequently choose to opt out, in accordance with the legislation. The Charity matches employee contributions to a maximum level which has been set and reviewed by the Trustees. In addition, the Charity maintains death in service insurance cover for staff.

The number of employees receiving remuneration in excess of £60,000 for the period was as follows:

	2023	2022
	£'000	£'000
£60,000 - £70,000	13	1
£70,000 - £80,000	3	-
£80,000 - £90,000	1	-
£90,000 - £100,000	1	2
£130,000 - £140,000	1	1
	19	4

Contributions made in year to pension schemes for higher paid employees amounted to £151,705 (2022: £33,027).

The key management personnel comprise the Chief Executive Officer, Chief Operating Officer, Finance Director, Medical Director, Director of Operations and Registered Manager, (2022: Chief Executive Officer, Chief Operating Officer, Finance Director and Registered Manager). The total employee benefits of the key management personnel for the year were £609,870 (2022: £458,057).

During the year no termination payments were made (2022: none).

NOTES TO THE FINANCIAL STATEMENTS

10. Analysis of staff costs, and the cost of key management personnel continued

The holiday year-end is coterminous with the financial year-end. Staff can carry forward up to five days, in exceptional circumstances, approved by the Senior Leadership Team. Therefore, a provision of £3,575 (2022: £5,166) has been made in the accounts.

11. Trustee remuneration and expenses

The Charity Trustees were neither paid nor received any benefits from employment with the Charity or its subsidiary in the year (2022: £nil). Expenses amounting to £150 (2022: £160) were reimbursed to 1 (2022: 1) trustee during the year. No Charity Trustees received payment for professional or other services supplied to the Charity (2022: £nil).

The Charity holds trustees and directors Indemnity insurance cover of £5,000,000 (2022: £1,000,000), but the cost is not separable from the total cost of insurance. The level of cover was increased due to the Charity becoming clinically independent from 1 April 2022.

12. Staff numbers

The average monthly numbers of employees (including casual and part-time staff) during the year were as follows:

	2023	2022
	Number	Number
Fundraising	19	18
Logistics	5	4
Administration and HR	9	6
Finance	5	5
Clinical	59	3
Trading	21	17
Average head count	118	53

NOTES TO THE FINANCIAL STATEMENTS

13. Tangible fixed assets

Consolidated

	Aircraft	Land & Buildings	Equipment & Fittings	Computers	Vehicles	Assets in the course of construction	Total
	£'000	£'000	£'000	£'000	£'000	£'000	£'000
Cost:							
As at 1 April 2022	10,938	793	969	127	536	3,547	16,910
Additions	-	-	19	26	-	5,706	5,751
Disposals	-	-	-	(42)	-	-	(42)
As at 31 March 2023	10,938	793	988	111	536	9,253	22,619
Depreciation:							
As at 1 April 2022	3,176	780	777	68	385	-	5,186
Charge for the year	544	12	94	20	58	-	728
Write back on disposals	-	-	-	(42)	-	-	(42)
As at 31 March 2023	3,720	792	871	46	443	-	5,872
Net Book Value							
At 1 April 2022	7,762	13	192	59	151	3,547	11,724
At 31 March 2023	7,218	1	117	65	93	9,253	16,747

REPORT OF THE TRUSTEES
For the year ended 31 March 2023

13. Tangible fixed assets continued

Charity

	Aircraft	Land & Buildings	Equipment & Fittings	Computers	Vehicles	Assets in the course of construction	Total
	£'000	£'000	£'000	£'000	£'000	£'000	£'000
Cost:							
As at 1 April 2022	10,938	793	899	96	536	3,547	16,809
Additions	-	-	15	23	-	5,706	5,744
Disposals	-	-	-	(42)	-	-	(42)
As at 31 March 2023	10,938	793	914	77	536	9,253	22,511
Depreciation:							
As at 1 April 2022	3,176	780	715	56	385	-	5,112
Charge for the year	544	12	91	14	58	-	719
Write back on disposals	-	-	-	(42)	-	-	(42)
As at 31 March 2023	3,720	792	806	28	443	-	5,789
Net Book Value							
At 1 April 2022	7,762	13	184	40	151	3,547	11,697
At 31 March 2023	7,218	1	108	49	93	9,253	16,722

REPORT OF THE TRUSTEES
For the year ended 31 March 2023
14. Intangible assets**Consolidated**

	Software £'000	Total £'000
Cost:		
As at 1 April 2022	31	31
Additions	15	15
As at 31 March 2023	46	46
Amortisation:		
As at 1 April 2022	31	31
Charge for the year	3	3
As at 31 March 2023	34	34
Net Book Value		
At 1 April 2022	-	-
At 31 March 2023	12	12

Charity

	Software £'000	Total £'000
Cost:		
As at 1 April 2022 and 31 March 2023	26	26
Additions	15	15
As at 31 March 2023	41	41
Amortisation:		
As at 1 April 2022	26	26
Charge for the year	3	3
As at 31 March 2023	29	29
Net Book Value		
At 1 April 2022	-	-
At 31 March 2023	12	12

**REPORT OF THE TRUSTEES
For the year ended 31 March 2023**

15. Investments (Group and Charity)

The Charity's investment policy is outlined within the Trustee's report and is reviewed annually. The investments held at year-end were:

	2023	2022
	£'000	£'000
Market value at 1 April 2022	15,919	15,019
Additions at cost	454	316
Disposal proceeds	(24)	(53)
Movements in capital account	19	86
Net (loss)/gain on revaluation	(1,181)	551
Market value at 31 March 2023	15,187	15,919
Historical cost at period end	13,405	12,958

In addition to the above managed investment the Charity holds the following investment in subsidiary undertakings.

	2023	2022
	£	£
Midlands Air Ambulance Trading Limited	<u>1</u>	<u>1</u>

The investment represents a 100% holding of the issued share capital of Midlands Air Ambulance Trading Limited, a subsidiary undertaking which was incorporated on 17 October 2012 and commenced to trade on 7 December 2012.

16. Debtors

	Group		Charity	
	2023	2022	2023	2022
	£'000	£'000	£'000	£'000
Trade debtors	16	1	15	-
Prepayments	581	495	557	472
Accrued income	977	699	977	699
Amount due from subsidiary	-	-	103	142
VAT recoverable	128	88	113	77
Other debtors	11	11	2	2
	1,713	1,294	1,767	1,392

Amounts due to the Charity from the subsidiary include an agreed loan, which at 31st March 2023 showed amounts due within one year £38,000 (2022: £38,000) and amounts due in more than one year of £38,000 (2022: £76,000).

REPORT OF THE TRUSTEES
For the year ended 31 March 2023

17. Creditors: amounts falling due within one year

	Group		Charity	
	2023 £'000	2022 £'000	2023 £'000	2022 £'000
Trade creditors	1,359	1,265	1,348	1,223
Accruals	464	310	398	279
Other creditors	72	37	63	28
Taxation and social security costs	141	78	141	78
	2,036	1,690	1,950	1,608

18. Commitments under operating leases

At 31st March Group companies had commitments under operating leases set out below. In accordance with FRS 102 these are stated at the minimum lease payments.

	Land & Buildings £'000	Helicopters £'000	2023 £'000	2022 £'000
Within one year	84	3,195	3,279	2,970
Within two to five years	74	-	74	53
	158	3,195	3,353	3,023

19. Reserves

Consolidated - Current Year

	Balance 1 April 2022 £'000	Incoming Resources £'000	Outgoing Resources £'000	Transfers/ Gains and (Losses) £'000	Balance 31 March 2023 £'000
Restricted reserves					
County Air Ambulance Trust	115	-	(97)	-	18
Home Office	5	-	(5)	-	-
Birmingham City Council	2	-	(2)	-	-
The Hospital Saturday Fund	1	-	(1)	-	-
Capital Project funding	-	2,027	-	(2,027)	-
Various donors	-	61	(21)	-	40
	123	2,088	(126)	(2,027)	58
Designated reserves					
Fixed asset fund	13,363	-	-	3	13,366
Aircraft development	1,500	-	-	-	1,500
Capital Project fund	11,926	-	-	(4,019)	7,907
Clinical Costs fund	2,171	-	-	-	2,171
	28,960	-	-	(4,016)	24,944
Unrestricted reserves					
Expenditure fund	19,814	-	-	5,702	25,516
Development plan	1,500	-	-	-	1,500
General fund	376	15,574	(13,595)	(840)	1,515
	21,690	15,574	(13,595)	4,862	28,531
Total reserves	50,773	17,662	(13,721)	(1,181)	53,533

REPORT OF THE TRUSTEES
For the year ended 31 March 2023

19. Reserves continued

Consolidated - Prior Year

	Balance 1 April 2021 £'000	Incoming Resources £'000	Outgoing Resources £'000	Transfers/ Gains and (Losses) £'000	Balance 31 March 2022 £'000
Restricted reserves					
County Air Ambulance Trust	162	-	-	(47)	115
Home Office	5	-	-	-	5
Birmingham City Council	2	-	-	-	2
The Hospital Saturday Fund	1	-	-	-	1
Capital Funding Project	-	3,193	-	(3,193)	-
Various donors	-	12	(12)	-	-
	170	3,205	(12)	(3,240)	123
Designated reserves					
Fixed asset fund	13,090	-	-	273	13,363
Aircraft development	1,500	-	-	-	1,500
Capital Project fund	10,878	-	-	1,048	11,926
Clinical Costs fund	500	-	(88)	1,759	2,171
	25,968	-	(88)	3,080	28,960
Unrestricted reserves					
Expenditure fund	10,300	-	-	9,514	19,814
Development plan	1,500	-	-	-	1,500
General fund	5,461	14,836	(11,084)	(8,837)	376
	17,261	15,353	(11,084)	677	21,690
Total reserves	43,399	18,041	(11,184)	517	50,773

REPORT OF THE TRUSTEES
For the year ended 31 March 2023

19. Reserves continued

Charity - Current Year

	Balance 1 April 2022 £'000	Incoming Resources £'000	Outgoing Resources £'000	Transfers/ Gains and (Losses) £'000	Balance 31 March 2023 £'000
Restricted reserves					
County Air Ambulance Trust	115	-	(97)	-	18
Home Office	5	-	(5)	-	-
Birmingham City Council	2	-	(2)	-	-
The Hospital Saturday Fund	1	-	(1)	-	-
Capital Project funding	-	2,027	-	(2,027)	-
Various donors	-	61	(21)	-	40
	123	2,088	(126)	(2,027)	58
Designated reserves					
Fixed asset fund	13,363	-	-	3	13,366
Aircraft development	1,500	-	-	-	1,500
Capital Project fund	11,926	-	-	(4,019)	7,907
Clinical Costs fund	2,171	-	-	-	2,171
	28,960	-	-	(4,016)	24,944
Unrestricted reserves					
Expenditure fund	19,814	-	-	5,702	25,516
Development plan	1,500	-	-	-	1,500
General fund	277	14,578	(12,720)	(840)	1,295
	21,591	14,578	(12,720)	4,862	28,311
Total reserves	50,674	16,666	(12,846)	(1,181)	53,313

REPORT OF THE TRUSTEES
For the year ended 31 March 2023

19. Reserves continued

Charity - Prior Year

	Balance 1 April 2021 £'000	Incoming Resources £'000	Outgoing Resources £'000	Transfers/ Gains and Losses £'000	Balance 31 March 2022 £'000
Restricted reserves					
County Air Ambulance Trust		-	-	(47)	115
Home Office	5	-	-	-	5
Birmingham City Council	2	-	-	-	2
The Hospital Saturday Fund	1	-	-	-	1
Capital Funding Project	-	3,193	-	(3,193)	-
Various donors	-	12	(12)	-	-
	170	3,205	(12)	(3,240)	123
Designated reserves					
Fixed asset fund	13,090	-	-	273	13,363
Aircraft development	1,500	-	-	-	1,500
Capital Project fund	10,878	-	-	1,048	11,926
Clinical Costs fund	500	-	(88)	1,759	2,171
	25,968	-	(88)	3,080	28,960
Unrestricted reserves					
Expenditure fund	10,300	-	-	9,514	19,814
Development plan	1,500	-	-	-	1,500
General fund	5,475	14,138	(10,499)	(8,837)	277
	17,275	14,138	(10,499)	677	21,591
Total reserves	43,413	17,343	(10,599)	517	50,674

Restricted funds

The Charity is grateful to numerous organisations for their support. All the funds are restricted to the purpose for which they were given. The income within the Capital funding Project comprises of funders that have given specifically for the new Airbase and Headquarters building. Where costs have been capitalised, the balance is transferred to unrestricted reserves once the grant has been spent.

Designated funds

The fixed asset fund is set aside to cover the cost of fixed assets used by the Charity for charitable purposes.

Funds have been set aside for the development of our owned aircraft G-OMAA, and G-RMAA in order to ensure these aircraft remain fit for purpose throughout their useful lives. Expenditure in this regard is not time limited.

The capital project fund relates to the build of a new Airbase and Headquarters building at Neachley Lane, Cosford. This achieved practical completion on 26th June 2023.

The clinical costs fund is to cover any increased costs of the clinical service following clinical independence.

REPORT OF THE TRUSTEES
For the year ended 31 March 2023

20. Analysis of net asset by fund

Current Year	Restricted Funds £'000	Designated Funds £'000	Unrestricted Funds £'000	2023 Total £'000
Tangible and intangible fixed assets	25	16,734	-	16,759
Investments	-	-	15,187	15,187
Cash at bank and in hand	33	8,210	13,598	21,841
Other net current (liabilities)/assets	-	-	(254)	(254)
Total	58	24,944	28,531	53,533

Prior Year	Restricted Funds £'000	Designated Funds £'000	Unrestricted Funds £'000	2022 Total £'000
Tangible and intangible fixed assets	47	11,677	-	11,724
Investments	-	-	15,919	15,919
Cash at bank and in hand	76	17,283	6,125	23,484
Other net current (liabilities)/assets	-	-	(354)	(354)
Total	123	28,960	21,690	50,773

21. Financial instruments

	2023 £'000	2022 £'000
Financial assets		
Financial assets measured at fair value through profit or loss	37,028	39,402
Financial assets that are debt instruments measured at amortised cost	27	13
	37,055	39,415
Financial liabilities		
Financial liabilities measured at amortised cost	1,431	1,302
	1,431	1,302

21. Financial instruments (continued)

Financial assets measured at fair value through profit or loss comprise of investments, cash at bank and in hand, and short-term deposits.

REPORT OF THE TRUSTEES
For the year ended 31 March 2023

Financial assets measured at amortised cost comprise trade debtors and other debtors.

Financial liabilities measured at amortised cost comprise trade creditors, and other creditors.

22. Related party transactions

Transactions occurred during the year between the Charity and trading company. For the Charity the income was £412,637 (2022: £335,000) and expenditure was £412,286 (2022: £287,668). Money owed to the Charity from the trading company at the year-end was £27,638 (2022: £27,990).

No trustee or other person related to the Charity had any personal interest in any contract or transaction entered into by the Charity during the period.

During the period none of the Trustees, or members of the key management staff, or parties related to them, has undertaken any transactions with any related parties.

23. Capital Commitments

At 31 March 2023 there were capital commitments of £2,005,029 (2022: £7,297,031)

24. Post Balance Sheet Events

On 12th June 2023 the Board of Trustees signed a contract to buy a new Airbus H145 D3 Helicopter costing circa 9.9m euros to replace the leased aircraft. 10% was paid in June 2023, with two further tranches to be paid, 40% in June 2024 and 50% in December 2024. The new aircraft will be in operation from April 2025.

MIDLANDS AIR AMBULANCE CHARITY

England & Wales - Charity number 1143118

Accounts



MIDLANDS AIR AMBULANCE CHARITY

**ANNUAL REPORT AND
CONSOLIDATED FINANCIAL STATEMENTS**

YEAR ENDED 31ST MARCH 2022

Charity Number 1143118
Company Number 07683841



Charity and Company Registration	
Midlands Air Ambulance Charity (parent charity)	Registered Office: Hawthorn House, Dudley Road, Stourbridge, DY9 8BQ
Registered Charity Number (Charity Commission): 1143118 Registered Company Number (Private company limited by guarantee, Companies House): 07683841	
Midlands Air Ambulance Trading Ltd (trading subsidiary)	
Registered Company Number (Private Limited Company, Companies House): 08256466	

Our advisers		
Auditor	Cooper Parry Group Limited	Sky View, Argosy Road, East Midlands Airport, Castle Donington, Derby, DE74 2SA
Bankers	Barclays Bank plc	Queen Square, Wolverhampton, WV1 1DS
Company secretary	Nicola Rees	Hawthorn House, Dudley Road, Stourbridge, DY9 8BQ
Solicitors	Withers LLP	16 Old Bailey, London, EC4M 7EG
Investment advisers	AFH Group	Buntsford Drive, Bromsgrove, B60 4JE

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CHAIR'S REPORT



As I head into my final term as Chair of Midlands Air Ambulance Charity, I would like to reflect on the significant achievements delivered by the team during this financial year.

Essentially, FY21/22 can be described as a year of two parts. For the first six-months, the organisation continued to weather the metaphorical 'storm' generated by the pandemic, which impacted on clinical operations and fundraising efforts alike. The second phase of the year was about reconnecting, and it was heartening to see life returning to a level of normality. From late summer onwards, face-to-face fundraising activity started to return. A highlight included our 30th birthday exhibition 'Mission Critical', which facilitated community engagement by showcasing the inspirational stories of survivors from across our six-county region, an example of which is shared on page 5.

Alongside delivering business-as-usual activity such as fundraising for, and delivering, lifesaving critical care missions within the community, I'm particularly proud of two significant achievements which will support the long-term sustainability of Midlands Air Ambulance Charity:

- We achieved registration with the Care Quality Commission, securing our new status as an accredited independent emergency health care provider (find out more on page 7).
- Building work has progressed at pace on the site of our new Airbase and Headquarters which will provide enhanced operational facilities, alongside a centre of training excellence. I am looking forward to seeing the building take further shape over the next twelve months. Page 21 provides more details regarding the charity's new facility.

Other developments during the last twelve months have included achieving re-accreditation with Investors in Volunteers. This important recognition highlights the vital role that community ambassadors play in support of our lifesaving service. I am humbled and impressed by the amazing efforts of our volunteer team, who selflessly and willingly give up their time to make a very real difference and help save lives. This includes my colleagues who form the Board of Trustees, who I would like to thank for their hard work and support of the senior leadership team in navigating the organisation through the pandemic and the transformation projects highlighted above, which will leave a lasting legacy.

Roger Pemberton
Chairman of the Board of Trustees

CHIEF EXECUTIVE'S REPORT



I would like to thank the Midlands Air Ambulance Charity family - including staff, volunteers, Trustees, supporters, donors and funders - who have enabled the Charity to successfully deliver our FY21/22 business plan.

Everyone has played their role in making sure we fulfilled our 365-day helicopter-led emergency service. This includes our clinical teams, whose skilled care, drive and determination has meant that this year alone they reached thousands of critically ill and injured patients, providing them with the best chance of survival and recovery. All of which, of course, was only made possible due to our dedicated fundraisers who have ensured that we continue to raise sufficient funds for our core service to enable future service developments.

We are currently on a journey of transformational change as an independent Care Quality Commission (CQC) registered healthcare provider. I am both honoured and excited to lead our 'one team' service, and to oversee a talented, multidisciplinary group of people committed to driving forward developments in pre-hospital critical care, whilst attending to some of the most traumatic incidents and medical emergencies.

Looking to the future, FY2022/23 marks the implementation of the organisation's new five-year strategic plan, which was developed in collaboration with our teams over the last twelve months (reference page 18). Whilst this strategic roadmap continues themes from our previous plan, it aims to create a step change in patient care based on data-led decision making. An example is the extension of our operational hours, via our fleet of critical care cars, meaning that we will provide a rapid response to patients in desperate need throughout the night.

We are committed to providing the region's population with the best possible pre-hospital emergency service by land and air, as it is the skills of our clinicians across both modes of transport which make the vital lifesaving difference. As a charity that was founded by the community it serves, the next twelve months will see the execution of our vision and mission giving wide benefit, positively impacting the lives of patients, donors, supporters and volunteers.

**Hanna Sebright
Chief Executive**

SURVIVOR CASE STUDY

John Walton - Cardiac Arrest Survivor

John from Dudley, West Midlands, was playing squash with a friend at the local leisure centre. What started out as just another competitive match between the gents soon became a race against time to save John's life.



John, with his wife Diane, at the Charity's 'Mission Critical exhibition'

In January 2020, John, who was 71 at the time, was an active man enjoying his regular game of squash with his friend of 40 years, Clive. After thirty-five minutes of friendly competition, John became unwell rather quickly. His breathing became laboured, and his heart went into cardiac arrest. John then collapsed as he went to hit the squash ball and fell, bruising his face.

Clive, having realised what had happened to John, instantly began administering CPR and called for help from the leisure centre staff. To give John the best chance of survival, whilst another squash player called 999 for emergency services, staff members at the sports centre made use of the onsite defibrillator to take over from Clive's chest compressions.

Based on the severity of John's condition, a critical care paramedic for Midlands Air Ambulance Charity (MAAC) was also deployed to the scene via the service's critical care car. The rapid response combined with by the clinicians 'critical care' status means that MAAC can treat patients with advanced drugs and analgesia as well as perform certain lifesaving interventions at the incident scene.

In addition to the electro-cardiogram and oxygen that John was being treated with by land ambulance crews, the critical care paramedic administered glyceryl trinitrate (GTN) spray to expand John's blood vessels and a drug to thin John's blood to increase circulation around his heart, reducing the chances of a secondary cardiac arrest and making a vital difference.

GROUP TRUSTEE REPORT For the year ended 31 March 2022

Once John's condition had been stabilised, he was conveyed via land ambulance to New Cross Hospital, Wolverhampton. The Charity's critical care paramedic escorted John on-board the land ambulance, in case John's heart arrested again and his enhanced clinical skills were urgently required en route. John says: "I went from working part-time and enjoying regular trips to the sports centre playing squash to spending 17 days in hospital following major surgery to my heart.

"I just don't want to think what could have happened had it not been for Clive, the team at the leisure centre and Midlands Air Ambulance Charity's enhanced care."

The chances of surviving a cardiac arrest outside of the hospital environment is less than ten per cent. Therefore, the bystander CPR that John received on scene before emergency services arrived was imperative to saving John's life. This is why Midlands Air Ambulance Charity is committed to undertaking community training. We have two programmes to help equip adults and children with lifesaving skills, which supports our vision - *saving lives, by saving time.*

COMMUNITY ENGAGEMENT



MISSION CONTROL

COMMUNITY:
Individual +
groups

SKYCHAMPS

EDUCATION
PROGRAMME

**To find out more visit:
midlandsairambulance.com**

/training - community based training

/education - training activity in schools, further and high education

Help make our next mission possible!

If you would like to become a supporter of Midlands Air Ambulance Charity either by donating, volunteering, or running an event to raise funds we would love to hear from you:

Contact us:

Web - midlandsairambulance.com

Call - 0800 8 40 20 40

Email - info@midlandsairambulance.com

TRUSTEE REPORT, INCORPORATING STRATEGIC REPORT:

Midlands Air Ambulance Charity - In brief

Since 1991, Midlands Air Ambulance Charity (MAAC) has been operating a lifesaving air ambulance service across the Midlands. Our operations constitute the largest operating region in England, making us one of the busiest air ambulances. During the last 30 plus years, our service has undertaken almost 68,000 missions, rapidly reaching and treating the most critically unwell and injured patients.

In early 2022, we achieved registration with Care Quality Commission (CQC). As an accredited independent health care provider, we are responsible for delivering a regional pre-hospital emergency service across six counties, serving a diverse and growing population in the communities of Gloucestershire, Herefordshire, Shropshire, Staffordshire, the West Midlands and Worcestershire.

Our service enables patients to receive vitally important hospital-level critical care in situ, before being conveyed to the most appropriate hospital or major trauma centre for their individual needs, giving them the best possible chance of survival and recovery.

We are operational 365 days a year. Our team of highly skilled clinical practitioners include both doctors and critical care paramedics. The teams administer out-of-hospital advanced clinical interventions and medicines via three helicopters, plus an 'over land' fleet of Rapid Response Vehicles and specialist Critical Care Cars.

Whilst we provide innovative pre-hospital treatment to critically ill and injured patients across the region, as a charity, we do not receive any Government funding for our daily missions. We rely on the generous support of the public, businesses and grant giving bodies in order to raise the £11 million plus needed each year to remain operational.

As part of our new five-year strategic plan, we are committed to delivering clinical excellence which focuses on developing and futureproofing our service with the creation of a new facility. Our new Airbase and Headquarters will enable further enhancements to our lifesaving service as well as providing a training centre of excellence for pre-hospital emergency care. To find out more, refer to the future plans section on page 18.

GROUP TRUSTEE REPORT For the year ended 31 March 2022

Delivering public benefit



Our charitable activities focus on providing lifesaving pre-hospital emergency medicine across an operating region of 5,200 square miles. We benefit the lives of six million people across all age groups, supporting diverse communities across a six-county area, comprising of rural and urban conurbations.

We are here to provide patient care where advanced clinical skills are needed outside the hospital environment, such as a road traffic collision, an individual who has had a heart-attack or fall at home or a trauma incident in an isolated rural area.

Our clinicians bring hospital-level procedures and medicines to the patient at the scene by both air and land. These include sedative techniques and anaesthesia, plus interventions such as amputations and intubation, which enable the doctors and critical care paramedics to take over a patient's breathing and stabilise their condition, giving them the best possible chance of survival and recovery.

On average, we reach patients within ten minutes, bringing the following interventions to the incident scene:

- *Advanced clinical care and skillset via our critical care paramedics and pre-hospital emergency medicine doctors*
- *Enhanced medicines to further support pain relief and sedation*
- *Hospital-level equipment to undertake surgical procedures*
- *Blood products for patients who need transfusions*

Alongside our core lifesaving service, the Charity is committed to enhancing the lives of local people and businesses via the provision of outreach programmes. Activities have involved health education and disease infection control training. For example, delivery of CPR training and our bleed control kit network. This activity has benefited adults as well as young people, via our popular education programmes called 'Sky Champs' and 'Mission Support Training' - see page 6 for more details.

GROUP TRUSTEE REPORT
For the year ended 31 March 2022

Operational model



We work in partnership with two Ambulance Service Trusts who coordinate all responses to 999 calls within our six-county operating region. They request the dispatch of our fleet of helicopters and Critical Care Cars (CCC) for serious trauma cases or time critical medical emergencies

Our health partners include: (i) West Midlands Ambulance Service NHS Foundation Trust (WMAS) is our key health partner across Herefordshire, Shropshire, Staffordshire, the West Midlands and Worcestershire and (ii) South Western Ambulance Service NHS Foundation Trust (SWASFT) tasks us in the Gloucestershire region.

Clinical

Our strong collaborative relationship with WMAS and SWASFT ambulance services is based on a mutual core principle of providing the highest quality service and care for patients. Our team of highly skilled clinical practitioners include both helicopter emergency medical services (HEMS) doctors and critical care paramedics. The teams administer out-of-hospital advanced clinical interventions and medicines via three Airbus helicopters - a H145 and two EC135's. Additionally, our helicopter-led service is complemented by an 'over land' fleet of Rapid Response Vehicles and specialist CCC.

Aviation

Babcock Mission Critical Services (BMCS) has been an intrinsic part of our operations since 1991. As our aviation partner, they provide our Aircraft Operators Certification (AOC) and the specialist delivery team - the pilots and engineers - promote safety and excellence across flight operations. The Charity owns one H145, one E135, and leases a further E135 from BMSC.

Funding

Our Charity does not receive any Government funding for our daily missions. We are the people's air ambulance, as we rely on the generous support of the public, businesses and grant giving bodies to raise the £11 million plus needed each year to remain operational as well as to assist in developing our service by purchasing new medical equipment. This is achieved by fundraising activity and its growing network of street shops (refer to page 16 for more information).

MAAC continually monitors the economic environment and is currently considering the ongoing impact from the pandemic alongside the growing cost of living crisis, with inflation at a forty-year high. To protect public interest, our governance principles ring-fence up to two-years of operating costs, to protect the service.

Our Vision, Mission and Values

Mission - to provide patients with outstanding pre-hospital care and life saving intervention through the operation of helicopter-led emergency medical services.

Through the provision of a regional helicopter-led emergency medical service (“HEMS”) network, our mission is two-fold (i) to save lives and (ii) to improve survivors’ quality of life. We are committed to evolving our service, with all developments being aligned to changing patient need.

Vision - Saving lives by saving time, today, tomorrow and in the future.

Focusing on a ‘one team culture’, our Board provides strong leadership and direction, supporting staff strategically to ensure efficient and effective tactical deployment across our clinical and non-clinical business areas.

Robust financial management, including the ability to demonstrate sustainable income generation activity alongside the appropriate use of funds, is key to ensuring organisational resilience. We utilise financial, operational and clinical data, to ensure the best use of charitable funds and we will continue to develop the service based on evidence-led patient outcome data.

We remain innovative and proactive and adapt to wider changing environments that directly impact our core purpose. Whilst our focus is on our helicopter-led service, central to our mission is the delivery of pre-hospital care; as such we have diversified our operations to deliver this via air and land.

Our values	
Receptive	We are open to new ideas and ways of working across our clinical and charity operations, providing total transparency to all stakeholders.
Respectful	We are a community-based organisation with a ‘one team’ culture that embraces and encourages honesty .
Responsible	We aim to create the best possible future for everyone and strive to place sustainability at the heart of everything we do.
Relevant	We define success as continuous improvement and aim for excellence in our life-saving services and community projects.
Recognition	We value our relationships - with staff, supporters and the wider communities we serve - working together to achieve the best possible patient outcome.

GROUP TRUSTEE REPORT
For the year ended 31 March 2022

Strategic Overview

The FY 2021/22 business plan comprised of four themes, as detailed below, including a combination of vital futureproof strategic projects, alongside important tactical activity. This period formed the final stage of successfully delivering the 2017 to 2022 strategic plan, which set the roadmap to developing a new Airbase and Headquarters - a vision that is now set to be a reality.

Below is a summary of key achievements undertaken between April 2021 - March 2022:

Business plan FY 2021/22	
Future proofing - strategic projects providing long-term organisational resilience and sustainability	<ul style="list-style-type: none"> ✓ A new five-year Group Strategic Plan was developed in collaboration with Trustees, staff, volunteers and key stakeholders. An incremental rolling plan methodology has been adapted, which encompasses an annual review of strategic intent to ensure that the organisation’s strategy is responsive to macro and micro factors. ✓ Construction commenced at our new Airbase and Headquarters (ABHQ). The new operational facility will also incorporate a centre of clinical training excellence. Funding for the build phase of the project was achieved (reference page 60 for supporters). The build phase remains ongoing, with a completion date set in Spring 2023. ✓ We are proud to have become Care Quality Commission (CQC) registered. Achieving this accreditation supports our drive and commitment to addressing increased patient demand within the pre-hospital environment. ✓ A review of our clinical model resulted in changes to our service provision (i) we now directly employ all our clinicians, having previously had a secondment arrangement with West Midlands Ambulance Service Foundation Trust (WMAS) and (ii) we start the new financial year with enhanced out of hours service via our Critical Care Cars.
Continuous Improvement - this theme focuses on evolving and optimising delivery across the organisation	<ul style="list-style-type: none"> ✓ Objectives focusing on the Charity’s clinical provision, centred on enhancing service provision, improving patient outcomes and mission capabilities. Developments have included: <ul style="list-style-type: none"> - Implementing HEMSbase a new data system for capturing clinical data, which will significantly enhance capabilities for developing the service. - Ultrasound scanning equipment across our critical care fleet and improved capabilities for carriage of blood products. ✓ Developments linked to wider business improvement plans and developing processes including the introduction of the RADAR data system to support with management of feedback reporting, including compliments, concerns and complaints, operational procedures and reporting to risk management.

GROUP TRUSTEE REPORT
For the year ended 31 March 2022

<p>Optimising income generation - this theme centres on income generation for our core service</p>	<ul style="list-style-type: none"> ✓ All activity undertaken is aligned to the organisation’s Fundraising Strategy. The team have focused on maximising income generation opportunities, ranging from responding to turbulent environmental factors brought about by the pandemic to proactive activity such as community and corporate fundraisers and launching new activity such as the ‘Rapid Response Raffle’. ✓ A comprehensive year-long programme was implemented to celebrate the Charity’s 30th Birthday. The campaign provided an opportunity to reflect on past achievements over the last 30 years, whilst also considering future aspirations. Activity included a largescale touring exhibition which featured across the regions, telling stories of survivors from a diverse range of our mission categories. This was complemented by a poetry project, which was funded by the Arts Council, and offered a platform to patients, supporters, staff and volunteers. ✓ The retail network was expanded with the introduction of a sixth shop in Gloucestershire. Furthermore, the group’s online sales of second-hand goods also experienced an uplift. This growth supports expansion plans of the retail portfolio - shops and online - moving forward.
<p>One-team - based on the Group ethos of ‘one team’ - it centres on ‘our people power’ - by placing our people at the heart of our organisational development.</p>	<ul style="list-style-type: none"> ✓ Focusing on our collective of clinical and non-clinical staff, volunteers and Trustees. Activity aims to support people, develop skills and capabilities, whilst recognising the hard work of the team. ✓ An organisation is only as good as its people, as such continuous professional development is a central theme. 100% of staff, across both the clinical and non-clinical teams, undertook training activity, ranging from online courses to formal qualifications alongside participation in coaching and mentoring programmes. ✓ Volunteers are key to the Charity’s success. The organisation achieved accreditation of ‘Investors in Volunteers’. Feedback from the IiV Assessor included - <i>“The quality of your staff and volunteers is evident. They are highly skilled, committed people, who are dedicated to the Charity. There is a great sense of teamwork”</i>

GROUP TRUSTEE REPORT
For the year ended 31 March 2022

Operational performance 2021-22

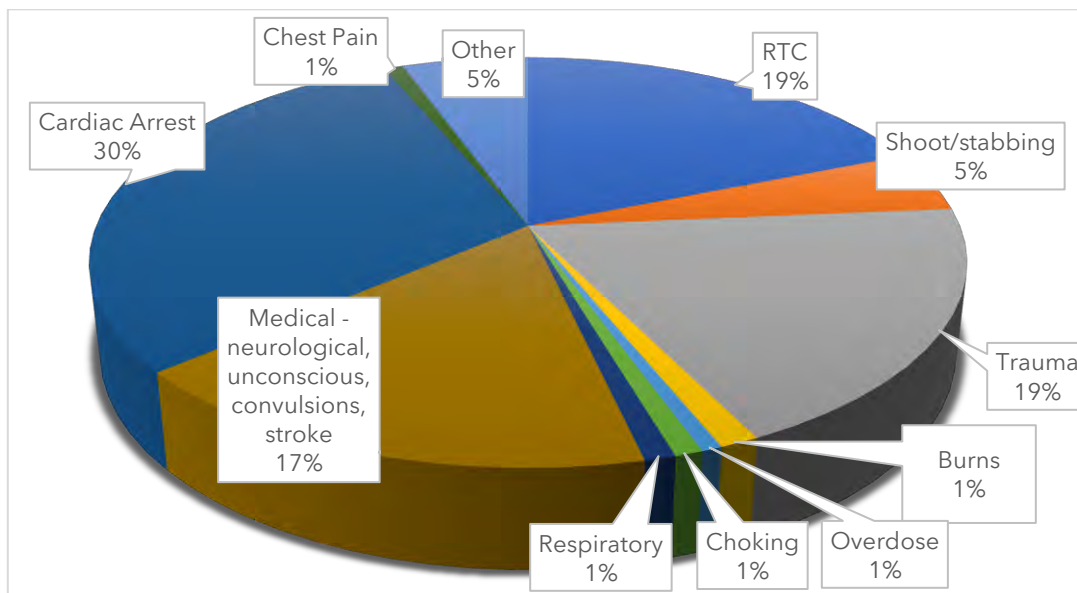
Our clinical teams were deployed to 4,479 patients via our fleet of helicopter ambulances and Critical Care Cars. On average they reached patients within ten minutes.

The mission ratio by despatch platform comprised (i) 56% was undertaken by our land-based Critical Care Cars response service and (ii) 44% was delivered by our air service via our bespoke emergency helicopter fleet.



Lifesaving service - by air and land, April 2021 - March 2022

Our critical care paramedics and pre-hospital emergency medicine doctors undertook an average of 12 incidents each day, administering advanced clinical interventions and medicines and equipment to the incident scene. Below is an overview of the missions that they attended by category. This shows that approximately three-quarters of missions attended were in response to a traumatic event / accident, with approximately 26% being medically orientated.



GROUP TRUSTEE REPORT
For the year ended 31 March 2022

The impact of the pandemic on operations

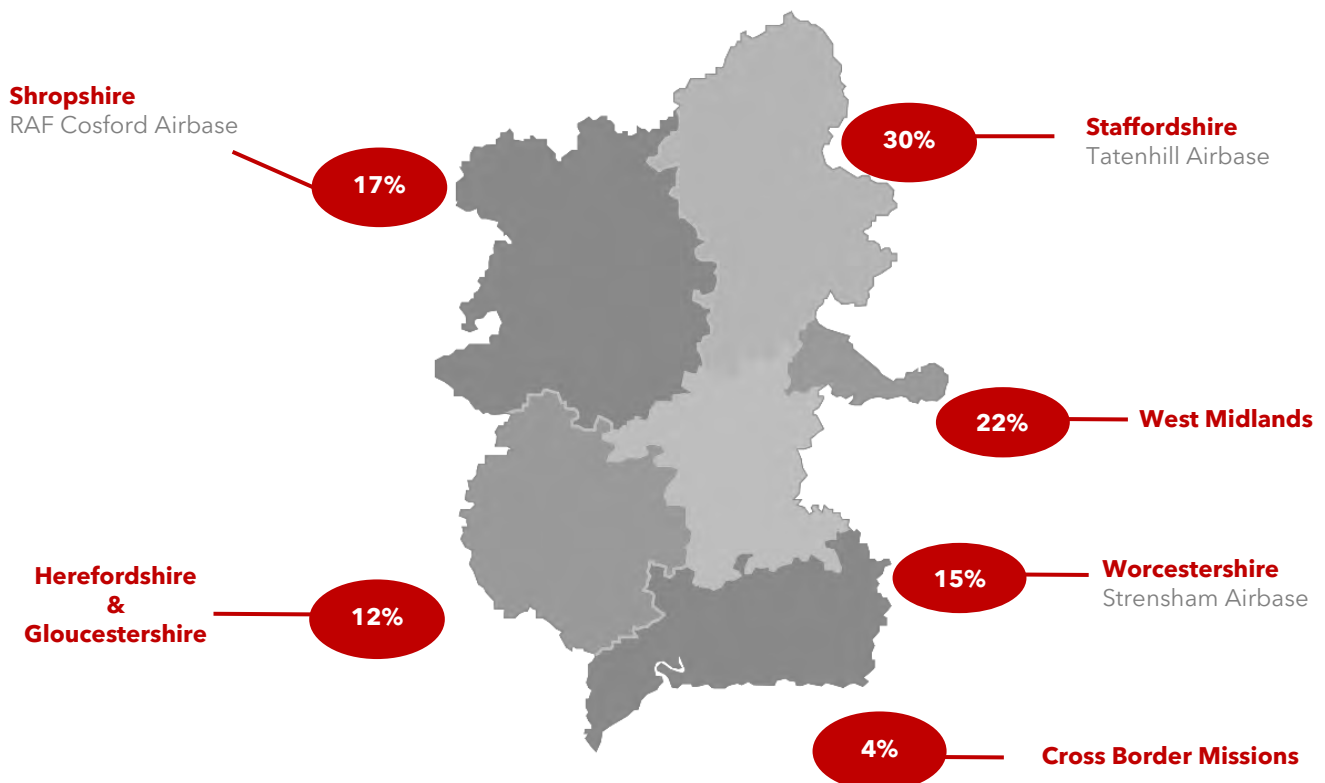
The effect of the pandemic has been prevalent for a significant section of the financial year. Government guidelines, which were in place for nine of the 12-months, included isolation rules which impacted on service provision. In keeping with our helicopter-led ethos, we took the decision to focus on our air operations when human resource was low, when clinicians had to isolate due to Covid, which impacted on the utilisation of our Critical Care Car fleet on occasion.

The Charity has been managing the increased costs relating to continued requirement of personal protective equipment and enhanced cleaning regimes. Whilst restrictions have currently been reduced as we enter the new financial year (FY22/23), we are mindful of potential winter surges moving forward and have planned accordingly.

Air operations

Operating from strategically located air bases, our advanced critical care clinicians attended 1,980 missions cross the six-county area. This represented a 1.6% increase when compared to the previous financial year.

Each of our three aircraft carries a crew of three: a pilot and two specialist paramedics or a single critical care paramedic and flight doctor. Our helicopters are fitted with full life-support medical equipment and medicines. The missions attended are shown below.



GROUP TRUSTEE REPORT For the year ended 31 March 2022

Critical care cars operations



We operate a fleet of Critical Care Cars, which provide a rapid despatch method frequently used in urban areas. These cars have the same lifesaving skillset and equipment as our helicopters and are coordinated by the critical care paramedic team.

During FY21/22, these vehicles were dispatched to 2,499 medical emergencies such as cardiac arrests, heart attacks, strokes and respiratory issues.

Our people

Staff

We remain proud of our silver level Investors in People accreditation, which was achieved in 2021, as this is only achieved by 15% of participating organisations. We are working hard to retain this industry standard, as part of this we undertake an annual survey. In FY21/22 our employees showed overwhelming positive sentiment. Headlines include:

- **Workforce pride** - 100% proud to work for the Charity
- **Sense of belonging** - 100% feel MAAC is a great place to work
- **Values-led** - 100% feel treated with dignity and respect

Since obtaining Care Quality Commission (CQC) registration, the organisation is embarking on a change management programme. This follows the organisation's direct employment of Critical Care Paramedics, and related clinical support staff, which has resulted in our employee-base almost doubling from 53 staff to 93. Additionally, the full complement includes another 20-35 doctors, who contribute to the service, via bank contract arrangements.

Volunteers

Our family of volunteers play a pivotal role in helping to raise awareness and funds for our lifesaving service - without them we simply could not operate. This is why the organisation is proud to have been re-accredited its Investors in Volunteers quality standard. The assessor commented: *"The quality of your staff and volunteers is evident. They are highly skilled, committed people, who are dedicated to the Charity. There is a great sense of teamwork"*

Financial performance - raising lifesaving funds

Every year we work hard to raise vital funds for our core £11 million lifesaving operations. Our staff, suppliers and volunteers tirelessly work within the six regions we serve to raise income. Our aim each year is to raise sufficient funds to cover all expenditure, as well as generate additional monies in order to be able to invest in future projects and to purchase new medical equipment to support our daily missions.

We rely on donations from the public, businesses and grants from awarding bodies to fund our lifesaving service. Our service would not be possible without the fantastic contributions of both funds and time made by our supporters, volunteers and corporate partners. A summary of our income by core stream for the FY 2021-22 is as follows:

Income stream	Description	%
Legacies and in memoriam	Gifts in wills and donations in memory of a loved one	35.4
Lottery	Weekly lottery draw, £1 per play	32.3
Grants	Restricted and unrestricted funds received from grant making trusts and other bodies	17.8
Donations and fundraising events	Cash donations from the public and fundraising events held, including monthly amounts received via direct debit or standing order	6.4
Charity shops	Income from sale of donated goods through our regional charity shops	3.8
Other	Other income, including investment income	2.7
Corporate partners	Donations and sponsorship from regional companies	1.6
Total		100

The impact of Covid

Over the last 12-months, as the pandemic continued, the Charity proactively pursued every opportunity to raise funds during an ever-changing environment. For almost six months, our key income streams relating to the Charity's (i) person-to-person fundraising; (ii) shops and (ii) our programme of events and other fundraising activity were adversely affected by national restrictions which aimed to contain the virus. As such, the impact of COVID-19 was largely felt in the reduction of one-off donations from individuals, community groups and corporate entities, where funding was down by approximately 56% based on pre-pandemic levels. To counter the impact on traditional income streams, the team used alternative fundraising methods, focusing largely on online activity.

GROUP TRUSTEE REPORT For the year ended 31 March 2022

Despite these challenges the organisation still achieved over 92% of its income via fundraising tactics, which resulted in an unrestricted surplus before unrealised gains on investments of £3,752,000 - a prospect which seemed remote during many points of the year.

The surplus will help futureproof the Charity. It will support our governance principle of retaining up to twenty-four months of operating costs, ensuring business continuity of our lifesaving service. Refer to page 25 to find out more about our reserves policy.

The favourable end of year position was delivered by proactively focusing on:

- maintaining and growing income from sustainable sources, such as the lottery and direct debits. The Charity is incredibly grateful for committed giving as it provides certainty, facilitating medium- and long-term planning.
- funding from grant giving bodies and trusts sources.
- effective and efficient legacy administration.

These results illustrate the public benefit delivered by the Charity. It is testament to the resilience of our dedicated workforce, volunteer fundraisers and loyal supporters, who have collectively worked hard to raise vital funds for missions. Despite this position, we are pragmatic and understand that communities and businesses across the Midlands will feel the cost-of-living crisis. Therefore, we remain cautiously optimistic about the future and the forthcoming financial year.

Our Fundraising Standards and Promise

We are committed to upholding the highest fundraising standards:

- The Charity is registered with the *Fundraising Regulator*, the independent regulator of charitable fundraising in England, Wales and Northern Ireland who advocate best practice for the sector.
- We are an active member of *The Chartered Institute of Fundraising*
- We strive to ensure that our fundraising adheres to Data Protection legislation as set out by the *Information Commissioners Office*, key *Charity Commission guidance* and the *Code of Fundraising Practice*.
- As stated in *Our Donor Promise*, our approach to fundraising is based on the principles of responsibility, transparency and honesty. Please refer to our website for more details - www.midlandsairambulance.com/legal/donor-promise

Where appropriate, we work in partnership with reputable professional fundraisers and commercial participators to raise funds - with robust written agreements and monitoring programmes in place, and in line with our Ethical Fundraising Policy.

GROUP TRUSTEE REPORT For the year ended 31 March 2022

Important sources of sustainable income, in particular the lottery and committed giving, are delivered in partnership. All canvassers working on our behalf are committed to abiding by the guidelines laid out within Our Canvassing Code of Practice (published on our website). Arrangements for these are outlined below:

- *Our Lifesaving Lottery* - we are a Gambling Commission licenced operator and a member of the Lotteries Council, adhering to a strict set of codes and conditions of practice, including social responsibility and the protection of vulnerable people. Our Charity's lottery is managed under contract with an external lottery company, Tower Lotteries, who is licensed by the Gambling Commission as an External Lottery Manager.
- *Sustainable regular giving income* - our Charity outsources some telephone fundraising to an external telephone agency, Unity4, which works to The Chartered Institute of Fundraising's Public Fundraising Certification Programme. This activity enables committed giving, such as donations provided via direct debits, which helps the Charity with achieving much needed longer-term financial support.
- *Our 'Rapid Response Raffle'* was delivered in partnership with Woods Valldata who supported us with production and governance of this new fundraising venture for FY21/22. Due to the success of this project and support uptake, it is envisaged that this will be repeated in the forthcoming financial year.

We work in partnership with a range of commercial participators who generously donate to our Charity while selling their goods or services. For example, donating a percentage of every product sold - all of whom are detailed on our website: www.midlandsairambulance.com/supporterbenefits

Future plan - 2022 and beyond

Our new five-year strategy

A key output from FY21/22 was the production of the Charity Group's five-year strategy for the period 2022-2027, which was developed in collaboration with the Senior Leadership Team, employees, volunteers, the Board of Trustees and key business partners.

The five-year plan outlines the roadmap to fulfilling our new status as an independent healthcare provider, a step change which has been essential in order to evolve our pre-hospital emergency helicopter-led medical service. It defines the journey as we embark on moving our registration status towards securing an outstanding CQC rating. The period of transformation will be underpinned by sound financial planning to ensure that the Midlands Air Ambulance Charity Group maintains long-term resilience.

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For the year ended 31 March 2022

This rolling strategic plan will enable the ongoing appraisal and analysis of our operating environment, defining our development needs in relation to opportunities and/or challenges. As part of the annual revisions, our core planning principles will be reviewed where necessary while maintaining a focus on our stated strategic mission, vision and values.

As a charity that is funded by the community it serves, in line with our values, our strategy will positively impact the six-county service area and community engagement will be a critical theme. As detailed below, a strategy framework has been developed for delivery and is based on the implementation of **four core pillars** which are underpinned by **four enabling themes**.



A review of our clinical model in FY 21/22, will result in a series of changes to our clinical service provision strategy from April 2022 onwards - we will directly employ all our clinicians, having previously had a secondment arrangement with West Midlands Ambulance Service Foundation Trust. Additionally, as a newly registered CQC emergency healthcare provider, we are now fully responsible for our clinical governance. The rationale regarding enhancing our clinical model is based on long term development aspirations of our lifesaving service. These include:

- Extending our service by area and time where it is needed most, developments include:
 - The Northern Critical Care Car which will increase our capacity to attend medical emergencies across Staffordshire, which has been identified as a cardiac arrest incident hot spot area.
 - The introduction of a twilight Critical Care Car service (1400 - 0200hrs) for the southern counties of Worcestershire, Herefordshire and Gloucestershire.
- Ensuring long-term efficiencies within the region's supply chain, by nurturing future clinical talent, to bolster our resilience and futureproof our service.

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- Introducing innovative medical equipment and further adoption of advanced techniques for use at the scene of a traumatic incident or medical emergency.
- Extending our operating hours upon completion of our purpose-built airbase and charity headquarters. From 2023 overnight accommodation will be available for the clinical crew, which will enable the extension of our operational reach into the night across the whole of the region.

Business Objectives - FY22/23	Headlines
<p>Clinical excellence To deliver a patient-focused pre-hospital emergency helicopter service, based on an ethos of clinical excellence and optimum delivery of our team, in order to provide the best outcomes for those that are critical ill or injured.</p>	<ul style="list-style-type: none"> • Clinical thought leadership - showcasing MAAC's emergency pre-hospital critical care service and expertise. • Strensham Airbase - review site development needs. • Further developing our clinical services and region-wide provision through extending operations via the fleet of Critical Care Cars. • Implementing an 'after care' service via the introduction of a patient liaison team. • Enhance skill sets via robust training programme which will also help to diversify the clinical portfolio.
<p>Income generation To enable business transformation over the next five years, income generation will embrace innovation and diversification, focusing on a growth rate of 3% per annum.</p>	<ul style="list-style-type: none"> • Enhanced regional engagement - implementation of six county plans. • Diversify the funding portfolio - by seeking additional sources in line with the changing status of the organisation. • Develop the retail portfolio and increase volume / value of the physical shop network, as well as via online sources
<p>Organisational resilience To futureproof the organisation by enhancing operations to ensure resilience, sustainability and success</p>	<ul style="list-style-type: none"> • Embed the information governance framework across the organisation. • Further enhance internal and external communications following CQC registration. • Accreditation status (Trusted charity and Governance Framework) evaluate programmes and reaccredit as relevant. • Industry benchmarking project to understand best practice within the PHEM's sector
<p>Our People To place collaboration at the heart of our working practice, by developing our people, growing our regional networks and supporting the communities we serve.</p>	<ul style="list-style-type: none"> • Safeguarding programme - build upon existing activity to ensure best practice across clinical and non-clinical teams (training programme, processes and procedures). • Volunteers Strategy - develop a roadmap for creating a sustainable and inclusive volunteer network. • Group wide resource - implementing training matrix and developing a supporting working environment which considers health and wellbeing.

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Looking to the future - our new Airbase and Headquarters

The vision of developing a new Airbase and Headquarters was initially featured within the Charity's strategic plan. The project started in 2017 and involved a site selection process, which reviewed over 500 potential locations across the Shropshire / Staffordshire border to bring benefit to patients across the whole of the Midlands region. A full planning application was submitted in late October 2020 for Neachley Lane Cosford, following an extensive public consultation programme with local residents and businesses.

As part of the organisation's commitment to continuous improvement, the new facility will help future-proof the service for decades to come. It will feature a state-of-the-art clinical training facility, complete with simulation suite, which will be fundamental to delivering the advanced training programmes required for our clinicians. This will ensure the critical care team are equipped to treat the increasingly complex patient cases and will enhance our daily lifesaving service.

Enabling work started on site in spring 2021, with construction phase following nearer the end of the year. The final phase of the project is expected to be completed in mid-2023. The new facility will complement the Charity's existing air ambulance-led service across the six Midlands counties.



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Principal risks and uncertainties



The organisation operates a comprehensive risk management process, in order to manage and mitigate risk including:

- MAAC's Risk Register
- Risk Management Policy
- Statement of Internal Control
- Quality Management System
- Risk assessments.

The Charity's Audit and Risk Committee has responsibility for ensuring an effective risk management process is in place, annually reviewing and approving the Risk Management Strategy. Risks are regularly reviewed and managed by the appropriate Committee and / or Trading Subsidiary Board, and all significant risks are reported and reviewed at each Board of Trustees meeting where management and mitigation measures are discussed and agreed.

As for many organisations, the principal risks and uncertainties faced by MAAC across the year were due to the impact of the Covid-19 pandemic. Due to the mitigating actions taken by the Board of Trustees, Senior Leadership Team, and wider team (staff and volunteers), MAAC has further demonstrated resilience for another year. This has provided significant public benefit as we have ensured service continuity. This ongoing operational performance has been appreciated by the resident and business community alike and supported us in achieving a surplus position, rather than the deficit that many other charities face. This will not only enable service delivery but also service development, providing enhanced operations across the six-county area.

Looking to the future, we remain mindful of the public's available levels of 'discretionary' spend and the uncertainty this may bring regarding income generation. In response to the continued impact of the adverse economic conditions, we will continue to work to implement new approaches and strategies to mitigate against these risks and ensure ongoing resilience and sustainability.

Principal risks across the year - aligned to the new five-year strategic plan

Core organisational pillar	Sample risks
Clinical excellence	<ul style="list-style-type: none"> • Breach in controls, policies and/or standard operating processes, which leads to CQC action e.g., warning notice • Catastrophic event preventing full/partial service delivery
Income generation	<ul style="list-style-type: none"> • Impact of external factors (e.g., adverse economic conditions or events) hampering income potential • Underperformance of a key third-party income sources adversely impacting on income generation • Reputational issues affecting brand perception
Organisational resilience	<ul style="list-style-type: none"> • Disruption risk challenges, e.g., major cyber attack • Major incident rendering our building inoperable
Our People	<ul style="list-style-type: none"> • Insufficient progress in developing the Group’s equality diversity and inclusion agenda • Challenges in recruiting and/or retaining quality volunteers • Failure to embed the desired organisational culture

The Impact of COVID-19

The pandemic (COVID-19) still presented challenges across every business sector during the year.

Despite the intense pressure of the situation, our clinical and non-clinical staff continued to work incredibly hard, showing loyalty and commitment. The fundraising teams aimed to extend support with key stakeholder and supporter groups, including our corporate partners and volunteers.

During this time, we accessed both the Job Retention Scheme and Local Restriction Support Grants for the Group.

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For the year ended 31 March 2022**

Investment powers and policy

The Articles of Association of the Charity provide the Trustees with the power to: 'deposit or invest the Charity's funds in any manner as may be thought fit, but only after obtaining such advice from a financial expert as the Trustees consider necessary and having regard to the sustainability of investments and the need for diversification.' In addition, the Articles support the delegation of the management of investments to a financial expert.

Trustees recognise that they have a duty to protect the Charity's funds and to ensure that investments are balanced and protected. They have put in place an investment policy, which sets the framework in which investments are made and managed within the Charity. In setting the policy, Trustees consider ethical matters and risk.

When investment decisions are made the timing of the planned use for the reserves is considered, and investments are made to ensure that funds are available when required.

Pay policy

The pay of all charity staff, including the Senior Leadership Team, is reviewed annually by the Human Resources and Remuneration Committee, who make recommendations to the Board of Trustees for approval. Due to the pandemic, the Charity did not undertake its Annual Employee Pay Review process which usually considers inflation, salary benchmarking and the organisation's financial performance. However, the salary benchmarking project did commence which reviewed some job roles against similar roles in other organisations which led to some increases in salary levels. We continue to review the wider employee benefits package.

Taxation

As a registered charity, we have charitable status with HMRC. The trading subsidiary does not have charitable status for corporation tax purposes and is registered for VAT. From 1 April 2015 air ambulance charities have been eligible for partial recovery of the VAT incurred on expenditure under Section 33 of VAT Notice 1001.

Reserves Policy

The Trustees have established a reserves policy which is reviewed annually by the Audit and Risk Committee and approved by the Board. The Policy is intended to ensure the Charity can continue to accomplish its aims and to make certain that enough funds are held to fund capital projects, such as building enhancements, acquisition of a new helicopter or the purchase of rapid response vehicles.

At the year-end, total Group reserves stood at £50,773,000 (2021: £43,399,000). Of this amount, £29,083,000 (2021: £26,138,000) is made up of either restricted reserves or can only be realised by disposing of tangible fixed assets and the investment portfolio, which leaves the free reserves of the Group at £21,690,000 (2021: £17,261,000).

Reserves are categorised into three main headings:

Restricted reserves - are held where funds have been received by the Charity for a specific purpose. These funds are ring-fenced and held in restricted reserves until the intended expenditure has been incurred. Restricted reserves at the end of the reporting period were £123,000 (2021: £170,000).

Designated reserves - are allocated to fund projects and initiatives agreed by the Trustees. Total designated reserves at the end of the financial year were £28,960,000 (2021: £25,968,000). In prudently planning the Trustees will endeavour to set aside designated funds to acquire assets and equipment to ensure that the Charity continues to provide the most efficient and effective service possible.

Unrestricted reserves - are those reserves which are neither restricted nor designated. This type of reserve is held in part to provide a cash safety buffer. Should the Charity's income fall, the reserve will enable us to maintain the core service we provide to our communities, whilst allowing enough time for us to develop alternative sources of funding or to revise planned expenditure. Due to the employment of the clinical staff the Trustees approved the increase of the level of unrestricted reserves that is set aside to cover future expenditure if there is a fall in income, which equates to up to twenty-four months. In addition, as we are also committed to ensuring our services are available for future generations, unrestricted reserves are used for the accumulation of funds towards the costs of significant future developments and capital purchases. Total unrestricted reserves at the end of the reporting period were £21,690,000 (2021: £17,261,000), of which £19,814,000 (2021: £10,300,000) equates to fifteen months running costs.

Structure and governance

Quality Assurance and Standards

As part of our commitment to quality management and continuous improvement, the organisation has been awarded the following accreditations.

- Care Quality Commission - registration
- Investors in People (Silver Level)
- The Governance Forum's Governance Framework quality mark.
- Investors in Volunteers
- NCVO's Trusted Charity quality standard (Level 2)

Alongside this, the organisation has been recognised in the following industry awards - The Asian Chamber of Commerce; The Black Country Chamber of Commerce; Pride of Birmingham; and Birmingham Post Business Awards.

Key management personnel

The senior leadership team forms the key management personnel of the Charity who are responsible for directing, controlling, running, and operating the Charity's clinical and non-clinical strategy and tactics on a day-to-day basis. The senior leadership team comprises:

Senior Leadership Team	
Hanna Sebright	Chief Executive Officer
Emma Gray	Chief Operating Officer
Karen Kingham	Finance Director
Ian Roberts	Registered Manager
Ian Jones	Air Operations Manager (seconded from WMAS)
Mark Nash	Medical Lead (seconded from WMAS)

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Administration and finance

The charitable purpose, and fundraising to support that activity, is always at the forefront of our minds, but we also strive to ensure that we keep our administrative and financial systems and processes fit for purpose and cost effective.

The Charity uses “ThankQ” a customer relationship management (CRM) system to assist with donor administration alongside enhancing our stewardship with donors and supporters. The Group works hard to ensure that it remains compliant with the General Data Protection Regulation (GDPR). To achieve this, we continually train our staff in areas such as customer service and data protection, and we recognise their achievements and successes in staff awards for which nominations and voting is undertaken by fellow staff members.

Our aim is to keep our administration and finance costs at less than 12 per cent of the income received, and we are pleased to be able to record that for this financial year we spent only 4.63 per cent of our income on support and governance costs.

Compliments, Complaints and Feedback

FY period	#’s Received
2020/21	40
2021/22	17

Our compliments, complaints and feedback policy are published on our website, as part of our ethos to enable continuous improvement. Information can be found as follows:

www.midlandsairambulance.com/contact-us/feedback

For FY 2021/22, complaints were down by 57%. Key feedback areas included: incidents related to canvassing and general small-scale concerns regarding administration and service from our retail and charity operations. Whilst it is regrettable that individuals have had a negative experience with the charity, each case has assisted in learnings that will hopefully prevent a repeat incident.

We are dedicated to improving how we track and manage compliments, complaints and feedback, as supporter and stakeholder feedback - both positive and negative - helps to further develop our operations. Moving forward, we have introduced a new system called RADAR that will significantly increase our effectiveness and efficiency, alongside enhancing our reporting capabilities, which will be utilised for FY22/23 and beyond.

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Our Group Structure

Midlands Air Ambulance Charity is a charitable company - registered in England and Wales as a charity with the Charity Commission and with Companies House as a private company limited by guarantee.

Midlands Air Ambulance Charity (MAAC) has one wholly owned trading subsidiary, Midlands Air Ambulance Trading Ltd (MAATL), which is registered with Companies House as a private limited company and whose portfolio includes MAAC's charity shops and other areas of income generation, such as merchandise. MAATL gift aids back its profits to the parent charity MAAC to help fund MAAC's helicopter-led emergency medical services. The organisation's work with key delivery partners - more details can be found on page 9.

Our Governing Document and Charitable Objects

The organisation's Articles of Association clearly define the following charitable objects:

- To assist in relieving sickness by the operation of a helicopter-led emergency medical service within the West Midlands, Shropshire, Staffordshire, Warwickshire, Hereford and Worcester, Gloucestershire and in such other areas as may be requested by appropriate authorities.

and

- Such other charitable purposes for the relief of sickness, including clinical research and development, substitute clinical emergency services where the provision of Helicopter Emergency Medical Services (HEMS) is impracticable and such other activities consistent with the above object as the Trustees may in their absolute discretion determine.

The Articles provide for such matters as the:

- number of trustees/directors appointed.
- frequency in which trustee/director meetings are held, and how they are conducted.
- powers available to the trustees/directors in decision making.

In addition, the Trustees/Directors recognise that they have a duty and responsibility to comply with requirements and guidance issued by the Charity Commission. These include, but are not limited to:

- ensuring that the charitable Group complies with charity law, and prepares reports on what it has achieved, submission of annual returns and financial statements as required by law.
- ensuring that the charitable Group remains true to the charitable purpose and objectives set out in its governing document.
- complying with the requirements of other legislation, and any other regulators, which govern

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the activities of the charitable Group.

- acting with integrity and avoiding any personal conflicts of interest or misuse of charity funds or assets.
- ensuring that the Charity is, and will remain, solvent.
- using charitable funds and assets reasonably, and only in furtherance of the Charity's objects.
- avoiding undertaking activities that might place the Charity's funds, assets or reputation at undue risk.
- taking special care when investing the funds of the Charity or borrowing funds for the Charity to use.

Statement of trustee responsibilities

The Trustees are pleased to present their annual report together with the consolidated financial statements of the Charity and its subsidiary for the year ending 31 March 2022 which are also prepared to meet the requirements for a directors' report and accounts for Companies Act 2006 purposes.

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (2019) - (Charities SORP), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

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

- select suitable accounting policies and apply them consistently.
- observe the methods and principles in the Charities SORP.
- 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.
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy, at any time, the financial position of the Charity and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and the Group and obliged to take reasonable steps for the

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For the year ended 31 March 2022**

prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The Board of Trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have regard to the Charity Commission's general guidance on public benefit and it is satisfied that the Charity's activities do provide public benefit. MAAC's public benefit is demonstrated in page 8 and 13-14 of this report.

The Trustees and Directors

Our Board of Trustees are responsible for ensuring the organisation is effectively governed and run, and that it achieves its charitable purposes for the public benefit. The Trustee structure comprises of no less than seven trustees and no more than ten trustees.

The organisation has an annual governance programme which is based on guidance from the Charity Commission, the Fundraising Regulator and other key bodies, such as the UK Charity Governance Code. Each year a Board Effectiveness Review is undertaken.

As MAAC is both a registered charity and private company limited by guarantee (a charitable company), Trustees are also company Directors and therefore beholden to both charity and company law. MAAC's trading subsidiary, MAATL, has its own separate Board of Directors.

The two tables below list the Trustees / Directors, all of whom volunteer their time to bring valued experience to the Charity from a range of backgrounds and sectors:

Midlands Air Ambulance Charity - Board of Trustees / Directors		
Name	Position	Resignation
R Pemberton	Chair of Board of Trustees	
K Bailey		
G Dellenty		
R Douglas	Chair of Audit and Risk	
N Hooper		Resigned 29.9.2021
A Lennox	Chair of Human Resources and Remuneration	
E Marriott	Chair of Fundraising and Clinical Standards	
Dr V McVey		
W Saleem		

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Midlands Air Ambulance Trading Ltd. - Board of Directors	
T Sehgal	Chair of Board of Directors
L Bagnall	
E Marriott	
H Sebright	

The Charity is committed to equality, diversity and inclusion, ensuring all components are reflected across all structures. The gender composition of the board is 6 male (75%), 2 female (25%). Our Annual Board of Trustee Skills Audit includes the diversity of trustees’ backgrounds and perspectives to identify imbalances and gaps. Because of the complexity of our organisation, it is key that we achieve a balanced portfolio of skill sets in key areas, including but not limited to - medical/clinical; aviation; commercialisation; finance; governance; legal and HR. MAAC commits to annually reporting on the Board of Trustee composition and make-up, which is detailed below:

Appointment of Trustees

MAAC is committed to an open, transparent and fair appointment process for trustees. A Board Skills Audit is undertaken annually, and trustee vacancies are widely publicised to fulfil the specific skills needed. A Nominations Sub-Committee carries out the appointments process and makes recommendations to the Board, with candidates’ appointments being based on the majority decision of the Trustees.

Appointments are made for a term of four years, and trustees may then be reappointed for a further term of four years. Once a trustee has served two terms consecutively, he/she may be reappointed for a further term of four years but only after he/she has ceased to act as a trustee for at least a year. The Board has discretion to appoint a trustee for a further consecutive term in appropriate circumstances.

Trustee Induction and Development

A comprehensive induction programme is provided to all new trustees, which supports them in understanding their duties and responsibilities, gain an understanding of the factors affecting the Charity and its trading subsidiary, and to contribute fully to Board meetings. The induction programme includes a range of activities e.g., Trustee Welcome and Induction Pack (including key documents); meetings with the Senior Leadership Team and Operational Managers; site visits across all areas (charity, clinical and retail operations).

All trustees have an annual Individual Trustee Performance Review with the Board Chair, which includes discussion of any areas where a trustee needs further support, training or development. During the year, several MAAC trustees attended The Governance Forums’ Effective Board

GROUP TRUSTEE REPORT For the year ended 31 March 2022

Programme. The Board Chair also has an annual performance review (based on 360-degree feedback from the trustees).

Trustee indemnity insurance

The Charity holds Trustees and Director's indemnity insurance cover with a Limit of Liability of £1,000,000 (2021: £1,000,000), the cost is not separable from the total cost of insurance.

Related parties and related party transactions

Under charity accounting rules, charities are required to disclose transactions (for example, payments for services) with persons and entities closely connected to the Charity or its trustees. As part of monitoring such transactions, MAAC ensures a Register of Interests is maintained (as per MAAC's Conflicts of Interest Policy). MAAC Trustees are required to declare conflicts of interest, both at the beginning of each Board or Committee meeting and within their Declaration of Interest form (completed annually and when conflicts of interest change). At the close of each financial year, trustees are also required to complete a Related Party Transaction Form.

MAAC Trustees give their time freely as volunteers and receive no remuneration or other benefits from the Charity for their work. MAAC's related party transaction disclosure is as follows:

- Details of Trustee expenses (£160) are disclosed in note 11 to the Financial Statements.
- MAAC Trustees reported no related party transactions for this reporting period.
- Details of other related party transactions are disclosed in note 22 to the Financial Statements.

Our Decision-Making Structure (including Committees)

As recommended by the Charity Governance Code, the Board makes sure that its decision-making processes are informed, rigorous and timely and that effective delegation, control and risk assessment and management systems are set up and monitored.

MAAC's Scheme of Delegation clearly sets out matters specifically reserved for the Board, matters delegated to Board Committees and matters delegated to the Senior Leadership Team. MAAC's Scheme of Delegation makes clear that the Board's focus is on strategy, performance and assurance (not operational day-to-day matters), with the Board retaining legal responsibility and oversight where aspects are delegated to committees, advisors, staff, volunteers or contractors.

The Board of Trustees currently has four sub-committees (with Terms of References adopted by each):

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For the year ended 31 March 2022

Committees
Audit and Risk
Human Resources and Remuneration
Fundraising
Clinical Standards

The Board has delegated day-to-day management to the Chief Executive and the Senior Leadership Team. In all respects, this only relates to matters that are within the strategic plan, the business plan and budgets that have been approved by the Board.

Exemptions from disclosure

MAAC has taken no exemptions from disclosures.

Funds held as custodian trustee on behalf of others

There are no such funds held by the Charity or its subsidiary.

Statement as to disclosure to our auditors

In so far as the Trustees are aware at the time of approving our trustees' annual report:

- there is no relevant information, being information needed by the auditor in connection with preparing their report, of which the Group's auditor is unaware, and
- the Trustees, having made the enquiries of fellow directors and the Group's auditor that they ought to have individually taken, have each taken all steps that he/she is obliged to take as a director to make themselves aware of any relevant audit information, and to establish that the auditor is aware of that information.

This report was approved by trustees on 27th July 2022 and is signed on their behalf by



Roger Pemberton
Chairman

INDEPENDENT AUDITOR'S REPORT**To the members and trustees of Midlands Air Ambulance Charity**

Opinion

We have audited the financial statements of Midlands Air Ambulance Charity ("the Parent Charitable Company") and its subsidiary ("the Group") for the year ended 31 March 2022 which comprise the Consolidated Statement of Financial Activities, the Consolidated and Parent Charitable Company Balance Sheets, the Consolidated Statement of Cash Flows and the related notes including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the Group's and the Parent Charitable Company's affairs as at 31 March 2022 and of the incoming resources and application of resources, including its income and expenditure, for the year ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for Opinion

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

Conclusions relating to going concern

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

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Group's or Parent Charitable Company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

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

INDEPENDENT AUDITOR'S REPORT

To the members and trustees of Midlands Air Ambulance Charity

Other information

The Trustees are responsible for the other information. The other information comprises the information included in the Trustees' report, other than the financial statements and our audit report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

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

- the information given in the Trustees' Report (incorporating the Strategic Report and the Directors' Report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Strategic Report and the Directors' Report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of our knowledge and understanding of the Group and Parent Charitable Company and its environment obtained in the course of the audit, we have not identified material misstatements in the Strategic Report and the Directors' Report.

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

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

INDEPENDENT AUDITOR'S REPORT**To the members and trustees of Midlands Air Ambulance Charity**

Responsibilities of Trustees

As explained more fully in the Statement of Trustees' Responsibilities set out on pages 29 and 30, the Trustees (who are also the Directors of the Parent Charitable Company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the Groups' and Parent Charitable Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the Group or the Parent Charitable Company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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

Our assessment focussed on key laws and regulations the Group and Parent Charitable Company has to comply with and areas of the financial statements we assessed as being more susceptible to misstatement. These key laws and regulations included but were not limited to compliance with the Companies Act 2006, Charities Act 2011, Charities (Protection and Social Investment) Act 2016, taxation legislation, data protection, anti-bribery and employment legislation.

We are not responsible for preventing irregularities, including fraud. Our approach to detecting irregularities, including fraud, included, but was not limited to, the following:

- obtaining an understanding of the legal and regulatory framework applicable to the Group and Parent Charitable Company and how the Group and Parent Charitable Company is complying with that framework, including agreement of financial statement disclosures to underlying documentation and other evidence;
- obtaining an understanding of the Group's and Parent Charitable Company's control environment and how the Group and Parent Charitable Company has applied relevant control procedures, through discussions with Trustees and other management and by performing walkthrough testing over key areas;

INDEPENDENT AUDITOR'S REPORT

To the members and trustees of Midlands Air Ambulance Charity

- obtaining an understanding of the Group's and Parent Charitable Company's risk assessment process, including the risk of fraud;
- reviewing meeting minutes of those charged with governance throughout the year; and
- performing audit testing to address the risk of management override of controls, including testing journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for bias.

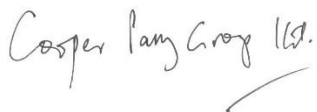
Whilst considering how our audit work addressed the detection of irregularities, we also considered the likelihood of detection of fraud based on our approach. Irregularities arising from fraud are inherently more difficult to detect than those arising from error.

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

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

Use of our report

This report is made solely to the Parent 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 Parent 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 Parent Charitable Company and the Parent Charitable Company's members as a body, for our audit work, for this report, or for the opinions we have formed.



Glen Bott FCA
Senior Statutory Auditor

For and on behalf of:

COOPER PARRY GROUP LIMITED

Chartered Accountants

Statutory Auditors

Date: 9 August 2022

Sky View, Argosy Road, East Midlands Airport, Castle Donington, Derby, DE74 2SA

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES including consolidated income and expenditure account for the year ending 31 March 2022

	Note	Unrestricted funds £'000	Designated funds £'000	Restricted funds £'000	Total funds 2022 £'000	Total funds 2021 £'000
Income:						
Donations and legacies	2	13,516	-	2,269	15,785	12,459
<i>Income from charitable activities:</i>						
Hospital transfers		-	-	-	-	4
<i>Income from other trading activities:</i>						
Trading activities	3	698	-	-	698	411
Fundraising events	4	113	-	-	113	51
Investment Income	5	491	-	-	491	508
Other Income		18	-	936	954	480
Total income		14,836	-	3,205	18,041	13,913
Expenditure						
<i>Costs of raising funds</i>						
Trading activities	3	585	-	-	585	404
Fundraising activities and events	4	3,189	-	12	3,201	2,370
Investment Management costs	5	46	-	-	46	39
<i>Expenditure on charitable activities</i>						
Aircraft and base costs	6	5,163	-	-	5,163	5,615
Patient care and support	6	2,101	88	-	2,189	2,238
Total expenditure		11,084	88	12	11,184	10,666
Net Gain on investments	15	517	-	-	517	2,475
Net income/(expenditure)		4,269	(88)	3,193	7,374	5,722
Transfers between funds		160	3,080	(3,240)	-	-
Net Movement in Funds		4,429	2,992	(47)	7,374	5,722
Reconciliation of funds						
Total funds brought forward		17,261	25,968	170	43,399	37,677
Total funds carried forward		21,690	28,960	123	50,773	43,399

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

Detailed comparative data for 2021 is included in Note 9.

CONSOLIDATED AND CHARITY BALANCE SHEETS as at 31 March 2022

	Note	Group 2022 £'000	Group 2021 £'000	Charity 2022 £'000	Charity 2021 £'000
Fixed assets:					
Tangible assets	13	11,724	10,039	11,697	10,015
Intangible assets	14	-	1	-	1
Investments	15	15,919	15,019	15,919	15,019
Total Fixed Assets		27,643	25,059	27,616	25,035
Current assets:					
Stock		42	34	-	-
Debtors	16	1,294	1,542	1,392	1,738
Short term deposits		9,584	8,046	9,584	8,046
Cash at bank and in hand		13,900	10,029	13,690	9,871
Total Current Assets		24,820	19,651	24,666	19,655
Liabilities:					
Creditors falling due within one year	17	1,690	1,311	1,608	1,277
Net Current Assets		23,130	18,340	23,058	18,378
Total Assets less Current Liabilities		50,773	43,399	50,674	43,413
Creditors: amounts falling due after more than one year		-	-	-	-
Net Assets		50,773	43,399	50,674	43,413
The reserves of the Charity:					
Unrestricted reserves	19	21,690	17,261	21,591	17,275
Designated reserves	19	28,960	25,968	28,960	25,968
Restricted reserves	19	123	170	123	170
Total Charity Reserves		50,773	43,399	50,674	43,413

The Charity has prepared group accounts in accordance with section 398 of the Companies Act 2006 and section 138 of the Charities Act 2011.

The surplus generated by the Charity for the financial year was £7,261,000 (2021: £5,715,000).

The notes at pages 41 to 62 form part of these accounts.

The accounts were approved by Trustees on 27th July 2022 and are signed on their behalf by



Roger Pemberton, Chairman

CONSOLIDATED STATEMENT OF CASHFLOWS
for the year ending 31 March 2022

	Group 2022 £'000	Group 2021 £'000
Cash used in operating activities	7,766	4,372
Cash flows from investing activities		
Dividends and Interest from investments	62	123
Purchase of fixed assets	(2,419)	(1,503)
(Increase)/Decrease in short term deposits	(1,538)	2,448
Cash (used in) investing activities	(3,895)	1,068
Cash used in financing activities	-	-
Increase in cash and cash equivalents in the year	3,871	5,440
Cash and cash equivalents at the beginning of the year	10,029	4,589
Total cash and cash equivalents at the end of the year	13,900	10,029

RECONCILIATION OF NET INCOME/(EXPENDITURE) TO NET CASH FLOW FROM OPERATING ACTIVITIES

	Group 2022 £'000	Group 2021 £'000
Net income for the period	7,374	5,722
Depreciation and amortisation charges	734	780
Movement on investments	(517)	(2,475)
Dividends, and interest from investments	(445)	(468)
(Increase)/Decrease in stocks	(8)	2
Decrease in debtors	248	735
Increase in creditors	379	76
Net cash in from operating activities	7,766	4,372

ANALYSIS OF CASH AND CASH EQUIVALENTS

	Group 2022 £'000	Group 2021 £'000
Cash in hand	13,900	10,029
Total cash and cash equivalents at the end of the year	13,900	10,029

NOTES TO THE FINANCIAL STATEMENTS

1. Accounting policies

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

Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Midlands Air Ambulance Charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

Use of estimates and judgements

When preparing the financial statements, the Trustees and management make a number of judgements, estimates and assumptions on the way in which assets, liabilities, income and expenditure is recognised and measured.

The loan to the trading company by the Charity has been recognised at the present value in recognition of the changes required by FRS 102. The loan has been issued on an interest free basis. The present value of this loan has been recognised based on an assumed interest rate of 0.1%, which represents the prevailing market rate of interest for similar loans.

Going concern

These accounts have been prepared on the basis that the Charity is a going concern. The Trustees consider that there are sufficient reserves to secure the future of the Charity for at least the next 12 to 18 months from the date of signing the accounts.

Basis of consolidation

These accounts consolidate those of the Charity and its wholly owned subsidiary Midlands Air Ambulance Trading Limited. These are adjusted, where necessary, to conform to group accounting policies. The individual results of the Trading Company are included in Note 3. A separate Statement of Financial Activities and Income and Expenditure Account for the Charity have not been presented in accordance with the exemption afforded by section 408 of the Companies Act 2006. The Charity surplus before gains/losses on investments for 2022 was £6,744,000 (2021: £3,240,000). This is made up of Income £17,343,000 (2021: £13,502,000) and Expenditure £10,599,000 (2021: £10,262,000).

NOTES TO THE FINANCIAL STATEMENTS

1. Accounting policies continued

Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the Charity. Designated funds are unrestricted funds of the Charity, which the Trustees have decided, at their discretion, to set aside to use for a specific purpose. Restricted funds are donations that the donor has specified are to be solely used for particular purposes or purchases.

Income

All income is reported gross when raised by the Charity or its agents. Any fee charged by a third party and deducted from the amount collected before it is remitted to the Charity is not offset against income but is reported as a fundraising expense.

Income is recognised in full within the Statement of Financial Activities as soon as the following three factors can be met:

- Entitlement - control over the rights or other access to the economic benefit has passed to the Charity;
- Probability - it is more likely than not that the economic benefits associated with the transaction or gift will flow to the Charity;
- Measurement - the monetary value or amount of the income can be measured reliably, and the costs incurred for the transaction and the costs to complete the transaction can be measured reliably.

a) Legacies

Legacies are included in the Statement of Financial Activities when all the criteria for income recognition have been met. In addition, where the entitlement and probability criteria have been met, but the monetary value is not completely certain, then if reliability can be placed on a partial receipt, that income also will be included in the Statement of Financial Activities.

b) Event income

Income received in advance of an event is deferred if the event takes place after the year-end, unless that income is non-refundable.

c) Gifts in kind

Assets donated to the Charity for its own use are included in the Statement of Financial Activities as incoming resources at the market value at the time of the gift.

Assets and gifts made for conversion into cash and subsequent application by the Charity are included in the accounting period in which the item/s are sold at the sale value.

d) Volunteers and supporters

The Charity benefits greatly from the involvement and enthusiastic support of its many volunteers and supporters, details of which are given in our annual report. In accordance with FRS 102 and the Charities SORP (FRS 102), the economic contribution of general volunteers is not recognised in the accounts.

NOTES TO THE FINANCIAL STATEMENTS

1. Accounting policies continued

e) Grants

Due to the COVID-19 pandemic the Group claimed Coronavirus Job Retention Scheme and Local Restrictions Support Grants during the year. These grants, when receivable, are accounted for within other income. For the year to 31 March 2022 this was £11,602 (2021: £338,437).

Expenditure

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required, and the amount of the obligation can be measured reliably.

a) Allocation of overhead and support costs

Support costs are those functions that assist the work of the Charity but do not directly undertake charitable activities. Support costs include back-office costs, finance, personnel, payroll and governance costs which support the Charity's air ambulance operations. These costs have been allocated between the cost of raising funds and expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 7.

Costs of fundraising activities include the costs of supporting donors, volunteers, and all events, which bring in income to the Charity, as well as the costs of the Lottery, and events run by the Charity itself.

b) Operating leases

The Charity classifies the lease of premises and the helicopters as operating leases; as the title to the asset remains with the lessor. Rental charges are charged according to the terms of the agreement. Full details are provided in Note 18.

c) VAT recovery

Government changes in VAT legislation in April 2015, has enabled air ambulance charities to recover a proportion of the VAT suffered on costs, in accordance with Section 33 of VAT Notice 1001. Any irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

Balance Sheet

The Balance Sheet reflects the resources available to the Charity, and identifies any restrictions placed on their use.

a) Tangible fixed assets

Individual fixed assets costing £1,000 or more are capitalised at cost and depreciated over their estimated useful economic lives on a straight-line basis.

Depreciation is charged in each main class of tangible asset as follows:

Leasehold property improvements	20% straight-line basis
Office equipment	20% straight line basis
Computers	20% straight-line basis
Motor vehicles	33% straight-line basis

NOTES TO THE FINANCIAL STATEMENTS

1. Accounting policies continued

Helicopters	5% straight-line basis
Assets in the course of Construction	Depreciation is only applied when assets are brought into use

b) Intangible assets

Intangible assets e.g., software is capitalised at cost and amortised as follows:

Software	20% straight-line basis
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c) Investments

Investment funds are stated at market value at the Balance Sheet date. The Statement of Financial Activities includes the net gain or loss during the financial year. Detailed analysis of the changes in investment value during the year is set out in Note 15. Investments in Group undertakings are stated at cost.

d) Financial instruments

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

e) Stock

Stock is included at the lower of cost or net realisable value, on a first in, first out basis. Donated items of stock are recognised at fair value, which is the amount the Charity would have been willing to pay for the items on the open market.

f) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

g) Short term deposits

The Charity categorises short term deposits as those funds intended to be held in accounts for five years or less.

h) Creditors and provisions

Creditors and provisions are recognised where the Charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due. Interest free intercompany loans are recognised at present value.

NOTES TO THE FINANCIAL STATEMENTS

1. Accounting policies continued

Financial instruments

Basic financial instruments are initially recognised at transaction value and subsequently measured at amortised cost with the exception of investments, cash at bank and in hand, and short-term deposits which are held at fair value.

Financial assets held at amortised cost comprise trade and other debtors. A specific provision is made for debts for which recoverability is in doubt. Cash at bank and in hand is defined as all cash held in instant access bank accounts and used as working capital.

Financial liabilities held at amortised cost comprise all creditors except social security and other taxes, accruals, and provisions.

Critical accounting judgements and key sources of estimation uncertainty

In the application of the accounting policies, trustees are required to make judgement, estimates and assumptions about the carrying value of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an on-going basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period or in the period of the revision and future periods if the revision affected current and future periods.

Judgements made by the Trustees in the application of these accounting policies may have significant effect on the financial statements and estimates with the potential for a significant risk of material adjustment in the next year.

The areas where these judgements and estimates have been made include the following for the Group:

a) Amortisation, depreciation and residual values

The Trustees have reviewed the asset lives and associated residual values of all tangible and intangible fixed asset classes and have concluded that the asset lives, and residual values are appropriate.

b) Accrued income

Accrued income includes legacy income amounts. In recognising accrued legacy income, the Trustees have approved the approach that the management team take in recognising the probability of receiving each legacy. Each legacy is carefully assessed to determine an appropriate allowance which reflects the possibility of not subsequently receiving the full legacy income amounts that the Charity is aware of. The allowance is based on the circumstances behind each legacy and the probability of receiving the income.

NOTES TO THE FINANCIAL STATEMENTS

2. Income from donations and legacies

	2022	2021
	£'000	£'000
Donations	1,754	1,395
Lottery and regular giving	5,607	5,372
Legacies and in memorium	6,151	4,698
Grants	2,273	994
	15,785	12,459

Of the grant income received during the year £2,269,238 is restricted in its use (2021: £571,000). Further details of the grants received are set out in Note 19.

3. Trading activities

The wholly owned trading subsidiary Midlands Air Ambulance Trading Company Limited is incorporated in the United Kingdom (company number 08256466) and pays profits, which are surplus to trading requirements, to the Charity under the gift aid scheme.

The trading company operates charity shops selling clothing, furniture etc., sells merchandise and generates recycling income. The summary financial performance of the subsidiary is:

	2022	2021
	£'000	£'000
Statement of Comprehensive Income		
Turnover	698	411
Cost of sales	(26)	(18)
Gross profit	672	393
Administrative expenses	(559)	(386)
Operating profit	113	7
Donation to Midlands Air Ambulance	-	-
Taxation	-	-
Retained profit	113	7

	2022	2021
	£'000	£'000
Balance Sheet		
Fixed assets	27	24
Current assets	286	213
Current liabilities	(139)	(138)
Liabilities > 1 year	(76)	(114)
Total net assets/(liabilities)	98	(15)
Share capital and reserves	98	(15)

NOTES TO THE FINANCIAL STATEMENTS

4. Fundraising events and activities

The Charity raises its income through a range of activities and initiatives, which includes but is not limited to running its own events as identified below:

	2022	2021
	£'000	£'000
Income from events		
Charity managed events	113	51
	113	51

The costs of generating all the funds, including those included in Note 2 to the accounts, for the year were:

	2022	2021
	£'000	£'000
Costs of charity fundraising		
Fundraising events	125	12
Marketing	1,350	1,050
Fundraising services	479	362
General fundraising	1,247	946
	3,201	2,370

5. Investment income and fees

	2022	2021
	£'000	£'000
Income		
Fixed asset investments	429	385
Interest on deposit accounts	62	123
	491	508
Costs		
Investment management costs	46	39
	46	39

The income and costs outlined above have been recognised in the Statement of Financial Activity in year. The fixed asset investment is held as a long-term investment. Its market value at the end of the accounting period is shown in the Balance Sheet, and the unrealised gain for the financial year has also been included on the Statement of Financial Activity. All of the Group's investment income is held in UK bank accounts.

NOTES TO THE FINANCIAL STATEMENTS

6. Charitable activities

	Aircraft & Airbase Costs £'000	Patient Welfare & Support £'000	2022 Total £'000	2021 Total £'000
Aircraft running costs	3,794	-	3,794	3,601
Aircraft and airbase equipment	5	-	5	270
Airbase running costs	105	-	105	95
Depreciation	672	-	672	736
Paramedic and clinical staff costs	-	1,719	1,719	1,783
Medical supplies and PPE	-	27	27	(17)
General Expenditure	-	111	111	20
Tasking costs	-	83	83	88
Support costs	552	234	786	1,203
Governance	35	15	50	74
Total	5,163	2,189	7,352	7,853

Expenditure on charitable activities was £7,352,000 (2021: £7,853,000) of which £7,264,000 was unrestricted (2021: £7,476,000) and £88,000 was restricted (2021: £377,000).

7. Analysis of governance and support costs

The Charity monitors expenditure on administration costs during the year against a KPI (Key Performance Indicator) set by the Board. At the year-end costs of the governance function are identified and are apportioned over the charitable activities. The basis of apportionment and the analysis of these costs are set out below.

	Aircraft & Airbase Costs £'000	Patient Welfare & Support £'000	2022 Total £'000	2021 Total £'000	Basis of Allocation
Governance	35	15	50	74	Time spent on Board matters
Business Support	552	234	786	1,203	Proportional to spend
Total	587	249	836	1,277	

8. Net income/(expenditure) for the year

This is stated after charging:	2022 £'000	2021 £'000
Operating leases	3,171	3,092
Depreciation of tangible fixed assets	734	775
Amortisation of intangible assets	1	5
Audit fees	14	13
Fees payable to the auditor for other services	-	1
Fees payable to the auditor for corporation tax compliance services	-	1

NOTES TO THE FINANCIAL STATEMENTS

9. Consolidated Statement of Financial Activities 2021

	Unrestricted funds £'000	Designated funds £'000	Restricted funds £'000	Total funds 2021 £'000
Income:				
Donations and legacies	11,888	-	571	12,459
<i>Income from charitable activities:</i>				
Hospital transfers	4	-	-	4
<i>Income from other trading activities:</i>				
Trading activities	411	-	-	411
Fundraising events	51	-	-	51
Investment income	508	-	-	508
Other income	480	-	-	480
Total income	13,342	-	571	13,913
Expenditure				
<i>Costs of raising funds</i>				
Trading activities	404	-	-	404
Fundraising activities and events	2,363	-	7	2,370
Investment management costs	39	-	-	39
<i>Expenditure on charitable activities</i>				
Aircraft and base costs	5,377	-	238	5,615
Patient care and support	2,106	-	132	2,238
Total expenditure	10,289	-	377	10,666
Net gain/(loss) on investments	2,475	-	-	2,475
Net income and net movement in funds for the year	5,528	-	194	5,722
Transfers between funds	(9,941)	10,016	(75)	-
Net Movement in funds	(4,413)	10,016	119	5,722
Reconciliation of funds				
Total funds brought forward	21,674	15,952	51	37,677
Total funds carried forward	17,261	25,968	170	43,399

NOTES TO THE FINANCIAL STATEMENTS

10. Analysis of staff costs, and the cost of key management personnel

	2022	2021
	£'000	£'000
Salaries and wages	1,520	1,184
Social security costs	151	106
Employer's costs of defined contribution pension scheme	42	38
Employer's costs of defined benefit pension scheme	44	34
	1,757	1,362

Pension costs are allocated to activities in proportion to the related staffing costs incurred and are wholly charged to unrestricted funds. During the year closed and open directions were received for the NHS Pension scheme. The open direction has allowed staff to be enrolled into the scheme if within the period of twelve months preceding the commencement of employment, they were in an employment in which they were entitled to participate. At 31 March 2022 there were six (2021: five) members of staff who are members of the NHS Pension scheme, which is a defined benefit scheme. Contribution rates are set by the pension scheme. It is not possible to identify the Charity's share of the underlying assets or liabilities within the scheme.

The Charity offers all other employees the opportunity to join a defined contribution pension scheme. From March 2016 staff are auto enrolled, but each individual can subsequently choose to opt out, in accordance with the legislation. The Charity matches employee contributions to a maximum level which has been set and reviewed by the Trustees. In addition, the Charity maintains death in service insurance cover for staff.

The number of employees receiving remuneration in excess of £60,000 for the period was as follows:

	2022	2021
	£'000	£'000
£60,000 - £70,000	1	-
£70,000 - £80,000	-	1
£90,000 - £100,000	2	-
£110,000 - £120,000	-	1
£130,000 - £140,000	1	-
	4	2

Contributions made in year to pension schemes for higher paid employees amounted to £33,027 (2021: £19,809).

The key management personnel comprise the Chief Executive Officer, Chief Operating Officer, Finance Director and Registered Manager, (2021: Chief Executive Officer, Chief Operating Officer and Finance Director). The total employee benefits of the key management personnel for the year were £458,057 (2021: £352,442).

During the year there were no (2021: six) termination payments made which amounted to £nil (2021: £20,977).

NOTES TO THE FINANCIAL STATEMENTS

10. Analysis of staff costs, and the cost of key management personnel continued

The holiday year-end is coterminous with the financial year-end. Staff can carry forward up to five days, in exceptional circumstances, approved by the Senior Leadership Team. Therefore, a provision of £5,166 (2021: £23,139) has been made in the accounts.

11. Trustee remuneration and expenses

The Charity Trustees were neither paid nor received any benefits from employment with the Charity or its subsidiary in the year (2021: £nil). Expenses amounting to £160 (2021: £nil) were reimbursed to 1 (2021: 0) trustee during the year. No charity Trustees received payment for professional or other services supplied to the Charity (2021: £nil).

The Charity holds trustees and directors Indemnity insurance cover of £1,000,000 (2021: £1,000,000), but the cost is not separable from the total cost of insurance.

12. Staff numbers

The average monthly numbers of employees (including casual and part-time staff) during the year were as follows:

	2022	2021
	Number	Number
Fundraising	18	20
Logistics	4	4
Administration and HR	6	6
Finance	5	4
Clinical	3	-
Trading	17	17
Average head count	53	51

NOTES TO THE FINANCIAL STATEMENTS

13. Tangible fixed assets

Consolidated

	Aircraft	Land & Buildings	Equipment & Fittings	Computers	Vehicles	Assets in the course of construction	Total
	£'000	£'000	£'000	£'000	£'000	£'000	£'000
Cost:							
As at 1 April 2021	10,938	793	807	101	451	1,401	14,491
Additions	-	-	9	26	85	2,299	2,419
Reclassification	-	-	153	-	-	(153)	-
As at 31 March 2022	10,938	793	969	127	536	3,547	16,910
Depreciation:							
As at 1 April 2021	2,631	768	657	54	342	-	4,452
Charge for the year	545	12	120	14	43	-	734
As at 31 March 2022	3,176	780	777	68	385	-	5,186
Net Book Value							
At 1 April 2021	8,307	25	150	47	109	1,401	10,039
At 31 March 2022	7,762	13	192	59	151	3,547	11,724

REPORT OF THE TRUSTEES
For the year ended 31 March 2022

13. Tangible fixed assets continued

Charity

	Aircraft	Land & Buildings	Equipment & Fittings	Computers	Vehicles	Assets in the course of construction	Total
	£'000	£'000	£'000	£'000	£'000	£'000	£'000
Cost:							
As at 1 April 2021	10,938	793	744	78	451	1,401	14,405
Additions	-	-	2	18	85	2,299	2,404
Reclassification	-	-	153	-	-	(153)	-
As at 31 March 2022	10,938	793	899	96	536	3,547	16,809
Depreciation:							
As at 1 April 2021	2,630	768	604	47	341	-	4,390
Charge for the year	546	12	111	9	44	-	722
As at 31 March 2022	3,176	780	715	56	385	-	5,112
Net Book Value							
At 1 April 2021	8,308	25	140	31	110	1,401	10,015
At 31 March 2022	7,762	13	184	40	151	3,547	11,697

14. Intangible assets

Consolidated

	Software £'000	Total £'000
Cost:		
As at 1 April 2021 and 31 March 2022	31	31
Amortisation:		
As at 1 April 2021	30	30
Charge for the year	1	1
As at 31 March 2022	-	-
Net Book Value		
At 1 April 2021	1	1
At 31 March 2022	-	-

REPORT OF THE TRUSTEES
For the year ended 31 March 2022

14. Intangible assets continued

Charity

	Software £'000	Total £'000
Cost:		
As at 1 April 2021 and 31 March 2022	26	26
Amortisation:		
As at 1 April 2021	25	25
Charge for the year	1	1
As at 31 March 2022	26	26
Net Book Value		
At 1 April 2021	1	1
At 31 March 2022	-	-

15. Investments (Group and Charity)

The Charity's investment policy is outlined within the Trustee's report and is reviewed annually. The investments held at year-end were:

	2022 £'000	2021 £'000
Market value at 1 April	15,019	12,199
Income on investments reinvested	429	385
Less investment management costs	(46)	(40)
Net gain on revaluation	517	2,475
Market value at 31 March	15,919	15,019
Historical cost at period end	12,958	12,601
Increase in the value of investments	900	2,820

REPORT OF THE TRUSTEES
For the year ended 31 March 2022

15. Investments continued

In addition to the above managed investment the Charity holds the following investment in subsidiary undertakings.

	2022	2021
	£	£
Midlands Air Ambulance Trading Limited	1	1

The investment represents a 100% holding of the issued share capital of Midlands Air Ambulance Trading Limited, a subsidiary undertaking which was incorporated on 17 October 2012 and commenced to trade on 7 December 2012.

16. Debtors

	Group		Charity	
	2022	2021	2022	2021
	£'000	£'000	£'000	£'000
Trade debtors	1	3	-	-
Prepayments	495	424	472	412
Accrued income	699	913	699	913
Amount due from subsidiary	-	-	142	227
VAT recoverable	88	191	77	184
Other debtors	11	11	2	2
	1,294	1,542	1,392	1,738

Amounts due to the Charity from the subsidiary include an agreed loan, which at 31st March 2022 showed amounts due within one year £38,000 (2021: £38,000) and amounts due in more than one year of £76,000 (2021: £114,000).

17. Creditors: amounts falling due within one year

	Group		Charity	
	2022	2021	2022	2021
	£'000	£'000	£'000	£'000
Trade creditors	1,265	912	1,223	901
Accruals	310	352	279	338
Other creditors	37	26	28	26
Taxation and social security costs	78	21	78	12
	1,690	1,311	1,608	1,277

REPORT OF THE TRUSTEES
For the year ended 31 March 2022

18. Commitments under operating leases

At 31st March Group companies had commitments under operating leases set out below. In accordance with FRS 102 these are stated at the minimum lease payments.

	Land & Buildings £'000	Helicopters £'000	2022 £'000	2021 £'000
Within one year	69	2,901	2,970	2,982
Within two to five years	53	-	53	34
	122	2,901	3,023	3,016

19. Reserves

Consolidated - Current Year

	Balance 1 April 2021 £'000	Incoming Resources £'000	Outgoing Resources £'000	Transfers/ Gains and Losses £'000	Balance 31 March 2022 £'000
Restricted reserves					
County Air Ambulance Trust	162	-	-	(47)	115
Home Office	5	-	-	-	5
Birmingham City Council	2	-	-	-	2
The Hospital Saturday Fund	1	-	-	-	1
Arts Council	-	12	(12)	-	-
Secretary of State for Health and Social Care	-	936	-	(936)	-
County Air Ambulance	-	1,000	-	(1,000)	-
Denise Coates Foundation	-	1,090	-	(1,090)	-
Rowlands Trust	-	25	-	(25)	-
Henry Surtees Foundation	-	10	-	(10)	-
Wynn Foundation	-	3	-	(3)	-
Anonymous Trust	-	3	-	(3)	-
The Batchworth Trust	-	5	-	(5)	-
Lillian Farmer	-	80	-	(80)	-
Ricky Latham	-	1	-	(1)	-
Aico	-	11	-	(11)	-
M6 Toll	-	11	-	(11)	-
Ibstock Brick	-	8	-	(8)	-
David Collins	-	10	-	(10)	-
	170	3,205	(12)	(3,240)	123
Designated reserves					
Fixed asset fund	13,090	-	-	273	13,363
Aircraft development	1,500	-	-	-	1,500
Capital Project fund	10,878	-	-	1,048	11,926
Clinical Costs fund	500	-	(88)	1,759	2,171
	25,968	-	(88)	3,080	28,960
Unrestricted reserves					
Expenditure fund	10,300	-	-	9,514	19,814
Development plan	1,500	-	-	-	1,500
General fund	5,461	14,836	(11,084)	(8,837)	376
	17,261	15,353	(11,084)	677	21,690
Total reserves	43,399	18,041	(11,184)	517	50,773

REPORT OF THE TRUSTEES
For the year ended 31 March 2022

19. Reserves continued

Consolidated - Prior Year

	Balance 1 April 2020 £'000	Incoming Resources £'000	Outgoing Resources £'000	Transfers/ Gains and Losses £'000	Balance 31 March 2021 £'000
Restricted reserves					
County Air Ambulance Trust	36	457	(256)	(75)	162
Home Office	5	-	-	-	5
Birmingham City Council	9	-	(7)	-	2
The Hospital Saturday Fund	1	-	-	-	1
Kildare Charitable Trust	-	100	(100)	-	-
Lions Club International	-	14	(14)	-	-
	51	571	(377)	(75)	170
Designated reserves					
Fixed asset fund	12,916	-	-	174	13,090
Aircraft development	1,500	-	-	-	1,500
Capital Project fund	1,536	-	-	9,342	10,878
Clinical Review fund	-	-	-	500	500
	15,952	-	-	10,016	25,968
Unrestricted reserves					
Expenditure fund	10,135	-	-	165	10,300
Development plan	1,500	-	-	-	1,500
General fund	10,039	13,342	(10,289)	(7,631)	5,461
	21,674	13,342	(10,289)	(7,466)	17,261
Total reserves	37,677	13,913	(10,666)	2,475	43,399

REPORT OF THE TRUSTEES
For the year ended 31 March 2022

19. Reserves continued

Charity - Current Year

	Balance 1 April 2021 £'000	Incoming Resources £'000	Outgoing Resources £'000	Transfers/ Gains and Losses £'000	Balance 31 March 2022 £'000
Restricted reserves					
County Air Ambulance Trust	162	-	-	(47)	115
Home Office	5	-	-	-	5
Birmingham City Council	2	-	-	-	2
The Hospital Saturday Fund	1	-	-	-	1
Arts Council	-	12	(12)	-	-
Secretary of State for Health and Social Care	-	936	-	(936)	-
County Air Ambulance	-	1,000	-	(1,000)	-
Denise Coates Foundation	-	1,090	-	(1,090)	-
Rowlands Trust	-	25	-	(25)	-
Henry Surtees Foundation	-	10	-	(10)	-
Wynn Foundation	-	3	-	(3)	-
Anonymous Trust	-	3	-	(3)	-
The Batchworth Trust	-	5	-	(5)	-
Lillian Farmer	-	80	-	(80)	-
Ricky Latham	-	1	-	(1)	-
Aico	-	11	-	(11)	-
M6 Toll	-	11	-	(11)	-
Ibstock Brick	-	8	-	(8)	-
David Collins	-	10	-	(10)	-
	170	3,205	(12)	(3,240)	123
Designated reserves					
Fixed asset fund	13,090	-	-	273	13,363
Aircraft development	1,500	-	-	-	1,500
Capital Project fund	10,878	-	-	1,048	11,926
Clinical Costs fund	500	-	(88)	1,759	2,171
	25,968	-	(88)	3,080	28,960
Unrestricted reserves					
Expenditure fund	10,300	-	-	9,514	19,814
Development plan	1,500	-	-	-	1,500
General fund	5,475	14,138	(10,499)	(8,837)	277
	17,275	14,138	(10,499)	677	21,591
Total reserves	43,413	17,343	(10,599)	517	50,674

REPORT OF THE TRUSTEES
For the year ended 31 March 2022

19. Reserves continued

Charity - Prior Year

	Balance 1 April 2020 £'000	Incoming Resources £'000	Outgoing Resources £'000	Transfers/ Gains and Losses £'000	Balance 31 March 2021 £'000
Restricted reserves					
County Air Ambulance Trust	36	457	(256)	(75)	162
Home Office	5	-	-	-	5
Birmingham City Council	9	-	(7)	-	2
The Hospital Saturday Fund	1	-	-	-	1
Kildare Charitable Trust	-	100	(100)	-	-
Lions Club International	-	14	(14)	-	-
	51	571	(377)	(75)	170
Designated reserves					
Fixed asset fund	12,916	-	-	174	13,090
Aircraft development	1,500	-	-	-	1,500
Capital Project fund	1,536	-	-	9,342	10,878
Clinical Review fund	-	-	-	500	500
	15,952	-	-	10,016	25,968
Unrestricted reserves					
Expenditure fund	10,135	-	-	165	10,300
Development plan	1,500	-	-	-	1,500
General fund	10,061	12,932	(9,887)	(7,631)	5,475
	21,696	12,932	(9,887)	(7,466)	17,275
Total reserves	37,699	13,503	(10,264)	2,475	43,413

REPORT OF THE TRUSTEES
For the year ended 31 March 2022

19. Reserves continued

Restricted funds

The Charity is grateful for the support of the following organisations for their support for the purchase or development of important projects:

Grant Fund	Purpose
County Air Ambulance Trust	Purchase crew uniforms, clinical equipment, hangar adaptations and critical care car.
Home Office	Undertake external bleed control training
Birmingham City Council	Purchase bleed control kits
The Hospital Saturday Fund	Purchase of equipment to facilitate CPR training for the general public
Arts Council	To fund events held during the thirtieth anniversary of the charity
Secretary of State for Health and Social Care	Grant funding for the capital build of the new airbase and headquarters. This is the final year of funding for which the total given was £1,266,022
County Air Ambulance	Grant funding towards the capital build of the new airbase and headquarters
Denise Coates Foundation	Funding towards the capital build of the new airbase and headquarters
Rowlands Trust	Funding towards the capital build of the new airbase and headquarters
Henry Surtees Foundation	Funding towards the capital build of the new airbase and headquarters
Wynn Foundation	Funding towards the capital build of the new airbase and headquarters
Anonymous Trust	Funding towards the capital build of the new airbase and headquarters
The Batchworth Trust	Funding towards the capital build of the new airbase and headquarters
Lillian Farmer	Legacy towards the capital build of the new airbase and headquarters
Ricky Latham	Donation towards the capital build of the new airbase and headquarters
Aico	Donation towards the capital build of the new airbase and headquarters
M6 Toll	Donation towards the capital build of the new airbase and headquarters
Ibstock Brick	Donation towards the capital build of the new airbase and headquarters
David Collins	Donation towards the capital build of the new airbase and headquarters

REPORT OF THE TRUSTEES
For the year ended 31 March 2022

19. Reserves continued

All the funds are restricted to the purpose for which they were given. Where costs have been capitalised, the balance is transferred to unrestricted reserves once the grant has been spent.

Designated funds

The fixed asset fund is set aside to cover the cost of fixed assets used by the Charity for charitable purposes.

Funds have been set aside for the development of our owned aircraft G-OMAA, and G-RMAA in order to ensure these aircraft remain fit for purpose throughout their useful lives. Expenditure in this regard is not time limited.

A capital project fund has been set aside for the capital build of a new Airbase and Headquarters building at Neachley Lane, Cosford.

Trustees have set aside a clinical costs fund to cover the future increased costs of the clinical service.

20. Analysis of net asset by fund

Current Year	Restricted Funds £'000	Designated Funds £'000	Unrestricted Funds £'000	2022 Total £'000
Tangible and intangible fixed assets	47	11,677	-	11,724
Investments	-	-	15,919	15,919
Cash at bank and in hand	76	17,283	6,125	23,484
Other net current (liabilities)/assets	-	-	(354)	(354)
Total	123	28,960	21,690	50,773

Prior Year	Restricted Funds £'000	Designated Funds £'000	Unrestricted Funds £'000	2021 Total £'000
Tangible and intangible fixed assets	75	9,965	-	10,040
Investments	-	-	15,019	15,019
Cash at bank and in hand	95	16,003	1,977	18,075
Other net current (liabilities)/assets	-	-	265	265
Total	170	25,968	17,261	43,399

REPORT OF THE TRUSTEES
For the year ended 31 March 2022

21. Financial instruments

	2022	2021
	£'000	£'000
Financial assets		
Financial assets measured at fair value through profit or loss	39,402	33,093
Financial assets that are debt instruments measured at amortised cost	13	15
	39,415	33,108
Financial liabilities		
Financial liabilities measured at amortised cost	1,784	1,428
	1,784	1,428

21. Financial instruments (continued)

Financial assets measured at fair value through profit or loss comprise of investments, cash at bank and in hand, and short-term deposits.

Financial assets measured at amortised cost comprise trade debtors, and other debtors.

Financial liabilities measured at amortised cost comprise trade creditors, and other creditors.

22. Related party transactions

Transactions occurred during the year between the Charity and trading company. For the Charity the income was £335,000 (2021: £60,000) and expenditure was £287,668 (2021: £121,500). Money owed to the Charity from the trading company was £27,990 (2021: £75,321).

No trustee or other person related to the Charity had any personal interest in any contract or transaction entered into by the Charity during the period.

During the period none of the Trustees, or members of the key management staff, or parties related to them, has undertaken any material transactions with any related parties.

23. Capital Commitments

At 31 March 2022 there were capital commitments of £7,297,031 (2021: £nil)

MIDLANDS AIR AMBULANCE CHARITY

England & Wales - Charity number 1143118

Accounts



MIDLANDS AIR AMBULANCE CHARITY

ANNUAL REPORT AND CONSOLIDATED FINANCIAL STATEMENTS

YEAR ENDED 31ST MARCH 2021

Charity Number 1143118
Company Number 07683841





Charity and Company Registration	
Midlands Air Ambulance Charity (parent charity)	Registered Office: Hawthorn House, Dudley Road, Stourbridge, DY9 8BQ
Registered Charity Number (Charity Commission): 1143118 Registered Company Number (Private company limited by guarantee, Companies House): 07683841	
Midlands Air Ambulance Trading Ltd (trading subsidiary)	
Registered Company Number (Private Limited Company, Companies House): 08256466	

Our advisers		
Auditor	Mazars LLP	First Floor, Two Chamberlain Square, Birmingham, B3 3AX
Bankers	Barclays Bank plc	Queen Square, Wolverhampton, WV1 1DS
Company secretary	Ruth Latham, Walls James Chappell (Resigned 30/11/2020) Nicola Rees, MAAC Head of Governance, Compliance and Risk (Appointed 30/11/2020)	15-23 Hagley Road, Stourbridge, DY8 1QW Hawthorn House, Dudley Road, Stourbridge, DY9 8BQ
Solicitors	Withers LLP	16 Old Bailey, London, EC4M 7EG
Investment advisers	AFH Group	Buntsford Drive, Bromsgrove, B60 4JE



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CHAIR'S REPORT



It has been a great privilege to chair the Board since 2018, but without question the past 12 months have been some of the most difficult in the charity's history.

As the country went into a national lockdown directly before the start of this financial year, it was hard to predict what would happen. Thankfully, with a proactive team, the Charity was able to carry out its administrative activity at home, implementing agile working for much of the non-clinical personnel to ensure that our lifesaving service continued across the Midlands region.

Our talented and devoted clinical and operational teams worked tirelessly throughout the pandemic, treating critically ill and injured patients as well as supporting the NHS Covid-19 efforts on the frontline. Their work has been relentless, and operations have seen the introduction of new, necessary hygiene measures to ensure infection control.

Most of our community-based fundraising activities and events had to be cancelled and the team worked hard to adapt to this new working environment. They introduced innovative virtual events and communications to ensure we continued to raise vital funds and remained operational. Our online bucket collection and promotion of our regular donation scheme and Lifesaving Lottery have certainly helped us continue to treat patients in need every day.

In line with the Charity's dedication to continuous improvement, I would like to commend the organisation, which has not only retained 'Investors in People' accreditation, but it moved from Bronze to Silver - which only 15 per cent of participants achieve. The accrediting body also highlighted the significant community outreach undertaken by the organisation, specifically our health and disease education programmes.

Over the last 12-months, two new Trustees joined our Board, following the departure of Robert Fulton and Nick Whale who were long serving contributors - I would like to thank them both their dedication over the years. I would also like to formally welcome Neal Hooper and Vivienne McVey, who are committed to ensuring the organisation remains at the forefront of pre-hospital emergency medical care, in line with our vision to save lives by saving time.

As we enter our 30th year of operations, I would like to thank all those individuals, community groups, schools, grants and trusts and businesses that have supported the Midlands Air Ambulance. Looking to the future, I am proud of our exciting plans, which are designed to provide long-standing benefit across our six-county operating area.

Roger Pemberton
Chairman of the Board of Trustees



GROUP TRUSTEE REPORT For the year ended 31 March 2021

CHIEF EXECUTIVE'S REPORT



Unequivocally, the last 12 months have been one of the most challenging years for us all, bringing great change to the way we both live and work. However, despite this, Midlands Air Ambulance Charity has been able to continue work on future-proofing its lifesaving service.

Our team of fundraisers worked hard to raise vital funds for missions. This coupled with our loyal supporter base, is reflected in our end of year position (*more details can be found on page 15 and 21*). Despite this positive position, we are pragmatic and understand that communities and businesses across the Midlands will feel the economic impact of the pandemic for some time to come, therefore we remain cautiously optimistic about the future.

During 2020/21, our team of advanced pre-hospital emergency medicine doctors and critical care paramedics attended almost 4,500 patients by both air and by land. During this period, we reached a milestone of 63,000 air ambulance-led missions since our inception 30 years ago.

Looking to the future, and focusing on our commitment to continuous innovation, we are dedicated to tackling the following challenges:

- We are seeing increased demand for our services across the region, and we expect this trend to continue to rise in line with the Midlands growing population base.
- Coupled with demand trends, the accidents and incidents attended by our clinical team are becoming increasingly complex, meaning our pre-hospital emergency care service is needed more than ever.
- However, our existing facilities are currently insufficient and do not provide appropriate space for training and the clinical teams welfare needs. Looking to the future, it is critical to provide the optimum environment for learning development, in line with our values.

To ensure that we have the capabilities to continue our clinical care for another 30 years and beyond, I am delighted that we have started construction on our new purpose-built airbase and charity headquarters which will be located in Cosford, on the Shropshire / Staffordshire border, and will complement our existing operational network and enhance our service provision across the Midlands. The new facility will help to fulfil our strategic vision to become a centre of training excellence, enabling our clinicians to continue to provide the best possible outcomes for those unfortunate enough to have a major trauma or medical incident.

Midlands Air Ambulance Charity will continue to ensure our service remains at the forefront of clinical excellence, as well as focusing on enhancing our delivery model to support with the provision of specialist care to those who need it most in their absolute hour of need.

Hanna Sebright
Chief Executive

GROUP TRUSTEE REPORT For the year ended 31 March 2021

SURVIVOR CASE STUDY - Henry's story



On Thursday 2nd April 2020, three weeks into the first national lockdown, 14-year-old Henry Carpenter, was working on his family's farm. A freak accident left him in vital need of advanced pre-hospital emergency care on scene and urgent transit by air to Birmingham Children's Hospital.

The Midlands Air Ambulance Charity's lifesaving service was despatched by both air and land to Henry, from Clifton-on-Teme in Worcestershire, who was run over by a tractor during the lambing season.

After arriving on scene, the crew started treating Henry for his injuries, which included a fractured pelvis and dislocated hip. Henry had also torn blood vessels in his hip as he had attempted to free himself.

Critical care paramedic for MAAC, Karen Baker, who tended to Henry, said: *"We found Henry in a very poorly condition. He had life threatening injuries, especially as a broken pelvis can lead to a catastrophic internal bleed. He was in terrible pain and this would be difficult for an adult to cope with, but for a child it's even more distressing."*

After a week in hospital, Henry was discharged to continue his recovery at home, but despite making good progress, Henry was not able to receive physio treatment due to Covid restrictions and is still awaiting a hip replacement operation, so is in considerable pain. However, Henry is a determined inspirational young man, who has shown much courage and has become a superstar fundraiser for the Charity.

The clinical team who treated Henry are so heartened by his approach to life in the face of adversity. Many say that he is an inspiration for them to continue their daily lifesaving work, which can be demanding both physically and mentally. Karen concluded: *"Henry's commitment to his challenge, no matter how hard, has given everyone a real heart-warming boost at the Charity after what has been an extremely difficult year."*

Help make our next mission possible!

If you would like to become a supporter of Midlands Air Ambulance Charity either by donating, volunteering, or running an event to raise funds we would love to hear from you:

Contact us:

Web - midlandsairambulance.com

Call - 0800 8 40 20 40

Email - info@midlandsairambulance.com

Support us online:

Facebook - Midlands Air Ambulance Charity

Twitter - @MAA_Charity

Instagram - @maa_charity

GROUP TRUSTEE REPORT For the year ended 31 March 2021

TRUSTEE REPORT, INCORPORATING STRATEGIC REPORT:

Midlands Air Ambulance Charity - In brief

Midlands Air Ambulance Charity (MAAC) is responsible for delivering a regional pre-hospital emergency service across six counties. We serve a diverse and growing population across the communities of Gloucestershire, Herefordshire, Shropshire, Staffordshire, the West Midlands and Worcestershire. Our operations constitute the largest operating region in England, making us one of the busiest air ambulances.

Our service enables patients to receive vitally important hospital-level critical care in situ, before being conveyed to the most appropriate hospital or major trauma centre for their individual needs, giving them the best possible chance of survival and recovery. Operations are delivered between 7am – 9pm, 14 hours per day, 365 days a year. 100 per cent of our service area benefits from a transit time of less than 15 minutes by air.

Our service is provided by a team of highly skilled clinical practitioners, including both doctors and critical care paramedics. The teams administer out-of-hospital advanced clinical interventions and medicines via three Airbus helicopters - a H145 and two EC135. Additionally, our helicopter-led service is complemented by an 'over land' fleet of Rapid Response Vehicles and specialist Critical Care Cars.

Whilst we provide innovative pre-hospital treatment to critically ill and injured patients across the region, as a charity, we do not receive any Government or NHS Charities Together funding for our daily missions. We are the people's air ambulance, as we rely on the generous support of the public and local businesses to raise the £10 million needed each year to remain operational.

During the last seven years demand for our service has increased by 178 per cent - a trend that is forecast to increase annually. In 2020/21, our paramedics and doctors treated an average of 12 patients every day, bringing time critical hospital-level care to the incident scene, giving them the best possible chance of recovery and survival.

As we head into the Charity's 30th year of operations, we are committed to developing and futureproofing our service with the creation of a new medical facility, which will provide a training centre of excellence for pre-hospital emergency care. To find out more, refer to the future plans section on page 16.



GROUP TRUSTEE REPORT For the year ended 31 March 2021

Delivering public benefit

Our charitable activities focus on providing lifesaving pre-hospital emergency medicine across an operating region of 5,200sqm geography. We benefit the lives of six million people across all age groups, supporting diverse communities across a six-county area, comprising of rural and urban conurbations.

Essentially, we are here to provide patient care for occasions where advanced pre-hospital clinical skills are needed outside of the hospital environment - whether that be a road traffic accident; an individual who has had a heart-attack or fall at home; or a trauma incident in an isolated rural area.

The Charity's clinicians bring hospital-level procedures and medicines to the patient at the scene. These include sedative techniques and anaesthesia, plus interventions such as amputations and intubation, which enables the doctors and critical care paramedics to take over a patient's breathing and stabilise their condition, giving them the best possible chance of survival and recovery.

Alongside our core lifesaving service, the Charity is committed to enhancing the lives of local people and businesses, via the provision of outreach programmes. Activity has involved health education and disease infection control training. For example, delivery of CPR training and our bleed control kit network. This activity has benefited adults as well as young people, via our popular education programmes called 'Sky Champs' and 'Mission Support Training'.





Our Vision, Mission and Values

Mission

To provide patients with outstanding pre-hospital care and life saving intervention through the operation of helicopter led emergency medical services.

Through the provision of a regional helicopter led emergency medical service (“HEMS”) network, our mission is two-fold (i) to save lives and (ii) to improve survivors’ quality of life. We are committed to evolving our service, with all developments being aligned to changing patient need.

Vision

Saving lives by saving time, today, tomorrow and in the future.

Focusing on a ‘one team culture’, our Board provides strong leadership and direction, supporting staff strategically to ensure efficient and effective tactical deployment relating to both clinical and non-clinical business areas.

Robust financial management, including the ability to demonstrate sustainable income generation activity alongside the appropriate use of funds, is key for ensuring organisational resilience. We utilise financial, operational and clinical data, to ensure the best use of charitable funds and we will continue to develop the service based on evidence-led patient outcome data.

We will remain innovative and proactive and adapt to wider changing environments that directly impact our core purpose. Whilst our focus is on our helicopter-led service, central to our mission is the delivery of pre-hospital care; as such we have diversified our operations to deliver this via air and land.

Values

Receptive	We are open to new ideas and ways of working across our clinical and charity operations, providing total transparency to all stakeholders.
Respectful	We are a community-based organisation with a ‘one team’ culture that embraces and encourages honesty .
Responsible	We aim to create the best possible future for everyone and strive to place sustainability at the heart of everything we do.
Relevant	We define success as continuous improvement and aim for excellence in our life-saving services and community projects.
Recognition	We value our relationships - with staff, supporters and the wider communities we serve - working together to achieve the best possible patient outcome.



GROUP TRUSTEE REPORT
For the year ended 31 March 2021

Strategic Overview

Midlands Air Ambulance Charity has been in operation since 1991, and has now responded to over 63,000 missions, making it one of the UK's longest established and busiest air ambulances.

We continue to invest in our operations and activities, in line with annual increase in demand for our helicopter-led pre-hospital service. Please refer to page 12 to find performance data relating to our air operations and critical care car missions.

Each year we set a business plan for the forthcoming financial year, as approved by the Board of Trustees. Performance against the business plan is monitored by the Senior Leader Team and reported to the Board of Trustees at each Board meeting.

Despite the challenges brought about by the pandemic, the organisation has made much progress against the key objectives contained with the 2020/2021 business plan, which are summarised below:

Objectives	Performance
<p>To complete a full review of our clinical operational model and to continue to develop our patient care.</p>	<ul style="list-style-type: none"> ✓ Approval of the development of a facility that will future proof operations via the provision of new Headquarters, airbase and centre of clinical training excellence. ✓ Model reviewed and new independent clinical provision identified for implementation during FY2021/22. ✓ Identified opportunities to enhance the care provided to patients. Examples include (i) Lucas devices - a mechanical chest compression device that helps lifesaving teams around the world deliver high-quality, consistent chest compressions to sudden cardiac arrest patients and (ii) portable high-performance blood and IV fluid warmers to enable blood transfusions.
<p>To implement a MAAC social impact that puts the development, health and well-being of our people, including aircrew and staff as well as the wider community of volunteers, corporate partners, donors and supporters at the heart of everything we deliver.</p>	<ul style="list-style-type: none"> ✓ An organisation is only as good as its people, as such continuous professional development is a central theme. 100% of staff, across both the clinical and non-clinical teams, undertook training activity, ranging from online courses to formal qualifications alongside participation in coaching and mentoring programmes. ✓ Volunteers are key to the Charity's success and during COVID-19, many turned to home-based support tactics. This ranged from hosting virtual talks/presentations; helping us raise money via virtual bucket collections and profiling the Charity within their online network. ✓ The Charity worked hard to support its vulnerable volunteers by undertaking welfare calls and checks, triaging issues with other community partners and providing those that needed help with essential food or medical supplies.

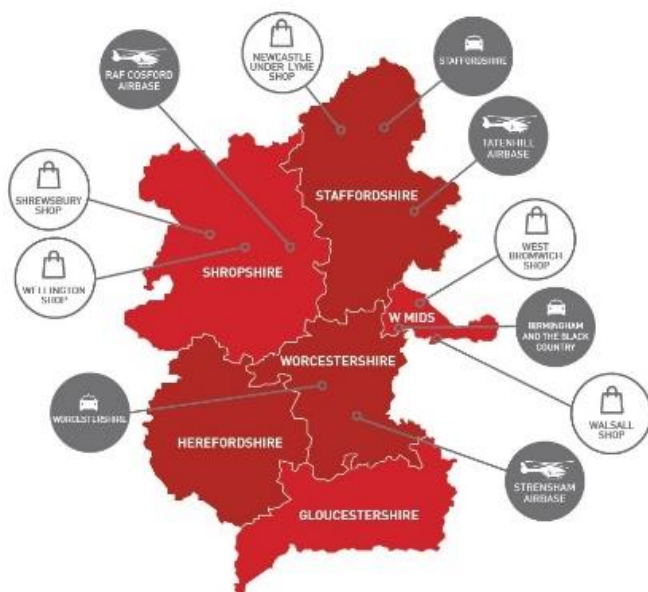


GROUP TRUSTEE REPORT
For the year ended 31 March 2021

	<ul style="list-style-type: none"> ✓ Health and well-being – the clinical team have implemented a programme called TRiM, a proactive peer group-led approach to supporting employees who are subject to post traumatic stress. ✓ The Charity has a dedicated health and well-being team who deliver an annual programme of activities as well as the provision of Mental Health First Aiders.
<p>To develop our income streams embracing new technology and resources</p>	<ul style="list-style-type: none"> ✓ The Charity has benefited from a loyal support base and seen committed giving income streams (the lottery and direct debits) holding strong over the last 12 months. Alongside this, the organisation has seen a surge of 90% new online supporters via social media channels. ✓ The online environment has been essential during COVID-19, this will continue as we ease out of lockdown. The value of online donations via the Charity website increased by nearly 50%. Additionally, approximately 40% uplift was provided from third party online sources, such as Just giving, Virgin Money etc.
<p>Ensure compliance in all areas of governance across the organisation.</p>	<ul style="list-style-type: none"> ✓ An internal governance programme has been established to support with compliance, quality, equality and diversity. ✓ CRM system has been implemented, which will support with UK GDPR compliance, whilst also enabling enhanced donor care capabilities. ✓ VAT arrangements have been implemented to ensure compliance and reduce liabilities where possible.
<p>Futureproofing and amplifying the MAAC brand.</p>	<ul style="list-style-type: none"> ✓ As part of implementing the fundraising and marketing strategy, the team has focused on amplifying the Charity brand profile, which has been essential to enable donations and support during the pandemic. ✓ A comprehensive and inclusive year long programme has been established to maximise the Charity's 30th Birthday, which will provide an opportunity to reflect on past achievements, whilst also looking forward to the next 30 years and future aspirations.

GROUP TRUSTEE REPORT For the year ended 31 March 2021

Operational environment



We work in partnership with two Ambulance Service Trusts who play a vital role in reviewing 999 calls, identifying cases where our services can help and tasking our teams with lifesaving missions.

These teams ensure we are dispatched to the most appropriate missions – those where we can make a significant difference. These are notably serious trauma cases or time critical medical emergencies within our operating patch, and cross border when required.

Our health partners include: (i) *West Midlands Ambulance Service NHS Foundation Trust (WMAS)* is our key health partner across Herefordshire, Shropshire, Staffordshire, the West Midlands and Worcestershire. Our clinical staff are provided to us through secondment arrangements with WMAS and (ii) *South Western Ambulance Service NHS Foundation Trust (SWASFT)* tasks us in Gloucestershire region.

Clinical model

Our staff are not only provided with critical care training and helicopter emergency medical services (HEMS) training; they receive and practice up to date training on new procedures and clinical equipment throughout their placement with us. The provision of services we can provide is continuously updating and improving, furthering patient care. Our service is provided utilising WMAS clinical policies and procedures. Our operations are within WMAS' Care Quality Commission registration.

Aviation model

Babcock Mission Critical Services (BMSC) has been an intrinsic part of our operations since 1991. As our aviation partner, they provide our Aircraft Operators Certification (AOC) and the specialist delivery team - the pilots and engineers - promote safety and excellence across everything we do. The Charity currently owns one H145, one E135, and lease a further E135 from BMSC.

Income generation model

The funding for our service is received from individuals, corporate partners and grants. The current economic environment, encompassing austerity, inflation and uncertainty due to Brexit and COVID-19 will put strain on individuals' finances as well as corporations' profitability. Against this backdrop of potential reduced income generation in the future, the costs of operating our services are forecast to increase (i.e., inflation, wage increases, fuel price increases). Furthermore, it is imperative that we evolve and develop our service by purchasing new medical equipment. MAAC will monitor these factors in the forthcoming financial year, as well as its financial position and strength, to ensure it can continue to provide its charitable activities in the short, medium and long-term.



GROUP TRUSTEE REPORT
For the year ended 31 March 2021

Clinical operational performance 2020-21

Analysis of clinical performance - an unprecedented year

During the first wave of the pandemic, as part of our collaborative approach, we joined the regional emergency response team to deliver a coordinated fight against COVID-19. We gave on the ground support to the NHS and West Midlands Ambulance Service (WMAS) by providing our clinical resources and skills.

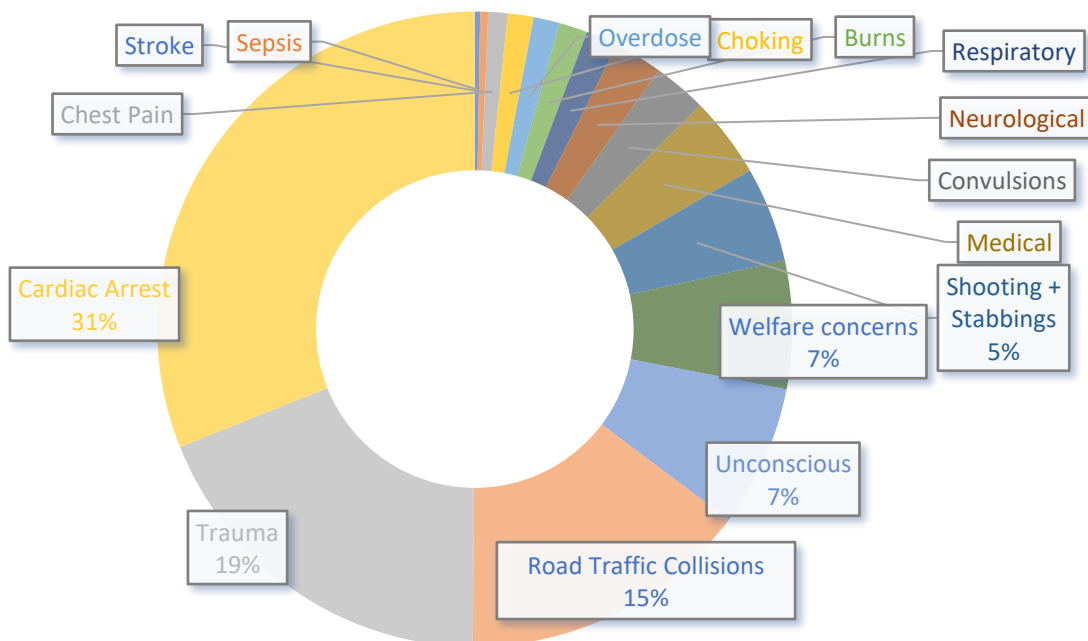
As the nation was told to stay at home during three lockdown periods, demand for our highly skilled clinicians did not falter. Our doctors and critical care paramedics are skilled to provide the very best specialist care in the pre-hospital environment. So, while they did not need to adapt their clinical skillset to meet patients' needs during this pandemic, the team had to quickly incorporate new ways of working. For example, undertaking missions in level three PPE, which includes loud breathing apparatus, making working conditions much more challenging, but these were necessary measures to keep patients safe. Enhanced deep cleaning procedures were introduced in light of the pandemic and have become working practice to protect both patients and staff.

The impact of the pandemic is demonstrated by these figures, with key factors such as the redeployment of clinicians during the first wave and increased operational processes (see above) has impacted on outputs by -8%. The critical care paramedics and pre-hospital emergency medicine doctors undertook an average of 12 incidents daily during the financial year, bringing advanced skillsets, medicine and equipment to the incident scene.

Lifesaving service

Our clinical teams administered advanced clinical interventions and medicines to 4,390 patients across both air and land, via our fleet of helicopter ambulances and critical care cars. The missions attended are shown below.

Mission types by air and land, April 2020 – March 2021



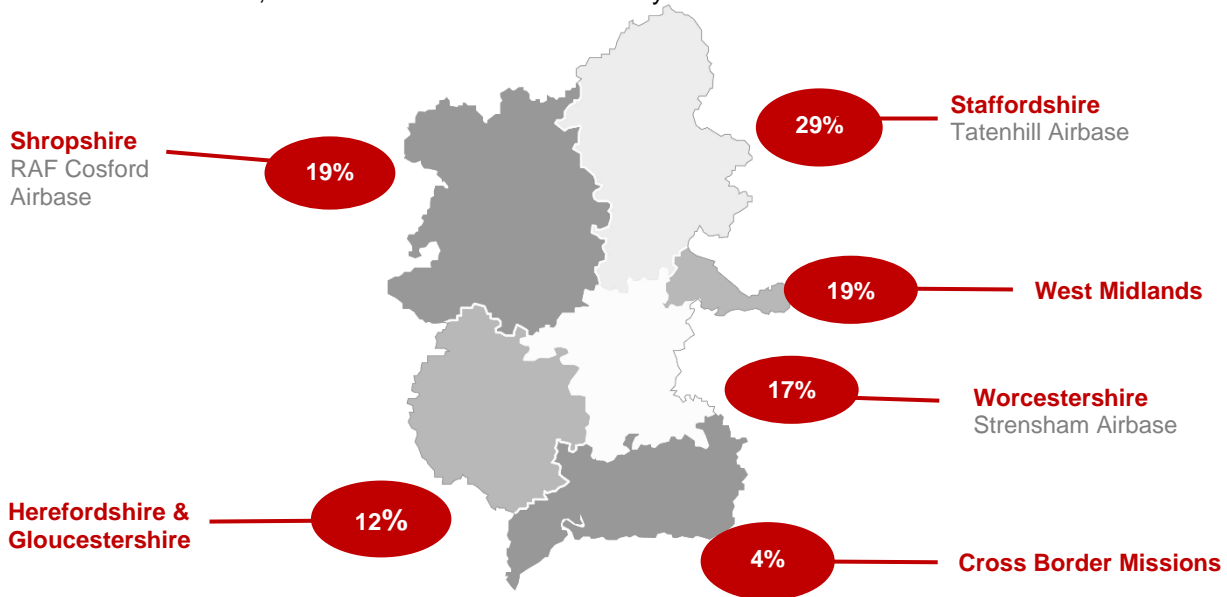


GROUP TRUSTEE REPORT
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Air operations missions

Each of our three aircraft carries a crew of three: a pilot and two specialist paramedics or a single critical care paramedic and flight doctor. The helicopters are fitted with full life-support medical equipment and medicines.

Operating from strategically located regional air bases, the maximum flying time to the most appropriate hospital for a patient's needs is less than 15 minutes. Across our three air bases, advanced critical care clinicians attended 1,859 missions cross the six-county area:



Critical care cars operations

We operate two critical care cars, based in Birmingham and the Black Country and Worcestershire, (a full year costs within the heading 'charitable activity costs' when comparing year on year) with a new car shortly being launched in Staffordshire. The specialist paramedics on-board have the same lifesaving skillset and equipment as those on the helicopters. The vehicles were dispatched to 2,531 medical emergencies such as cardiac arrests, heart attacks, strokes and respiratory issues.





GROUP TRUSTEE REPORT For the year ended 31 March 2021

Raising lifesaving funds

Our Fundraising Standards and Promise

Every year we work hard to raise vital funds for our £10 million lifesaving operations. Our staff, suppliers and volunteers tirelessly work within the six-regions we serve to raise income. Below is a summary of how we work towards achieving this with industry partners:

- We are an active member of *The Chartered Institute of Fundraising*
- We are registered with the *Fundraising Regulator*, which is the independent regulator of charitable fundraising in England, Wales and Northern Ireland who advocate best practice for the sector.
- We strive to ensure that our fundraising adheres to Data Protection legislation as set out by the *Information Commissioners Office*, key Charity Commission guidance and the Code of Fundraising Practice.
- As stated in *Our Donor Promise*, our approach to fundraising is based on the principles of responsibility, transparency and honesty. Please refer to our website for more details - www.midlandsairambulance.com/legal/donor-promise

The following page provide a summary overview of how we raise funds and control costs. In depth details regarding our main income streams are included within note 2 on page 43.

Where appropriate, we work in partnership with reputable professional fundraisers and commercial participators to raise funds - with robust written agreements and monitoring programmes in place, and in line with our Ethical Fundraising Policy.

Important sources of sustainable income, in particular the lottery and committed giving, are delivered in partnership. Arrangements for these are outlined below:

- *Our Lifesaving Lottery* - we are a Gambling Commission licenced operator and a member of the Lotteries Council, adhering to a strict set of codes and conditions of practice, including social responsibility and the protection of vulnerable people. Our Charity's lottery is managed under contract with an external lottery company, Tower Lotteries, who is licensed by the Gambling Commission as an External Lottery Manager.
- *Sustainable regular giving income* - our Charity outsources some telephone fundraising to an external telephone agency, Unity4, which works to The Chartered Institute of Fundraising's Public Fundraising Certification Programme. This activity enables committed giving, such as donations provided via direct debits, which helps the Charity with achieving much needed longer-term financial support.

All canvassers working on our behalf are committed to abiding by the guidelines laid out within Our Canvassing Code of Practice (published on our website).

We work in partnership with a range of commercial participators who generously donate to our Charity while selling their goods or services. For example, donating a percentage of every product sold – all of whom are detailed on our website: www.midlandsairambulance.com/supporterbenefits



GROUP TRUSTEE REPORT For the year ended 31 March 2021

FINANCIAL YEAR 2020/21 – FUNSRAISING PERFORMANCE

Throughout the pandemic the Charity proactively pursued every opportunity to raise funds, during an ever-changing environment where, for long periods, key income sources significantly reduced, and in some cases, temporarily ceased.

Charity shops; person-to-person fundraising activity; and community and corporate events were all adversely affected by the necessary restrictions introduced by the government to contain the virus. Instead, the team executed alternative fundraising methods, focusing largely on online activity.

The impact of COVID-19 was largely felt in the reduction of one-off donations from individuals, community groups and corporate entities, where funding was down by approximately 36%.

Despite these challenges the organisation still achieved over 95% of its income via fundraising tactics, which resulted in an unrestricted surplus before unrealised gains on investments of £3,247,000 - a prospect which seemed remote during many points of the year.

The surplus will help futureproof the Charity. It will support its governance principle of retaining 12-18 months of operating costs, ensuring business continuity of our lifesaving service. Refer to page 23 to find out more regarding our reserves policy.

The favourable end of year position was delivered by proactively focusing on:

- maintaining and growing income from sustainable sources, such as the lottery and direct debits. The Charity is incredibly grateful for committed giving, as it provides certainty, facilitating medium- and long-term planning.
- funding from grant giving bodies and trusts sources. Successes include Local Restriction Support Grants, Air Ambulances UK and other bodies. Grants linked to the pandemic provided approximately £590,000 of additional income.
- effective and efficient legacy administration. This resulted in a large proportion of income being realised in the final quarter, as the external probate process was impacted by the pandemic.

Our results illustrate the value of the Charity within the region and the strength of our lifesaving brand. Coupled with this, it is testament to the resilience of our dedicated workforce, fundraisers and loyal supporters, who have collectively worked hard to raise vital funds for missions. Despite this positive position, we are pragmatic and understand that communities and businesses across the Midlands will feel the economic impact of the pandemic for some time to come, therefore we remain cautiously optimistic about the future and the forthcoming financial year.



GROUP TRUSTEE REPORT For the year ended 31 March 2021

Future plans - 2021 and beyond

As the Charity's strategic plan (2017 to 2022) is in the final year of completion, over the forthcoming financial year the organisation will work collectively to establish a new high level road map to drive forward both clinical and non-clinical operations for the next three to five years.

The key themes within the FY 2021/22 business plan, set out below, have been established to deliver upon the final year of the current strategic plan.

Business plan FY 2021/22

Future proofing

The first theme focuses on two key projects which will build long term organisational resilience and sustainability:

- (i) The Group MAAC/MAATL Strategic Plan - incremental 5-year rolling organisational strategy.
- (ii) Airbase Headquarters (ABHQ) - construction and implementation.

Continuous Improvement

This theme supports with medium and nearer term developments of the organisation. Ensures continuous development across the organisation's clinical and non-clinical service areas to evolve and optimise delivery.

70% of objectives focus on the Charity's clinical provision, with items ranging from strategic development exercises to the implementation of tactical assets. These developments will enhance service provision immediately, improving patient outcomes and mission capabilities.

The remaining 30% are linked to wider business improvement plans and developing processes which will optimise performance and ensure compliance.

Optimising income generation

The third theme centres on income generation of circa. £10 million p.a, across the Group, in order to raise vital funds for core service delivery.

This activity is aligned to the organisation's Fundraising and Marketing Strategy. It focuses on maximising all income generation opportunities, ranging from responding to current turbulent external environmental factors brought about by the ongoing pandemic, alongside developing strategic projects that look beyond the current position into the medium and long-term future.

One-team

The final theme is based on the Group ethos of 'one team' – it centres on 'our people power' – by placing our people at the heart of our organisational development. Focusing on our collective of clinical and non-clinical staff, volunteers and trustees. Activity aims to support people, develop skills and capabilities, whilst recognising the hard work of the team.

GROUP TRUSTEE REPORT For the year ended 31 March 2021

Looking to the future – our new Airbase and Headquarters

As a pre-hospital emergency service, the provision of advanced patient care is at the heart of everything we do, and every strategic decision we make. To help future-proof the service for decades to come, the organisation is developing a purpose-built airbase and charity headquarters on the Shropshire / Staffordshire boarder, which will benefit patients across the whole of the Midlands.

Featured within the Charity's strategic plan, the project started in 2017. Early work involved a site selection process, which reviewed over 500 potential locations, and concluded that Neachley Lane in Cosford, Shropshire, was the preferred site. A full planning application was submitted in late October 2020, following an extensive public consultation programme with local residents and businesses.

Shropshire Council approved the Charity's planning application in late January 2021 via delegated decision. The lead planning officer, Richard Fortune, said: *"There is substantial public benefit from the provision of this service and the case presented amounts to very special circumstances sufficient to justify this proposal."*

As part of the organisation's commitment to continuous improvement, the new facility will feature a state-of-the-art clinical training facilities, complete with simulation suite. This will be fundamental to delivering the advanced training programmes required for our clinicians. This will ensure the critical care team are equipped to treat the increasingly complex patient cases and will enhance our daily lifesaving service.

Construction started on site in spring 2021, the final project is expected to be completed in late 2022. The new facility will complement the Charity's existing air ambulance-led service across the six Midlands counties.





GROUP TRUSTEE REPORT
For the year ended 31 March 2021

Principal risks and uncertainties

The organisation operates a comprehensive risk management process, in order to manage and mitigate risk including:

- MAAC's Risk Register
- Risk Management Policy
- Statement of Internal Control
- Quality Management System
- Risk assessments.

The Charity's Audit and Risk Committee has responsibility for ensuring an effective risk management process is in place, annually reviewing and approving the Risk Management Strategy. Risks are regularly reviewed and managed by the appropriate Committee and / or Trading subsidiary Board, and all significant risks are reported and reviewed at each Board of Trustee meeting where management and mitigation measures are discussed and agreed. During the year MAAC appointed a Head of Governance, Compliance and Risk to further strengthen these processes.

As for many organisations, the principal risks and uncertainties faced by MAAC across the year were due to the impact of the Covid-19 pandemic – which has created significant additional risks and exacerbated the likelihood and impact of existing risks (as described below).

Principle risks across the year

Risk	Action taken
Cancellation of fundraising initiatives (e.g., events, training, canvassing and collections) because of the Covid-19 pandemic, resulting in loss of income, engagement and profile.	<ul style="list-style-type: none"> – Increased emphasis on virtual/ online delivery. – Agile forward event plan that can be adapted between virtual and face-to-face. – Future event delivery plans adapted to ensure social distancing measures are incorporated (based on government advice at the time). – "Futureproofing" within Fundraising and Marketing Strategy.
Significant decline or loss in major revenue streams.	<ul style="list-style-type: none"> – Key income streams (e.g., legacy and regular giving) are monitored regularly and proactively managed. – Diversification of income streams. – Expenditure reduction efforts. – Accessing COVID-19 related funding from Government and other sources.



GROUP TRUSTEE REPORT
For the year ended 31 March 2021

<p>Trading subsidiary unable to cover costs due to insufficient profit, resulting in financial support from the parent charity.</p>	<ul style="list-style-type: none"> - Ongoing work to minimise charity shop costs through negotiating lower rent with landlords; negotiating payment holidays with suppliers; and applying for business-rate relief. - Alternative income sought via grant applications. Wages claimed via the Coronavirus Job Retention Scheme for staff placed on furlough. - Proactive management and review of the trading subsidiary's budget and cash-flow. - Full due diligence with regards to the inter-company loan from the parent charity to trading subsidiary (in line with Charity Commission Coronavirus guidance for the charity sector and support to trading subsidiaries).
<p>Failure to attract, recruit and retain the required number of volunteers, impairing MAAC's ability to provide desired levels of service (e.g., reduced charity shop operations).</p>	<ul style="list-style-type: none"> - Volunteer 'Keeping-in-touch' programme across lockdown to ensure volunteers felt supported, in addition to business-as-usual communications, meetings and recognition events. - Volunteer recruitment plan (including targeting new volunteer segments). - Annual Volunteer Survey and continuous improvement based on feedback. - Investors in Volunteers accreditation. - Alternative volunteer methods being explored e.g., implementing "Virtual Volunteer". - Developing the Volunteer Strategy in line with strategy planning process. - MAAC values embedded across all areas of the organisation.

Due to the mitigating actions taken by the Board of Trustees, Senior Leadership Team, and wider team (staff and volunteers), MAAC has demonstrated great resilience across the year - ensuring service continuity and financial sustainability, including achieving a surplus position, rather than the deficit that many other charities face.

However, with the continued impact of Covid-19 and Brexit, we are very mindful of the ongoing economic uncertainty and income-generation challenges. We continue to work to implement new approaches and strategies to mitigate against these risks and ensure ongoing resilience and sustainability.



GROUP TRUSTEE REPORT For the year ended 31 March 2021

Our people

Staff

We are proud to report that the organisation not only retained its Investors in People accreditation but moved from Bronze to Silver - which only 15 per cent of organisations achieve. The process highlighted that employees of the Charity were overwhelmingly positive, with the assessor's report noting a clear passion, enthusiasm and pride for working for the lifesaving service. The accrediting body also commended the various community outreach programmes that the Charity has undertaken to support with health and disease education.

For 2021/22, our HR function will focus on developing a reward and recognition framework, as well as further enhancing our staff welfare initiative. Several additional staff posts have been identified as required to better enable MAAC to facilitate its core objective, all of which are included within the new financial year's budget. The professional development of staff will continue to be embedded into MAAC's values.

Volunteers

Our family of volunteers are just that, a family, and without them we simply could not operate as they play a pivotal role in helping to raise awareness, and subsequently funding our lifesaving service.

As part of our commitment to community engagement, we hold quarterly meetings, where volunteers have an opportunity to meet other supporters, staff and trustees. Usually this would be in person, however during the pandemic we held virtual meetings, and for those unable to join us online, we had a programme of phone calls and newsletter updates. Vulnerable volunteers were given extra support via a programme of welfare calls and checks, where we triaged issues working with other community partners, providing those that need help with food or medical supplies.

Our annual survey for volunteers, enables feedback from this important group. When asked *'do you feel MAAC cares about and appreciates its volunteers?'* Positive feedback was received - 82% said they *'feel completely, 100% cared about'*, with an additional 12% selecting the second highest option, expressing that they *'feel very cared about'*.

Looking to the new financial year, during 2021/22 we will be dedicated to retaining our Investors in Volunteers quality standard. Alongside this, we are hoping that government guidelines will allow us to offer the full range of volunteer opportunities, outside the virtual volunteering which has taken precedent for the last 12 months, these include:

- working in our charity shops
- speaking at events promoting the Charity's work
- the deployment of our community enabled lit landing sites
- supporting the Charity office staff with expertise and support
- helping to deliver our Charity managed and community events



GROUP TRUSTEE REPORT
For the year ended 31 March 2021

Financial performance review

Our aim each year is to raise sufficient income to cover all expenditure, as well as generate additional monies in order to be able to invest in larger projects for the future, as well as to purchase new medical equipment to support our daily missions.

None of our income streams are guaranteed; we rely on donations from the public, corporate partners and grants from awarding bodies. This position could not be achieved without the fantastic contributions of both funds and time made by our supporters, volunteers and corporate partners. A summary of our income by core stream for the FY 2020-21 is as follows:

Income stream	Description	%
Lottery	Weekly lottery draw, £1 per play	36.2
In memoriam and legacies	Gifts in wills and donations in memory of a loved one	34.8
Donations and fundraising events	Cash donations from public, fundraising events held, including monthly amounts received via direct debit or standing order	12.0
Grants	Restricted and unrestricted funds received from grant making trusts and other bodies	7.4
Other	Other income, including investment income	7.0
Corporate partners	Donations and sponsorship from regional companies	2.2
Charity shops	Income from sale of donated goods through our regional charity shops	0.4
Total		100

The Impact of COVID-19

The pandemic (COVID-19) presented unprecedented challenges across every business sector and it impacted MAAC during the entire financial year. During this period, our key areas of focus included (i) continuity of our clinical service; (ii) maintaining sustainable income sources and (iii) online activity and engagement.

Despite the intense pressure of the situation, and throughout three national lockdowns, our clinical and non-clinical staff continued to work incredibly hard, showing loyalty and commitment. The fundraising teams aimed to extend support with key stakeholder and supporter groups, including our corporate partners and volunteers.

Whilst our strategic work has continued, the major implications for the financial year was two-fold (i) the temporary closure of Midlands Air Ambulance Trading Ltd.'s retail function and (ii) the suspension of all person-to-person community engagement activity. During this time, we accessed both the Job Retention Scheme and Local Restriction Support Grants for the Group.

During 2020/2021 several additional Extraordinary Board and Committee Meetings were held, which



GROUP TRUSTEE REPORT For the year ended 31 March 2021

enabled the Senior Leadership Team (SLT) and Trustees to consider the longer-term impact of COVID-19. Actions to mitigate risk focused on iterative planning processes included monthly evaluation of the risk register, alongside financial reviews, which resulted in agile management and re-forecasting of budgets.

Our investment valuation at the end of the financial year has returned to above pre COVID-19 levels. Due to our strong brand our income throughout the year for both lottery and regular giving continued to hold strong. The work that has been started this year will continue into the financial year 2021/22 and both the Charity and the trading company will emerge as a stronger, more resilient entity to achieve our mission.

Investment powers and policy

The Articles of Association of the Charity provide the Trustees with the power to: 'deposit or invest the Charity's funds in any manner as may be thought fit, but only after obtaining such advice from a financial expert as the Trustees consider necessary and having regard to the sustainability of investments and the need for diversification.' In addition, the Articles support the delegation of the management of investments to a financial expert.

Trustees recognise that they have a duty to protect the Charity's funds and to ensure that investments are balanced and protected. They have put in place an investment policy, which sets the framework in which investments are made and managed within the Charity. In setting the policy, Trustees consider ethical matters and risk.

When investment decisions are made the timing of the planned use for the reserves is considered, and investments are made to ensure that funds are available when required.

Pay policy

The pay of all charity staff, including the Senior Leadership Team, is reviewed annually by the Human Resources and Remuneration Committee, who make recommendations to the Board of Trustees for approval. Due to the pandemic, the Charity did not undertake its Annual Employee Pay Review process which usually considers inflation, salary benchmarking and the organisation's financial performance. For the next financial year, a salary benchmarking project is being activated, which will also consider remuneration alongside the wider employee benefits package.

Taxation

As a registered charity, we have charitable status with HMRC. The trading subsidiary does not have charitable status for corporation tax purposes and is registered for VAT. From 1 April 2015 air ambulance charities have been eligible for partial recovery of the VAT incurred on expenditure under Section 33 of VAT Notice 1001.



GROUP TRUSTEE REPORT For the year ended 31 March 2021

Reserves Policy

The Trustees have established a reserves policy which is reviewed annually by the Audit and Risk Committee and approved by the Board. The Policy is intended to ensure the Charity can continue to accomplish its aims and to make certain that sufficient funds are held to fund capital projects, such as building enhancements, acquisition of a new helicopter or the purchase of rapid response vehicles.

At the year-end, total Group reserves stood at £43,399,000 (2020: £37,677,000). Of this amount, £25,059,000 (2020: £21,516,000) can only be realised by disposing of tangible fixed assets and the investment portfolio, which leaves the free reserves of the Group at £18,340,000 (2020: £16,161,000).

Reserves are categorised into three main headings:

Restricted reserves - are held where funds have been received by the Charity for a specific purpose. These funds are ring-fenced and held in restricted reserves until the intended expenditure has been incurred. Restricted reserves at the end of the reporting period were £170,000 (2020: £51,000).

Designated reserves - are allocated to fund projects and initiatives agreed by the Trustees. Total designated reserves at the end of the financial year were £25,968,000 (2020: £15,952,000). In prudently planning the Trustees will endeavour to set aside designated funds to acquire assets and equipment to ensure that the Charity continues to provide the most efficient and effective service possible.

Unrestricted reserves - are those reserves which are neither restricted nor designated. This type of reserve is held in part to provide a cash safety buffer. Should the Charity's income fall, the reserve will enable us to maintain the core service we provide to our communities, whilst allowing sufficient time for us to develop alternative sources of funding or to revise planned expenditure. The level of unrestricted reserves held is calculated using a risk-based approach, which broadly equates to between twelve- and eighteen-months operating costs. In addition, as we are also committed to ensuring our services are available for future generations, unrestricted reserves are used for the accumulation of funds towards the costs of significant future developments and capital purchases. Total unrestricted reserves at the end of the reporting period were £17,261,000 (2020: £21,674,000), of which £10,300,000 (2020: £10,135,000) is set aside to cover future expenditure in the event that there is a fall in income, which equates to approximately twelve months total expenditure.



GROUP TRUSTEE REPORT
For the year ended 31 March 2021

Structure and governance

Quality Assurance and Standards

As part of our commitment to quality management and continuous improvement, the organisation has been awarded the following accreditations.

- Investors in People (Silver Level)
- The Governance Forum’s Governance Framework quality mark.
- Investors in Volunteers
- NCVO’s Trusted Charity quality standard (Level 2)

Alongside this, the organisation has been recognised in the following industry awards – The Asian Chamber of Commerce; The Black Country Chamber of Commerce; Pride of Birmingham; and Birmingham Post Business Awards.

Key management personnel

The senior leadership team comprises the key management personnel of the Charity in charge of directing, controlling, running, and operating the Charity on a day-to-day basis. The senior leadership team comprises:

Senior Leadership Team	
Hanna Sebright	Chief Executive Officer
Emma Gray	Chief Operating Officer
Karen Kingham	Finance Director
Ian Roberts (<i>WMAS secondee</i>)	Air Operations Manager Resigned 08/01/21
Ian Jones (<i>WMAS secondee</i>)	Air Operations Manager Appointed 08/01/21

Information on Senior Leadership Team staff costs are included within note 10 to the Financial Statements on page 48.

Administration and finance

The charitable purpose, and fundraising to support that activity, is always at the forefront of our minds, but we also strive to ensure that we keep our administrative and financial systems and processes fit for purpose and cost effective.

The Charity has invested in a new customer relationship management (CRM) system to improve quality of information that the organisation retains, alongside enhancing our contact capabilities and stewardship with donors and supporters.



GROUP TRUSTEE REPORT
For the year ended 31 March 2021

The Group works hard to ensure that it remains compliant with the General Data Protection Regulation (GDPR). To achieve this, we continually train our staff in areas such as customer service and data protection, and we recognise their achievements and successes in staff awards for which nominations and voting is undertaken by fellow staff members.

Our aim is to keep our administration and finance costs at less than 12 per cent of the income received, and we are pleased to be able to record that for this financial year we spent only 9.18 per cent of our income on support and governance costs.

Complaints and Feedback

We take complaints very seriously and treat them as an opportunity to improve, as part of our continuous improvement ethos. Our Compliments and Complaints policy is published on our website, ensuring that there is a well-publicised and transparent process for making and handling a complaint.

Complaints received April 1st, 2020 to March 31st, 2021	
2019 - 2020	121
2020 - 2021	40 –a 67% decrease compared to the previous year.
<p>Key areas of feedback and context e.g., number of complaints v’s interactions:</p> <ul style="list-style-type: none"> • <i>Lottery</i> – 3 formal complaints following contact with 9,905 players, delivering a negative response rate of 0.03% from this activity. • <i>Mailings</i> – 35 people provided negative feedback following a mailing which focused on supporting the Charity with gifts in wills. This resulted in an unfavourable response rate of 0.03%. It should be noted that this activity produced significant positive outcomes including increase in gift in wills and donations. 	

Our Group Structure

Midlands Air Ambulance Charity is a charitable company - registered in England and Wales as a charity with the Charity Commission and with Companies House as a private company limited by guarantee.

Midlands Air Ambulance Charity (MAAC) has one wholly owned trading subsidiary, Midlands Air Ambulance Trading Ltd (MAATL), which is registered with Companies House as a private limited company and whose portfolio includes MAAC’s charity shops and other areas of income generation, such as merchandise. MAATL gift aids back its profits to the parent charity MAAC to help fund MAAC’s helicopter-led emergency medical services.

MAAC operates from its headquarters, three helicopter bases and five High Street shops. The organisation’s work with the following key delivery partners (more details can be found on page 11):



GROUP TRUSTEE REPORT For the year ended 31 March 2021

- West Midlands Ambulance Service University NHS Foundation Trust (WMAS), which currently provides the clinical governance and clinical workforce for the Charity's Helicopter Emergency Medical Services under the terms of a Partnership Agreement.
- MAAC outsources helicopter operations to Babcock Mission Critical Services (with MAAC owning two of its helicopters and leasing the third).

Our Governing Document and Charitable Objects

The organisation's Articles of Association clearly define the following charitable objects:

- To assist in relieving sickness by the operation of a helicopter led emergency medical service within the West Midlands, Shropshire, Staffordshire, Warwickshire, Hereford and Worcester, Gloucestershire and in such other areas as may be requested by appropriate authorities.

and

- Such other charitable purposes for the relief of sickness, including clinical research and development, substitute clinical emergency services where the provision of Helicopter Emergency Medical Services (HEMS) is impracticable and such other activities consistent with the above object as the Trustees may in their absolute discretion determine.

The Articles provide for such matters as the:

- number of trustees/directors appointed.
- frequency in which trustee/director meetings are held, and how they are conducted.
- powers available to the trustees/directors in decision making.

In addition, the Trustees/Directors recognise that they have a duty and responsibility to comply with requirements and guidance issued by the Charity Commission. These include, but are not limited to:

- ensuring that the charitable Group complies with charity law, and prepares reports on what it has achieved, submission of annual returns and financial statements as required by law.
- ensuring that the charitable Group remains true to the charitable purpose and objectives set out in its governing document.
- complying with the requirements of other legislation, and any other regulators, which govern the activities of the charitable Group.
- acting with integrity and avoiding any personal conflicts of interest or misuse of charity funds or assets.
- ensuring that the Charity is, and will remain, solvent.
- using charitable funds and assets reasonably, and only in furtherance of the Charity's objects.
- avoiding undertaking activities that might place the Charity's funds, assets or reputation at undue risk.
- taking special care when investing the funds of the Charity or borrowing funds for the Charity to use.



GROUP TRUSTEE REPORT For the year ended 31 March 2021

Statement of trustee responsibilities

The Trustees are pleased to present their annual report together with the consolidated financial statements of the Charity and its subsidiary for the year ending 31 March 2021 which are also prepared to meet the requirements for a directors' report and accounts for Companies Act 2006 purposes.

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (2019) - (Charities SORP), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

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

- select suitable accounting policies and apply them consistently.
- observe the methods and principles in the Charities SORP.
- 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.
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy, at any time, the financial position of the Charity and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and the Group and obliged to take reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The Board of Trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have regard to the Charity Commission's general guidance on public benefit and it is satisfied that the Charity's activities do provide public benefit. MAAC's public benefit is demonstrated in page 7 and 12-13 of this report.



GROUP TRUSTEE REPORT
For the year ended 31 March 2021

The Trustees and Directors

Our Board of Trustees are responsible for ensuring the organisation is effectively governed and run, and that it achieves its charitable purposes for the public benefit. The Trustee structure comprises of no less than seven trustees and no more than ten trustees.

The organisation has an annual governance programme which is based on guidance from the Charity Commission, the Fundraising Regulator and other key bodies, such as the UK Charity Governance Code. Each year a Board Effectiveness Review is undertaken.

As MAAC is both a registered charity and private company limited by guarantee (a charitable company), Trustees are also company Directors and therefore beholden to both charity and company law. MAAC's trading subsidiary, MAATL, has its own separate Board of Directors.

The two tables below list the Trustees / Directors, all of whom volunteer their time to bring valued experience to the Charity from a range of backgrounds and sectors:

Midlands Air Ambulance Charity - Board of Trustees / Directors	
R Pemberton	Chair of Board of Trustees
K Bailey	
G Dellenty	
R Douglas	
R Fulton	Resigned 18/03/2021
N Hooper	Appointed 18/01/2021
A Lennox	
E Marriott	
Dr V McVey	Appointed 03/12/2020
N Whale	Resigned 30/11/2020
W Saleem	

Midlands Air Ambulance Trading Ltd. - Board of Directors	
T Sehgal	Chair of Board of Directors
L Bagnall	
E Marriott	
H Sebright	

The Charity is committed to equality, diversity and inclusion, ensuring all components are reflected across all structures. The gender composition of the board is 7 male (78%), 2 female (22%). Our Annual Board of Trustee Skills Audit includes the diversity of trustees' backgrounds and perspectives to identify imbalances and gaps. Because of the complexity of our organisation, it is key that we achieve a balanced portfolio of skill sets in key areas, including but not limited to - medical/clinical; aviation; commercialisation; legal and HR. MAAC commits to annually reporting on the Board of Trustee composition and make-up, which is detailed below:



GROUP TRUSTEE REPORT For the year ended 31 March 2021

Appointment of Trustees

MAAC is committed to an open, transparent and fair appointment process for trustees. A Board Skills Audit is undertaken annually, and trustee vacancies are widely publicised to fulfil the specific skills needed. A Nominations Sub-Committee carries out the appointments process and makes recommendations to the Board, with candidates' appointments being based on the majority decision of the Trustees.

Appointments are made for a term of four years, and trustees may then be reappointed for a further term of four years. Once a trustee has served two terms consecutively, he/she may be reappointed for a further term of four years but only after he/she has ceased to act as a trustee for at least a year. The Board has discretion to appoint a trustee for a further consecutive term in appropriate circumstances. During the year, two new trustees were appointed to the Board – part of MAAC's Board Succession Planning, which aims to achieve the appropriate balance of skills, experience, backgrounds and knowledge needed for the Board to make informed decisions.

Trustee Induction and Development

A comprehensive induction programme is provided to all new trustees, which supports them in understanding their duties and responsibilities, gain an understanding of the factors affecting the Charity and its trading subsidiary, and to contribute fully to Board meetings. The induction programme includes a range of activities e.g., Trustee Welcome and Induction Pack (including key documents); meetings with the Senior Leadership Team and Operational Managers; site visits across all areas (charity, clinical and retail operations).

All trustees have an annual Individual Trustee Performance Review with the Board Chair, which includes discussion of any areas where a trustee needs further support, training or development. During the year, several MAAC trustees attended The Governance Forums' Effective Board Programme. The Board Chair also has an annual performance review (based on 360-degree feedback from the trustees).

Trustee indemnity insurance

The Charity holds Trustees and Director's indemnity insurance cover with a Limit of Liability of £1,000,000 (2020: £1,000,000), the cost is not separable from the total cost of insurance.

Related parties and related party transactions

Under charity accounting rules, charities are required to disclose transactions (for example, payments for services) with persons and entities closely connected to the Charity or its trustees. As part of monitoring such transactions, MAAC ensures a Register of Interests is maintained (as per MAAC's Conflicts of Interest Policy). MAAC Trustees are required to declare conflicts of interest, both at the beginning of each Board or Committee meeting and within their Declaration of Interest form (completed annually and when conflicts of interest change). At the close of each financial year, trustees are also required to complete a Related Party Transaction Form.

MAAC Trustees give their time freely as volunteers and receive no remuneration or other benefits from the Charity for their work. MAAC's related party transaction disclosure is as follows:



GROUP TRUSTEE REPORT
For the year ended 31 March 2021

- Details of Trustee expenses (£0) are disclosed in note 11 to the Financial Statements.
- MAAC Trustees reported no related party transactions for this reporting period.
- Details of other related party transactions are disclosed in note 22 to the Financial Statements.

Our Decision-Making Structure (including Committees)

As recommended by the Charity Governance Code, the Board makes sure that its decision-making processes are informed, rigorous and timely and that effective delegation, control and risk assessment and management systems are set up and monitored.

MAAC's Scheme of Delegation clearly sets out matters specifically reserved for the Board, matters delegated to Board Committees and matters delegated to the Senior Leadership Team. MAAC's Scheme of Delegation makes clear that the Board's focus is on strategy, performance and assurance (not operational day-to-day matters), with the Board retaining legal responsibility and oversight where aspects are delegated to committees, advisors, staff, volunteers or contractors.

The Board of Trustees currently has three sub-committees and two working groups in place (with Terms of References adopted by each):

Committees	Working Groups
Audit and Risk	Airbase Headquarters Working Group - focused on the development of MAAC's new combined headquarters and airbase.
Human Resources and Remuneration	Clinical Provision Model Working Group - exploring future models of clinical provision.
Fundraising	

The Board delegate day-to-day management to the Chief Executive and the Senior Leadership Team. In all respects, this only relates to matters that are within the strategic plan, the business plan and budgets that have been approved by the Board.

Exemptions from disclosure

MAAC has taken no exemptions from disclosures.

Funds held as custodian trustee on behalf of others

There are no such funds held by the Charity or its subsidiary.



GROUP TRUSTEE REPORT
For the year ended 31 March 2021

Statement as to disclosure to our auditors

In so far as the Trustees are aware at the time of approving our trustees' annual report:

- there is no relevant information, being information needed by the auditor in connection with preparing their report, of which the Group's auditor is unaware, and
- the Trustees, having made the enquiries of fellow directors and the Group's auditor that they ought to have individually taken, have each taken all steps that he/she is obliged to take as a director to make themselves aware of any relevant audit information, and to establish that the auditor is aware of that information.

This report was approved by trustees on 29th July 2021 and is signed on their behalf by

Roger Pemberton
Chairman



INDEPENDENT AUDITOR'S REPORT

To the members and trustees of Midlands Air Ambulance Charity

Opinion

We have audited the financial statements of Midlands Air Ambulance Charity (the 'parent charity') and its subsidiary (the 'Group') for the year ended 31st March 2021 which comprise the Consolidated Statement of Financial Activities, the Consolidated and Charity Balance Sheets, the Consolidated Statement of Cash Flows, and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the Group's and of the parent charity's affairs as at 31st March 2021 and of the Group's 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 Charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

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

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Group's and the parent charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

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

Other information

The other information comprises the information included in the Annual Report, other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other



INDEPENDENT AUDITOR'S REPORT

To the members and trustees of Midlands Air Ambulance Charity

information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

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

- the information given in the Report of the Trustees which includes the Strategic Report and the Directors' 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 Directors' Report included within the Report of the Trustees 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 Group and the parent charity and their environment obtained in the course of the audit, we have not identified material misstatements in the Strategic Report and the Report of the Trustees.

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

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement set out on page 27, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the Group's and the parent charity'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 Charity 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 the financial statements.



INDEPENDENT AUDITOR'S REPORT

To the members and trustees of Midlands Air Ambulance Charity

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. Based on our understanding of the Group and the parent charity and its activities, we identified that the principal risks of non-compliance with laws and regulations related to employment regulation, fraud and non-compliance with implementation of government support schemes relating to COVID-19, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements, such as the Companies Act 2006.

We evaluated the Trustees' and management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls) and determined that the principal risks were related to posting manual journal entries to manipulate financial performance, inappropriately shifting the timing and basis of revenue recognition, management bias through judgements and assumptions in significant accounting estimates, in particular in relation to fund accounting, and significant one-off or unusual transactions.

Our audit procedures were designed to respond to those identified risks, including non-compliance with laws and regulations (irregularities) and fraud that are material to the financial statements. Our audit procedures included but were not limited to:

- Discussing with the Trustees and management their policies and procedures regarding compliance with laws and regulations;
- Communicating identified laws and regulations throughout our engagement team and remaining alert to any indications of non-compliance throughout our audit; and
- Considering the risk of acts by the Group and the parent charity which were contrary to applicable laws and regulations, including fraud.

Our audit procedures in relation to fraud included but were not limited to:

- Making enquiries of the Trustees and management on whether they had knowledge of any actual, suspected or alleged fraud;
- Gaining an understanding of the internal controls established to mitigate risks related to fraud;
- Discussing amongst the engagement team the risks of fraud; and
- Addressing the risks of fraud through management override of controls by performing journal entry testing.

There are inherent limitations in the audit procedures described above and the primary responsibility for the prevention and detection of irregularities including fraud rests with management. As with any audit, there remained a risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations or the override of internal controls.

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

Use of the audit report

This report is made solely to the Charity'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 Charity's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest



INDEPENDENT AUDITOR'S REPORT

To the members and trustees of Midlands Air Ambulance Charity

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

Ian Holder

Ian Holder (Senior Statutory Auditor)
for and on behalf of Mazars LLP
Chartered Accountants and Statutory Auditor
First Floor
Two Chamberlain Square
Birmingham B3 3AX

Date: 2nd August 2021



CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES
including consolidated income and expenditure account
for the year ending 31 March 2021

	Note	Unrestricted funds £'000	Designated funds £'000	Restricted funds £'000	Total funds 2021 £'000	Total funds 2020 £'000
Income:						
Donations and legacies	2	11,888	-	571	12,459	13,456
<i>Income from charitable activities:</i>						
Hospital transfers		4	-	-	4	5
<i>Income from other trading activities:</i>						
Trading activities	3	411	-	-	411	444
Fundraising events	4	51	-	-	51	187
Investment Income	5	508	-	-	508	494
Other Income		480	-	-	480	8
Total income		13,342	-	571	13,913	14,594
Expenditure						
<i>Costs of raising funds</i>						
Trading activities	3	404	-	-	404	438
Fundraising activities and events	4	2,363	-	7	2,370	2,974
Investment Management costs	5	39	-	-	39	25
<i>Expenditure on charitable activities</i>						
Aircraft and base costs	6	5,377	-	238	5,615	5,547
Patient care and support	6	2,106	-	132	2,238	1,895
Total expenditure		10,289	-	377	10,666	10,879
Net Gain/(Loss) on investments	15	2,475	-	-	2,475	(1,370)
Net income/(expenditure)		5,528	-	194	5,722	2,345
Transfers between funds		(9,941)	10,016	(75)	-	-
Net Movement in Funds		(4,413)	10,016	119	5,722	2,345
Reconciliation of funds						
Total funds brought forward		21,674	15,952	51	37,677	35,332
Total funds carried forward		17,261	25,968	170	43,399	37,677

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derives from continuing activities.

Detailed comparative data for 2020 is included in Note 9.

MIDLANDS AIR AMBULANCE CHARITY



CONSOLIDATED AND CHARITY BALANCE SHEETS as at 31 March 2021

	Note	Group 2021 £'000	Group 2020 £'000	Charity 2021 £'000	Charity 2020 £'000
Fixed assets:					
Tangible assets	13	10,039	9,311	10,015	9,289
Intangible assets	14	1	6	1	6
Investments	15	15,019	12,199	15,019	12,199
Total Fixed Assets		25,059	21,516	25,035	21,494
Current assets:					
Stock		34	36	-	-
Debtors	16	1,542	2,277	1,738	2,404
Short term deposits		8,046	10,494	8,046	10,494
Cash at bank and in hand		10,029	4,589	9,871	4,503
Total Current Assets		19,651	17,396	19,655	17,401
Liabilities:					
Creditors falling due within one year	17	1,311	1,235	1,277	1,196
Net Current Assets		18,340	16,161	18,378	16,205
Total Assets less Current Liabilities		43,399	37,677	43,413	37,699
Creditors: amounts falling due after more than one year		-	-	-	-
Net Assets		43,399	37,677	43,413	37,699
The reserves of the Charity:					
Unrestricted reserves	19	17,261	21,674	17,275	21,696
Designated reserves	19	25,968	15,952	25,968	15,952
Restricted reserves	19	170	51	170	51
Total Charity Reserves		43,399	37,677	43,413	37,699

The Charity has prepared group accounts in accordance with section 398 of the Companies Act 2006 and section 138 of the Charities Act 2011.

The surplus generated by the Charity for the financial year was £5,715,000 (2020: £2,339,000).

The notes at pages 39 to 56 form part of these accounts.

The accounts were approved by Trustees on 29th July 2021 and are signed on their behalf by

Roger Pemberton, Chairman



CONSOLIDATED STATEMENT OF CASHFLOWS
for the year ending 31 March 2021

	Group 2021 £'000	Group 2020 £'000
Cash used in operating activities	4,372	4,161
Cash flows from investing activities		
Dividends and Interest from investments	123	95
Purchase of fixed assets	(1,503)	(51)
Decrease/(Increase) in short term deposits	2,448	(3,131)
Purchase of investments	-	(1,500)
Cash (used in) investing activities	1,068	(4,587)
Cash used in financing activities	-	-
Increase/(Decrease) in cash and cash equivalents in the year	5,440	(426)
Cash and cash equivalents at the beginning of the year	4,589	5,015
Total cash and cash equivalents at the end of the year	10,029	4,589

RECONCILIATION OF NET INCOME/(EXPENDITURE) TO NET CASH FLOW FROM OPERATING ACTIVITIES

	Group 2021 £'000	Group 2020 £'000
Net income for the period	5,722	2,345
Depreciation and amortisation charges	780	815
Movement on investments	(2,475)	1,370
Dividends, and interest from investments	(468)	(469)
Decrease/(Increase) in stocks	2	(6)
Decrease/(Increase) in debtors	735	(542)
Increase in creditors	76	648
Net cash in from operating activities	4,372	4,161

ANALYSIS OF CASH AND CASH EQUIVALENTS

	Group 2021 £'000	Group 2020 £'000
Cash in hand	10,029	4,589
Total cash and cash equivalents at the end of the year	10,029	4,589



NOTES TO THE FINANCIAL STATEMENTS

1. Accounting policies

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

Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006. There were no material changes as a result of transition to the Charity SORP 2019 from 1 April 2019.

Midlands Air Ambulance Charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

Use of estimates and judgements

When preparing the financial statements, the Trustees and management make a number of judgements, estimates and assumptions on the way in which assets, liabilities, income and expenditure is recognised and measured.

The loan to the trading company by the Charity has been recognised at the present value in recognition of the changes required by FRS 102. The loan has been issued on an interest free basis. The present value of this loan has been recognised based on an assumed interest rate of 0.1%, which represents the prevailing market rate of interest for similar loans.

Value Added Tax (VAT)

VAT receivable and recoverable by the Charity have now been separately identified within debtors and creditors, rather than being reported net. Group companies are not part of a VAT group.

Going concern

These accounts have been prepared on the basis that the Charity is a going concern. After considering the potential future impact of COVID-19, the Trustees consider that there are sufficient reserves to secure the future of the Charity for at least the next 12 to 18 months from the date of signing the accounts.

Basis of consolidation

These accounts consolidate those of the Charity and its wholly owned subsidiary Midlands Air Ambulance Trading Limited. These are adjusted, where necessary, to conform to group accounting policies. The individual results of the Trading Company are included in Note 3. A separate Statement of Financial Activities and Income and Expenditure Account for the Charity have not been presented in accordance with the exemption afforded by section 408 of the Companies Act 2006. The Charity surplus before gains/losses on investments for 2021 was £3,240,000 (2020: £3,709,000). This is made up of Income £13,502,000 (2020: £14,150,000) and Expenditure £10,262,000 (2020: £10,441,000).

Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the Charity. Designated funds are unrestricted funds of the Charity, which the Trustees have decided, at their discretion, to set aside to use for a specific purpose. Restricted funds are donations that the donor has specified are to be solely used for particular purposes or purchases.



NOTES TO THE FINANCIAL STATEMENTS

1. Accounting policies continued

Income

All income is reported gross when raised by the Charity or its agents. Any fee charged by a third party and deducted from the amount collected before it is remitted to the Charity is not offset against income but is reported as a fundraising expense.

Income is recognised in full within the Statement of Financial Activities as soon as the following three factors can be met:

- Entitlement – control over the rights or other access to the economic benefit has passed to the Charity;
- Probability – it is more likely than not that the economic benefits associated with the transaction or gift will flow to the Charity;
- Measurement – the monetary value or amount of the income can be measured reliably, and the costs incurred for the transaction and the costs to complete the transaction can be measured reliably.

a) Legacies

Legacies are included in the Statement of Financial Activities when all the criteria for income recognition have been met. In addition, where the entitlement and probability criteria have been met, but the monetary value is not completely certain, then if reliability can be placed on a partial receipt, that income also will be included in the Statement of Financial Activities.

b) Event income

Income received in advance of an event is deferred if the event takes place after the year-end, unless that income is non-refundable.

c) Gifts in kind

Assets donated to the Charity for its own use are included in the Statement of Financial Activities as incoming resources at the market value at the time of the gift.

Assets and gifts made for conversion into cash and subsequent application by the Charity are included in the accounting period in which the item/s are sold at the sale value.

d) Volunteers and supporters

The Charity benefits greatly from the involvement and enthusiastic support of its many volunteers and supporters, details of which are given in our annual report. In accordance with FRS 102 and the Charities SORP (FRS 102), the economic contribution of general volunteers is not recognised in the accounts.

e) Grants

Due to the COVID-19 pandemic the Group claimed Coronavirus Job Retention Scheme and Local Restrictions Support Grants during the year. These grants, when receivable, are accounted for within other income. For the year to 31 March 2021 this was £338,437 (2020: nil).



NOTES TO THE FINANCIAL STATEMENTS

1. Accounting policies continued

Expenditure

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required, and the amount of the obligation can be measured reliably.

a) Allocation of overhead and support costs

Support costs are those functions that assist the work of the Charity but do not directly undertake charitable activities. Support costs include back-office costs, finance, personnel, payroll and governance costs which support the Charity's air ambulance operations. These costs have been allocated between the cost of raising funds and expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 7.

Costs of fundraising activities include the costs of supporting donors, volunteers, and all events, which bring in income to the Charity, as well as the costs of the Lottery, and events run by the Charity itself.

b) Operating leases

The Charity classifies the lease of premises and the helicopters as operating leases; as the title to the asset remains with the lessor. Rental charges are charged according to the terms of the agreement. Full details are provided in Note 18.

c) VAT recovery

Government changes in VAT legislation in April 2015, has enabled air ambulance charities to recover a proportion of the VAT suffered on costs, in accordance with Section 33 of VAT Notice 1001. Any irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

Balance Sheet

The Balance Sheet reflects the resources available to the Charity, and identifies any restrictions placed on their use.

a) Tangible fixed assets

Individual fixed assets costing £1,000 or more are capitalised at cost and depreciated over their estimated useful economic lives on a straight-line basis.

Depreciation is charged in each main class of tangible asset as follows:

Leasehold property improvements	20% straight-line basis
Office equipment	20% straight line basis
Computers	20% straight-line basis
Motor vehicles	33% straight-line basis
Helicopters	5% straight-line basis
Assets in the course of Construction	Depreciation is only applied when assets are brought into use

b) Intangible assets

Intangible assets e.g. software is capitalised at cost and amortised as follows:

Software	20% straight-line basis
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NOTES TO THE FINANCIAL STATEMENTS

1. Accounting policies continued

c) Investments

Investment funds are stated at market value at the Balance Sheet date. The Statement of Financial Activities includes the net gain or loss during the financial year. Detailed analysis of the changes in investment value during the year is set out in Note 15. Investments in Group undertakings are stated at cost.

d) Financial instruments

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

e) Stock

Stock is included at the lower of cost or net realisable value, on a first in, first out basis. Donated items of stock are recognised at fair value, which is the amount the Charity would have been willing to pay for the items on the open market.

f) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

g) Short term deposits

The Charity categorises short term deposits as those funds intended to be held in accounts for five years or less.

h) Creditors and provisions

Creditors and provisions are recognised where the Charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due. Interest free intercompany loans are recognised at present value.

Financial instruments

Basic financial instruments are initially recognised at transaction value and subsequently measured at amortised cost with the exception of investments, cash at bank and in hand, and short-term deposits which are held at fair value.

Financial assets held at amortised cost comprise trade and other debtors. A specific provision is made for debts for which recoverability is in doubt. Cash at bank and in hand is defined as all cash held in instant access bank accounts and used as working capital.

Financial liabilities held at amortised cost comprise all creditors except social security and other taxes, accruals, and provisions.



NOTES TO THE FINANCIAL STATEMENTS

1. Accounting policies continued

Critical accounting judgements and key sources of estimation uncertainty

In the application of the accounting policies, trustees are required to make judgement, estimates and assumptions about the carrying value of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an on-going basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period or in the period of the revision and future periods if the revision affected current and future periods.

Judgements made by the Trustees in the application of these accounting policies may have significant effect on the financial statements and estimates with the potential for a significant risk of material adjustment in the next year.

The areas where these judgements and estimates have been made include the following for the Group:

a) Amortisation, depreciation and residual values

The Trustees have reviewed the asset lives and associated residual values of all tangible and intangible fixed asset classes and have concluded that the asset lives and residual values are appropriate.

b) Accrued income

Accrued income includes legacy income amounts. In recognising accrued legacy income, the Trustees have considered the probability of receiving each legacy. Each legacy is carefully assessed to determine an appropriate allowance which reflects the possibility of not subsequently receiving the full legacy income amounts that the Charity is aware of. The allowance is based on the circumstances behind each legacy and the probability of receiving the income.

2. Income from donations and legacies

	2021	2020
	£'000	£'000
Donations	1,395	2,117
Lottery and regular giving	5,372	5,292
Legacies and in memorium	4,698	5,395
Grants	994	652
	12,459	13,456

Of the grant income received during the year £571,000 is restricted in its use (2020: £267,000). Further details of the grants received are set out in Note 19.



NOTES TO THE FINANCIAL STATEMENTS

3. Trading activities

The wholly owned trading subsidiary Midlands Air Ambulance Trading Company Limited is incorporated in the United Kingdom (company number 08256466) and pays profits, which are surplus to trading requirements, to the Charity under the gift aid scheme.

The trading company operates charity shops selling clothing, furniture etc., sells merchandise and generates recycling income. The summary financial performance of the subsidiary is:

	2021	2020
	£'000	£'000
Statement of Comprehensive Income		
Turnover	411	444
Cost of sales	(18)	(26)
Gross profit	393	418
Administrative expenses	(386)	(412)
Operating profit/(loss)	7	6
Donation to Midlands Air Ambulance	-	-
Taxation	-	-
Retained profit/(loss)	7	6
	2021	2020
	£'000	£'000
Balance Sheet		
Fixed assets	24	22
Current assets	213	161
Current liabilities	(138)	(157)
Liabilities > 1 year	(114)	(48)
Total net liabilities	(15)	(22)
Share capital and reserves	(15)	(22)



NOTES TO THE FINANCIAL STATEMENTS

4. Fundraising events and activities

The Charity raises its income through a range of activities and initiatives, which includes but is not limited to running its own events as identified below:

	2021 £'000	2020 £'000
Income from events		
Charity managed events	51	187
	51	187

The costs of generating all the funds, including those included in Note 2 to the accounts, for the year were:

	2021 £'000	2020 £'000
Costs of charity fundraising		
Fundraising events	12	207
Marketing	1,050	1,347
Fundraising services	362	284
General fundraising	946	1,136
	2,370	2,974

5. Investment income and fees

	2021 £'000	2020 £'000
Income		
Fixed asset investments	385	399
Interest on deposit accounts	123	95
	508	494
Costs		
Investment management costs	39	25
	39	25

The income and costs outlined above have been recognised in the Statement of Financial Activity in year. The fixed asset investment is held as a long-term investment. Its market value at the end of the accounting period is shown in the Balance Sheet, and the unrealised loss for the financial year has also been included on the Statement of Financial Activity. All of the Group's investment income is held in the UK.

MIDLANDS AIR AMBULANCE CHARITY



NOTES TO THE FINANCIAL STATEMENTS

6. Charitable activities

	Aircraft & Airbase Costs £'000	Patient Welfare & Support £'000	2021 Total £'000	2020 Total £'000
Aircraft running costs	3,601		3,601	3,743
Aircraft and airbase equipment	270		270	80
Airbase running costs	95		95	184
Depreciation	736		736	761
Paramedic and clinical staff costs		1,783	1,783	1,323
Medical supplies and PPE		(17)	(17)	204
General Expenditure		20	20	24
Tasking costs		88	88	78
Support costs	860	343	1,203	980
Governance	53	21	74	65
Total	5,615	2,238	7,853	7,442

Expenditure on charitable activities was £7,853,000 (2020: £7,442,000) of which £7,476,000 was unrestricted (2020: £7,112,000) and £377,000 was restricted (2020: £354,000).

7. Analysis of governance and support costs

The Charity monitors expenditure on administration costs during the year against a KPI (Key Performance Indicator) set by the Board. At the year-end costs of the governance function are identified and are apportioned over the charitable activities. The basis of apportionment and the analysis of these costs are set out below.

	Aircraft & Airbase Costs £'000	Patient Welfare & Support £'000	2021 Total £'000	2020 Total £'000	Basis of Allocation
Governance	53	21	74	65	Time spent on Board matters
Business Support	860	343	1,203	980	Proportional to spend
Total	913	364	1,277	1,045	

8. Net income/(expenditure) for the year

This is stated after charging:	2021 £'000	2020 £'000
Operating leases	3,092	3,022
Depreciation of tangible fixed assets	775	815
Amortisation of intangible assets	5	5
Audit fees	13	13
Fees payable to the auditor for other services	1	1
Fees payable to the auditor for corporation tax compliance services	1	3



NOTES TO THE FINANCIAL STATEMENTS

9. Consolidated Statement of Financial Activities 2020

	Unrestricted funds £'000	Designated funds £'000	Restricted funds £'000	Total funds 2020 £'000
Income:				
Donations and legacies	13,189	-	267	13,456
<i>Income from charitable activities:</i>				
Hospital transfers	5	-	-	5
<i>Income from other trading activities:</i>				
Trading activities	444	-	-	444
Fundraising events	187	-	-	187
Investment income	494	-	-	494
Other income	8	-	-	8
Total income	14,327	-	267	14,594
Expenditure				
<i>Costs of raising funds</i>				
Trading activities	438	-	-	438
Fundraising activities and events	2,950	-	24	2,974
Investment management costs	25	-	-	25
<i>Expenditure on charitable activities</i>				
Aircraft and base costs	5,350	-	197	5,547
Patient care and support	1,762	-	133	1,895
Total expenditure	10,525	-	354	10,879
Net gain/(loss) on investments	(1,370)	-	-	(1,370)
Net income/(expenditure) and net movement in funds for the year	2,432	-	(87)	2,345
Movement between funds	(4,296)	4,296	-	-
Net Movement in funds	(1,864)	4,296	(87)	2,345
Reconciliation of funds				
Total funds brought forward	23,538	11,656	138	35,332
Total funds carried forward	21,674	15,952	51	37,677



NOTES TO THE FINANCIAL STATEMENTS

10. Analysis of staff costs, and the cost of key management personnel

	2021 £'000	2020 £'000
Salaries and wages	1,184	1,304
Social security costs	106	119
Employers costs of defined contribution pension scheme	38	41
Employers costs of defined benefit pension scheme	34	32
	1,362	1,496

Pension costs are allocated to activities in proportion to the related staffing costs incurred and are wholly charged to unrestricted funds. There are five members of staff who are members of the NHS Pension scheme, which is a defined benefit scheme. Contribution rates are set by the pension scheme. It is not possible to identify the Charity's share of the underlying assets or liabilities within the scheme.

The Charity offers all other employees the opportunity to join a defined contribution pension scheme. From March 2016 staff are auto enrolled, but each individual can subsequently choose to opt out, in accordance with the legislation. The Charity matches employee contributions to a maximum level which has been set and reviewed by the Trustees. In addition, the Charity maintains death in service insurance cover for staff.

The number of employees receiving benefits in excess of £60,000 for the period was as follows:

	2021 £'000	2020 £'000
£60,000 to £70,000	-	1
£70,000 to £80,000	1	-
£110,000 to £120,000	1	1
	2	2

Contributions made in year to pension schemes for higher paid employees amounted to £19,809 (2020: £19,285).

The key management personnel comprise the Trustees, the Chief Executive Officer, Chief Operating Officer and Finance Director. The total employee benefits of the key management personnel for the year were £352,442 (2020: £358,300).

During the year there were six (2020: one) termination payments made which amounted to £20,977 (2020: £7,100).

The holiday year-end is coterminous with the financial year-end. Due to COVID-19 staff were able to carry forward any holiday that had not been taken at 31 March 2021 to the following year. Therefore, a provision of £23,139 (2020: £nil) has been made in the accounts.



NOTES TO THE FINANCIAL STATEMENTS

11. Trustee remuneration and expenses

The Charity Trustees were not paid or received any benefits from employment with the Charity or its subsidiary in the year (2020: £nil). Expenses amounting to £0 (2020: £1,008) were reimbursed to 0 (2020: 3) trustees during the year. No expenses were incurred due to COVID-19 where all meetings occurred online. No charity Trustees received payment for professional or other services supplied to the Charity (2020: £nil).

The Charity holds trustees and directors Indemnity insurance cover of £1,000,000 (2020: £1,000,000), but the cost is not separable from the total cost of insurance.

12. Staff numbers

The average monthly numbers of employees (including casual and part-time staff) during the year were as follows:

	2021 Number	2020 Number
Fundraising	24	23
Administration and HR	6	9
Finance	4	5
Trading	17	12
Average head count	51	49

13. Tangible fixed assets

Consolidated

	Aircraft £'000	Land & Buildings £'000	Equipment & Fittings £'000	Computers £'000	Vehicles £'000	Assets in the course of construction £'000	Total £'000
Cost:							
As at 1 April 2020	10,938	793	805	77	375	-	12,988
Additions	-	-	2	24	76	1,401	1,503
As at 31 March 2021	10,938	793	807	101	451	1,401	14,491
Depreciation:							
As at 1 April 2020	2,087	735	518	43	294	-	3,677
Charge for the year	544	33	139	11	48	-	775
As at 31 March 2021	2,631	768	657	54	342	-	4,452
Net Book Value							
At 1 April 2020	8,851	58	287	34	81	-	9,311
At 31 March 2021	8,307	25	150	47	109	1,401	10,039

MIDLANDS AIR AMBULANCE CHARITY



REPORT OF THE TRUSTEES For the year ended 31 March 2021

13. Tangible fixed assets continued

Charity	Aircraft	Land & Buildings	Equipment & Fittings	Computers	Vehicles	Assets in the course of construction	Total
	£'000	£'000	£'000	£'000	£'000	£'000	£'000
Cost:							
As at 1 April 2020	10,938	793	744	65	375	-	12,915
Additions	-	-	-	13	76	1,401	1,490
As at 31 March 2021	10,938	793	744	78	451	1,401	14,405
Depreciation:							
As at 1 April 2020	2,086	735	473	39	293	-	3,626
Charge for the year	544	33	131	8	48	-	764
As at 31 March 2021	2,630	768	604	47	341	-	4,390
Net Book Value							
At 1 April 2020	8,852	58	271	26	82	-	9,289
At 31 March 2021	8,308	25	140	31	110	1,401	10,015

14. Intangible assets

Consolidated	Software £'000	Total £'000
Cost:		
As at 1 April 2020 and 31 March 2021	31	31
Amortisation:		
As at 1 April 2020	25	25
Charge for the year	5	5
As at 31 March 2021	30	30
Net Book Value		
At 1 April 2020	6	6
At 31 March 2021	1	1



REPORT OF THE TRUSTEES
For the year ended 31 March 2021

14. Intangible assets continued

Charity	Software £'000	Total £'000
Cost:		
As at 1 April 2020 and 31 March 2021	26	26
Amortisation:		
As at 1 April 2020	20	20
Charge for the year	5	5
As at 31 March 2021	25	25
Net Book Value		
At 1 April 2020	6	6
At 31 March 2021	1	1

15. Investments (Group and Charity)

The Charity's investment policy is outlined within the Trustee's report and is reviewed annually. The investments held at year-end were:

	2021 £'000	2020 £'000
Market value at 1 April	12,199	11,692
Acquisitions at cost	-	1,500
Income on investments reinvested	385	402
Less investment management costs	(40)	(25)
Net (loss)/gain on revaluation	2,475	(1,370)
Market value at 31 March	15,019	12,199
Historical cost at period end	12,601	12,273
Increase in the value of investments	2,820	507

MIDLANDS AIR AMBULANCE CHARITY



REPORT OF THE TRUSTEES For the year ended 31 March 2021

15. Investments continued

In addition to the above managed investment the Charity holds the following investment in subsidiary undertakings.

	2021 £	2020 £
Midlands Air Ambulance Trading Limited	1	1

The investment represents a 100% holding of the issued share capital of Midlands Air Ambulance Trading Limited, a subsidiary undertaking which was incorporated on 17 October 2012 and commenced to trade on 7 December 2012.

16. Debtors

	Group		Charity	
	2021 £'000	2020 £'000	2021 £'000	2020 £'000
Trade debtors	3	36	-	33
Prepayments	424	374	412	357
Accrued income	913	1,783	913	1,783
Amount due from subsidiary	-	-	227	165
VAT recoverable	191	73	184	64
Other debtors	11	11	2	2
	1,542	2,277	1,738	2,404

Amounts due to the Charity from the subsidiary include an agreed loan, which at 31st March 2021 showed amounts due within one year £38,000 (2020: £nil) and amounts due in more than one year of £114,000 (2020: £48,077).

17. Creditors: amounts falling due within one year

	Group		Charity	
	2021 £'000	2020 £'000	2021 £'000	2020 £'000
Trade creditors	912	749	901	735
Accruals	352	415	338	400
Other creditors	26	41	26	31
Taxation and social security costs	21	30	12	30
	1,311	1,235	1,277	1,196

MIDLANDS AIR AMBULANCE CHARITY



REPORT OF THE TRUSTEES For the year ended 31 March 2021

18. Commitments under operating leases

At 31st March Group companies had commitments under operating leases set out below. In accordance with FRS 102 these are stated at the minimum lease payments.

	Land & Buildings £'000	Helicopters £'000	2021 £'000	2020 £'000
Within one year	80	2,902	2,982	2,975
Within two to five years	34	-	34	63
	114	2,902	3,016	3,038

19. Reserves

Consolidated

	Opening Balance £'000	Incoming Resources £'000	Outgoing Resources £'000	Gains & Losses £'000	Transfers £'000	Closing Balance £'000
Restricted reserves						
County Air Ambulance Trust	36	457	(256)	-	(75)	162
Home Office	5	-	-	-	-	5
Birmingham City Council	9	-	(7)	-	-	2
The Hospital Saturday Fund	1	-	-	-	-	1
Kildare Charitable Trust	-	100	(100)	-	-	-
Lions Club International	-	14	(14)	-	-	-
	51	571	(377)	-	(75)	170
Designated reserves						
Fixed asset fund	12,916	-	-	-	174	13,090
Aircraft development	1,500	-	-	-	-	1,500
Capital Project fund	1,536	-	-	-	9,342	10,878
Clinical Review fund	-	-	-	-	500	500
	15,952	-	-	-	10,016	25,968
Unrestricted reserves						
Expenditure fund	10,135	-	-	-	165	10,300
Development plan	1,500	-	-	-	-	1,500
General fund	10,039	15,817	(10,289)	-	(10,106)	5,461
	21,674	15,817	(10,289)	-	(9,941)	17,261
Total reserves	37,677	16,388	(10,666)	-	-	43,399

MIDLANDS AIR AMBULANCE CHARITY



REPORT OF THE TRUSTEES For the year ended 31 March 2021

19. Reserves continued

Charity

	Opening Balance £'000	Incoming Resources £'000	Outgoing Resources £'000	Gains & Losses £'000	Transfers £'000	Closing Balance £'000
Restricted reserves						
County Air Ambulance Trust	36	457	(256)	-	(75)	162
Home Office	5	-	-	-	-	5
Birmingham City Council	9	-	(7)	-	-	2
The Hospital Saturday Fund	1	-	-	-	-	1
Kildare Charitable Trust	-	100	(100)	-	-	-
Lions Club International	-	14	(14)	-	-	-
	51	571	(377)	-	(75)	170
Designated reserves						
Fixed asset fund	12,916	-	-	-	174	13,090
Aircraft development	1,500	-	-	-	-	1,500
Capital Project fund	1,536	-	-	-	9,342	10,878
Clinical Review fund	-	-	-	-	500	500
	15,952	-	-	-	10,016	25,968
Unrestricted reserves						
Expenditure fund	10,135	-	-	-	165	10,300
Development plan	1,500	-	-	-	-	1,500
General fund	10,061	15,407	(9,887)	-	(10,106)	5,475
	21,696	15,407	(9,887)	-	(9,941)	17,275
Total reserves	37,699	15,978	(10,264)	-	-	43,413

Restricted funds

The Charity is grateful for the support of the following organisations for their support for the purchase or development of important projects:

Grant Fund	Purpose
County Air Ambulance Trust	Purchase crew uniforms, clinical equipment, hangar adaptations and critical care car.
Home Office	Undertake external bleed control training
Birmingham City Council	Purchase bleed control kits
The Hospital Saturday Fund	Purchase of equipment to facilitate CPR training for the general public
Kildare Charitable Trust	Expenditure within Worcestershire
Lions Club International	Purchase of clinical equipment

All the funds are restricted to the purpose for which they were given. Where costs have been capitalised the balance is transferred to unrestricted reserves once the grant has been spent.



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19. Reserves continued

Designated funds

The fixed asset fund is set aside to cover the cost of fixed assets used by the Charity for charitable purposes.

Funds have been set aside for the development of our owned aircraft G-OMAA, and G-RMAA in order to ensure these aircraft remain fit for purpose throughout their useful lives. Expenditure in this regard is not time limited.

A building fund has been set aside for the capital build of a new Airbase and Headquarters building after securing planning permission during the year.

Trustees have set aside a fund for costs to undertake a strategic clinical operating review.

20. Analysis of net asset by fund

	Restricted Funds £'000	Designated Funds £'000	Unrestricted Funds £'000	2021 Total £'000	2020 Total £'000
Tangible and intangible fixed assets	75	9,965	-	10,040	9,317
Investments	-	-	15,019	15,019	12,199
Cash at bank and in hand	95	16,003	1,977	18,075	15,083
Other net current assets	-	-	265	265	1,078
Total	170	25,968	17,261	43,399	37,677

21. Financial instruments

	2021 £'000	2020 £'000
Financial assets		
Financial assets measured at fair value through profit or loss	33,093	27,282
Financial assets that are debt instruments measured at amortised cost	15	47
	33,108	27,329
Financial liabilities		
Financial liabilities measured at amortised cost	1,428	1,126
	1,428	1,126

Financial assets measured at fair value through profit or loss comprise of investments, cash at bank and in hand, and short-term deposits.

Financial assets measured at amortised cost comprise trade debtors, and other debtors.

Financial liabilities measured at amortised cost comprise trade creditors, and other creditors.



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22. Related party transactions

Transactions occurred during the year between the Charity and trading company. During the year for the Charity the income was £60,000 (2020: £160,000) and expenditure was £121,500 (2020: £181,191). Money owed to the Charity from the trading company was £75,321 (2020: £165,668).

No trustee or other person related to the Charity had any personal interest in any contract or transaction entered into by the Charity during the period.

During the period none of the Trustees, or members of the key management staff, or parties related to them, has undertaken any material transactions with any related parties.

Advantage has been taken of the FRS 102 exemption for disclosure of inter-group transactions with wholly owned subsidiaries.

23. Post balance sheet events

The global pandemic from the outbreak of COVID-19 continues to cause widespread disruption to normal patterns of business activity across the world, including the United Kingdom.

24. Capital Commitments

At 31 March 2021 there were capital commitments of £ nil (2020:£nil)