

ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD

England & Wales · Charity number 1161153

Details

Other names AAAC, AIR AMBULANCES UK

Status Registered

Legal form Charitable company

Company number [09391251](#)

Registered 2015-04-01

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

Contact

Address International House
The McLaren Building
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Website www.airambulancesuk.org

Activities

Objects: 4. The charity's objects (Objects) are specifically restricted to relieving sickness and injury in the UK by: 4.1 assisting in the provision of financial and other support to established local air ambulance services, including, but not limited to making grants available to Air Ambulance Charities, NHS Trusts and ambulance Trusts; and 4.2 the delivery of related services to improve patient outcomes, including but not limited to the running of conferences and dissemination of information.

Activities: To relieve sickness and injury in the UK by assisting in the provision of financial support to established local air ambulance services.

Classification

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

Geography

- Northern Ireland
- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£1,620,952	£980,874	£1,430,053	12
2023-12-31	£898,848	£1,011,173	£789,975	9
2022-12-31	£1,139,114	£913,890	£902,300	5
2021-12-31	£724,715	£368,728	£677,076	4
2020-12-31	£6,518,915	£6,323,109	£321,089	3

Trustees

Name	Role	Appointed
Andrew William Hicks		2023-05-16
Bernadette O'Sullivan		2024-11-10
Charles Hackett		2026-03-30
Claire Suzanne Ashby Walters		2020-10-01
Kate Leach		2026-03-30
Matthew Jones Mr		2025-03-03
Peta Wilkinson		2025-03-03
Richard Corbett		2026-03-30
Sarah Thewlis		2025-03-03

ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD

England & Wales - Charity number 1161153

Accounts

ANNUAL REPORT



2024



AIR AMBULANCES UK
SUPPORTING AIR AMBULANCE CHARITIES

Charity Registration No. 1161153 (England and Wales)
Charity Registration No. SC051021 (Scotland)
Company Registration No. 09391251 (England and Wales)

Association of Air Ambulances (Charity) Ltd
(Operating as Air Ambulances UK)
Annual report and consolidated financial statements

Trustees	Mrs A C McLean Mr A D Welch Ms C A Walters Mr A W Hicks Ms B O'Sullivan (Appointed 10 November 2024) Ms S Thewlis (Appointed 3 March 2025) Ms P Wilkinson (Appointed 3 March 2025) Mr M Jones (Appointed 3 March 2025)
Chief Executive Officer	Mr L Boswell
Charity number (England and Wales)	1161153
Charity number (Scotland)	SC051021
Company number	09391251
Registered office	Air Ambulances UK International House The McLaren Building 46 The Priory Queensway, Birmingham B4 7LR
Auditor	Thomas and Young Limited, Carleton House, 266-268 Stratford Road, Shirley, Solihull, West Midlands, B90 3AD
Bankers	NatWest Brampton Road Newcastle-under-Lyme Staffordshire ST5 0QX
Legal Advisors	Anthony Collins Solicitors 134 Edmund Street Birmingham B3 2ES

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INTRODUCTION

I write as the recently appointed Chair of Air Ambulance UK. Though there have been many changes over the past year, I have been deeply impressed by the continued professionalism and dedication of the 21 independent charities. It is a truly impressive service that you deliver to the UK. I was honoured to be selected as Chair, and I am grateful to the trustees and the interim chief executive for the way they made the transition so easy.

Daryl Brown and Anna Perry completed their terms of office on the Board, and we sincerely thank the boards of MAGPAS and Great Western Air Ambulance for allowing their chief executives to perform this additional role for so long and make their excellent contributions. Though we are sorry to see them go, we are glad to welcome Peta Wilkinson and Matthew Jones in their place and with them the experienced strategic fundraiser Bernadette O' Sullivan who joined us in the Autumn.

Simmy Akhtar left us after four successful years as CEO. By the time you read this, she should be well settled into her new challenge at The Royal Life Saving Society. We wish her well and thank her for all her hard work and dedication. The board took the decision in late 2024 to recruit Lindsay Boswell, an experienced charity CEO, as interim to lead an organizational review prior to recruitment to the substantive post in autumn 2025. We are very pleased to have Lindsay as part of the team.

He has come to a team without whose efforts the achievements summarised in this report would not have come about. Good teamwork is vital for making our vision real and supporting all parts of the UK community as they give to patients the highest level of specialist critical care.

And none of this would be possible without the generosity of our funders. The external environment is challenging, and we are immensely grateful for their continuing support.

I am eagerly looking forward to working with all the 21 independent air ambulances and supporting the excellence and innovation that has been so obvious in the visits I have been able to make so far.

A handwritten signature in black ink that reads "Sarah Thewlis".

Sarah Thewlis
Chair of Trustees AAUK

RILEY'S STORY

Riley didn't mean to swallow the £2 coin. He just looked up while his aunt was teaching him to toss coins, and the weighty disc dropped into his mouth and slid down his windpipe.

"We used the Heimlich manoeuvre on him and he said he had swallowed it completely and asked for a drink," recalls his mother Nicolle. "I knew Riley would never pass something as large as a £2 coin so called my GP for advice. But while I was on the phone, the poor wee soul was sick and brought up the coin to lodge in his throat again."



The family doctor wasted no time in telling Nicolle to dial 999. A Scottish Ambulance Service road crew arrived within minutes and told Nicolle they had to get him to hospital quickly – but not in a road ambulance. This would take all Scotland's Charity Air Ambulance's (SCAA's) skills to get the youngster smoothly and safely to critical hospital care nearly an hour's drive away at Aberdeen.

'There's something so reassuring about these air ambulance paramedics in red suits who are so professional, comforting and efficient. SCAA's team was absolutely amazing. They took over Riley's care and made sure that I was OK too.'

"Throughout the entire emergency, these young paramedics were focussed on Riley – they weren't going to let anything happen to him," said Nicolle. "I trusted them with my little boy – his life was in their hands."

A 10-minute flight saw SCAA land at Aberdeen Royal Infirmary where Riley was taken into Resus and then into theatre where surgeons were able to put him to sleep and slip a clamp down his throat and successfully capture the coin.

"Without SCAA and the helicopter crew that day we could have lost Riley. Every breath could have been his last were he not in their hands – a road ambulance journey on bumpy roads could have spelled disaster and that doesn't bear thinking about."

JANE AND ANNA'S STORY

Anna recalls 'as I was walking through the door at 08:54am, I got a message via Siri from mum saying 'are you on your way back? I'm not feeling well again' and as I came in, for whatever reason, I took the door off the latch thinking that I would leave it open just in case anyone needed to get in.'

Anna rushed upstairs to check on her mum. Jane had been in the shower and was lying on the bed wrapped in a towel. She told Anna that she was suffering with stomach pains again and asked her daughter to get her an Omeprazole tablet.

Recalling the next few minutes, Anna said: 'As I was doing this, I was making a note of times (09:07am) and the readings and suddenly she slammed both her arms down by her side, telling me she had pins and needles in her arms. And then with that, she surged around a foot up the bed and started fitting. I instantly called 999 at 09:08am and then she stopped breathing, turned yellow and became rigid. I tried to get her into the recovery position, but she had moved so far up the bed and was still fitting, she had hit her head on the bedside table so all that I could do was cradle her head.

Jane's condition did not improve, and as soon as her body was still, Anna moved her to the floor to begin administering CPR. When the land ambulance crew walked in, I remember them saying "you're doing a great job, carry on.". The land ambulance crew used a Defibrillator, a device that gives a high energy shock to the heart of someone who is in cardiac arrest and thankfully, they were successful in restoring a normal heartbeat for Jane.

'Mum was put into that back of the first ambulance and that was the last I saw of her. I remember being stood in the road and seeing these two men in red suits walking towards us. Just like in the films, it felt like they were walking down the hill in slow motion.

DAA Doctor, Tony Kehoe, explained to Anna that it might feel like they are on the scene for a long time, but that is because they can do more there before transporting her mum to save time at the hospital. He then explained that Jane was 'agitated' and therefore he was going to put her to sleep.

'If it wasn't for Devon Air Ambulance, my mum either wouldn't be with us today, or wouldn't have any brain function. Once she was stable enough to transport, DAA's doctor travelled with her in the land ambulance, and we followed in the second land ambulance behind. When the blue lights were turned on it was another moment that I realised the severity of my mum's condition.'



DAVID AND RACHEL'S STORY

Driving a Mazda MX-5, David was only five minutes into his journey, when he went round a bend near Bishop's Itchington and was in collision with a car heading in the opposite direction.

"When the red phone rang, we knew this was very likely to be a serious mission as it was a freezing morning and it sounded very significant from the call details," explains WNAA Critical Care Paramedic, Matthew Stringfellow.

David had significant life-threatening injuries including a fractured pelvis, several ribs, and clavicle. His arm was fractured in three places, five vertebrae – including the top of his neck – both sides of his jaw and eye socket. Lacerated liver and spleen, punctured lung, and a severe traumatic brain injury.

"We quickly examined David identifying multiple life-threatening injuries and we, as a critical care team, alongside NHS ambulance service staff, rapidly provided critical care to him at the scene," says Matthew.

Based on the accident's location, the crew needed to get David to University Hospitals Coventry & Warwickshire (UHCW) in Coventry, where there's a Major Trauma Centre, and accompanied him in the land ambulance to hospital.

From there David remained stable in critical care, but it was still touch and go. David had a tracheostomy to help him breathe, and during his stay caught sepsis and pneumonia. He remained extremely unwell.

"He spent three months in critical care, where he was in an induced coma. He was then transferred to a neurology ward, and then spent a further six weeks in a rehabilitation hospital," says Rachel.



"Due to the severity of his injuries, the crew were amazed to see the extent of David's recovery. Due to the nature of his broken arm, they were also amazed he wasn't an amputee," says Rachel.

Thankful for David's second chance at life, the couple chose to turn the worst day of their lives, into the best day of their lives, as on 25 November 2023 – a year after the incident – the couple got married in front of their family and friends at St John's House, Warwick.

"It was so surreal considering a year ago to the day we thought we'd lost him, and then a year on we get to celebrate our lives together and celebrate his life – given back to him and us by the air ambulance crew," says Rachel.

OUR VISION

Together we will ensure the best possible chance of survival and patient outcomes for everyone in need of lifesaving pre-hospital care.

OUR PURPOSE

To champion and support the vital work of air ambulance charities, enabling them to save even more lives and improve patient outcomes every day across the UK.

Air Ambulances UK (AAUK) champions and supports the vital work of air ambulance charities at a national level. We are the national charity supporting the lifesaving work of the UK's air ambulance charities, enabling them to save even more lives and improve patient outcomes every day.

AAUK is a national platform for the sector, and we work to raise awareness of the lifesaving work of air ambulance crews and how they make a difference to anyone in need of their specialist care. We raise national funds to invest in the air ambulance community across the UK and act as the voice on issues of national significance.

During 2023 we invested in our staff structure which has enabled us to increase our communications on various platforms, to develop our policy and public affairs priorities, and to secure national corporate partnerships to support our air ambulance community.



OUR VALUES



SERVICE

We exist to support the work of the 21 Air Ambulance charities in the UK.



TRUST

We foster integrity in all we do, in order to be an ethical and trusted charity.



COLLABORATION

We bring people, organisations and ideas together to maximise impact.



INNOVATION

We focus on innovation in order to continually improve the services we deliver and enable improvements in patient outcomes.



EXCELLENCE

We aspire for excellence in everything we do.

OUR GOALS



TO INSPIRE NATIONAL ENGAGEMENT & SUPPORT

We will inspire commitment to the sector through raising funds, generating support and increasing national awareness of our cause.



TO ADVANCE PATIENT CARE

We will support and champion research and good practice in the sector by the delivery of projects and sharing of learning to improve patient outcomes.



TO BE A COLLECTIVE VOICE

We will become the trusted, national collective voice of the sector among central government, peer organisations, media and the public.



TO MAXIMISE SECTOR IMPACT & INCOME GENERATION

We will deliver funding which enables air ambulance charity development and become the leading central hub of mutual information exchange, support and advice for the community.



TO ACHIEVE ORGANISATIONAL EXCELLENCE

We will achieve the highest standards of governance and compliance, ensure financial sustainability and will nurture our team, as well as demonstrate our impact.

PARTNERSHIP WITH KWIK FIT

Kwik Fit partnered with Air Ambulances UK in 2023 with a shared goal: to help air ambulance charities save even more lives and remain at the forefront of pre-hospital care. Customers can now donate through digital micro-donations at point of sale, while employees continue to support the partnership through a range of fundraising activities with local and national impact.

In 2024, Kwik Fit's support has been exceptional. At the British Touring Car Championship (BTCC), the partnership raised over £21,000 to support lifesaving missions, while helping raise awareness among thousands of fans throughout the season.

Kwik Fit also generously sponsored the 2024 Awards of Excellence, celebrating the outstanding work of those across the air ambulance sector. During Air Ambulance Week, they helped secure a TalkSport advert reaching 3.7 million listeners, features within the BTCC programme, and engaged widely across social media.

Their fundraising efforts continued with participation in the London Bridges Walk – a 30-mile challenge across 26 bridges – and at the 2024 Kwik Fit Golf Day, raising a total of £62,500.

We're proud to work alongside Kwik Fit in support of the UK's air ambulance charities, helping save lives every day.

"It truly was a journey of blood, sweat, and blisters—but the team's energy and the constant reminder of the incredible cause we were supporting kept us going.

Together, we raised £5,000 to help save lives through the amazing work of AAUK."

Laura Cowling, Retail Campaign Manager, Kwik Fit (GB) Ltd



PENINSULA GROUP PARTNERSHIP

In March 2024, we proudly launched a new three-year national partnership with Peninsula Group, a global leader in employment law, HR, and health & safety services. This exciting partnership aims to raise £1 million by 2027 in support of the lifesaving work of the UK's air ambulance charities.

Chosen by Peninsula employees through a company-wide nomination process, Air Ambulances UK was selected as one of the Group's national charity partners. The partnership reflects our shared values and commitment to making a meaningful difference. Peninsula's fundraising efforts are wide-ranging, from employee-led challenges to payroll giving—with all donations matched pound for pound by the company.

In 2024, Peninsula employees tackled events such as Tough Mudder to raise funds and awareness. In December, the partnership took centre stage during Peninsula's Global Day of Giving—a 24-hour international static bike challenge that brought teams together from Australia to the UK and Canada. Air Ambulances UK joined the event with team members showing their support on the ground in Manchester, London and Glasgow.

We are incredibly grateful for Peninsula's commitment, energy and generosity.

Their support plays a vital role in helping air ambulance charities continue delivering lifesaving care across the UK.



FUNDRAISING

Thank you to all our incredible supporters and partners for your continued commitment throughout 2024. Your efforts have helped raise vital funds for Air Ambulances UK and the 21 air ambulance charities, enabling us to support more lifesaving missions and improve patient outcomes across the UK, including;

- Blaser Mills
- BMR Foundation
- HSBC Bank Plc
- Westerleigh Group
- Give A Car Ltd
- Virgin Red
- Volkswagen Group (Snowberry Lakes)
- The Middleton Foundation
- Intelligent PMI
- Butcher and Barlow LLP
- Advent of Change
- Lundbeck Limited
- Cecil Pilkington Trust
- Allica Bank
- DAF Trucks
- Peninsula Group UKI
- Kwik Fit
- Mander Hadley
- Road Haulage Association
- The Jude Morris Racing Foundation
- Boundless
- GXO
- Macks Solicitors
- Wilson Wakefield Solicitors
- Autocycle Union
- The Jean and Derek King Trust Fund
- Ringway Infrastructure Services
- BBC Lifeline Appeal
- Ageas
- NACFB
- Procurement Hub (aka Places for People)
- DPD
- Briggs Equipment UK
- Brown & Co

Our partners are instrumental in helping to achieve our goal of saving lives and improving patient care across the UK. They raise vital funds and awareness for air ambulance initiatives through campaigns and engagement activities. Our partners and their employees actively participated in events like the 'Brew for the Crew' campaign, running, and skydiving to support air ambulance charities in saving even more lives.

FUNDRAISING HIGHLIGHTS

In 2024, our dedicated supporters and corporate partners once again rose to the challenge, showing incredible commitment to raising vital funds for the lifesaving work of air ambulance charities across the UK.

We are proud to celebrate just a few of the standout initiatives and achievements from the past year, which have helped drive awareness and generate income in support of our shared mission.

National Highways Clothing Collection

The clothing collection campaign with National Highways was a huge success, uniting regional teams and local air ambulance charities through an initiative that sparked impressive engagement across the country. While Air Ambulances UK was not the nominated charity, we were pleased to provide informal advice and coordination support behind the scenes to help maximise the campaign's reach.

Our thanks to National Highways for recognising the role we played and for offering to feature the initiative in this report and other suitable publications.



DPD

We were thrilled to receive a generous £50,000 donation from DPD in 2024, continuing their fantastic support for the air ambulance sector. As part of the partnership, DPD team members were invited to visit local air bases. These visits offered an inspiring behind-the-scenes look at the lifesaving work of air ambulance charities.

Attendees had the opportunity to meet crew members, tour the facilities, and get up-close views of the aircraft. We hope the visits proved educational and provided insight into how business support—like that from DPD—helps keep specialist critical care teams flying.



FUNDRAISING HIGHLIGHTS

Auto-Cycle Union (ACU)

In April 2024, we launched a new and exciting partnership with the Auto-Cycle Union (ACU). This collaboration is built on a shared commitment to safety and support for those in urgent need of critical care.

Together, Air Ambulances UK and ACU are delivering initiatives to raise awareness and funds, including educational safety campaigns and collaborative activities aimed at riders and road users. We're excited to continue building this partnership and extend our thanks to ACU for choosing to stand with us in support of the air ambulance sector.



Ageas UK

For the third consecutive year, Ageas continued to show incredible commitment to fundraising in support of Air Ambulances UK, raising a fantastic total of £53,220.76 in 2024.

Their support came through a range of activities, including continued payroll giving via the 'Small Change, Big Difference' scheme, participation in Brew for the Crew, and a host of seasonal initiatives.

We're especially grateful to Ageas for continuing to work with price comparison sites, securing donations for each new policy sold and helping to generate essential funds for our work.



JUDE MORRIS RACING FOUNDATION

Following their incredible support in 2023, The Jude Morris Racing Foundation has continued to support Air Ambulances UK and the UK's 21 air ambulance charities through The Jude Morris Innovation and Development Fund.

The Fund was established to continue Jude's legacy and celebrate his life and is committed to saving even more lives, improving patient outcomes and improving service provision through innovative clinical and operational developments.

Thanks to The Jude Morris Racing Foundation's continued support, the following grants were awarded in 2024:

East Anglian Air Ambulance



Emergency Resuscitative Endovascular Balloon Occlusion of the Aorta (REBOA) in the Out-of-Hospital Cardiac Arrest (ERICA-ARREST) study.

Despite advances in resuscitation and critical care medicine, fewer than one in ten patients survive to hospital discharge after out-of-hospital cardiac arrest (OHCA). EAAA urgently need to find solutions to improve outcomes from OHCA in the UK. Return of spontaneous circulation (ROSC) is the first step to long-term survival but is currently only achieved in 40% of OHCA patients.

The ERICA-ARREST study evaluates the feasibility of deploying REBOA for OHCA patients at East Anglian Air Ambulance (EAAA). Using compressed geography, targeted dispatch, alongside a well-established and governed arterial access programme (SPEAR); the study assessed the feasibility of delivering the intervention in a mixed UK urban and rural setting, within a rapid timescale.



JUDE MORRIS RACING FOUNDATION

Hampshire and Isle of Wight Air Ambulance



Out of Hospital Cardiac Arrest (OHCA) research and development study.

HIOWAA used this £5,000 grant to contribute towards an Out of Hospital Cardiac Arrest (OHCA) research and development study, the CABARET Trial; that they are developing. When an OHCA occurs, it is very often a terminal event. Despite emergency services, such as HIOWAA, attending these types of incidents within an average of eight minutes, the number of people who survive an OHCA is very low. If the patient survives, they can often experience long term brain damage due to the lack of blood flow around the body.

Fortunately, technology (head-up position CPR device, active compression-decompression mechanical CPR device and an Impedance Threshold device) exists that might be able to improve the chances of people who survive an OHCA and their quality of life thereafter.

The study will determine if these devices (when used together) will improve blood flow during resuscitation and if this will improve patient outcomes of initial resuscitation and lead to more people surviving with a normally functioning brain after a cardiac arrest.

Jude's mum, Lucy Morris, said: "We are incredibly proud to continue supporting the Jude Morris Innovation & Development Fund and the vital work of Air Ambulances UK. The Fund is a lasting tribute to Jude's spirit, helping to drive forward ground breaking projects such as the London ECAT initiative – delivering life-saving interventions to cardiac arrest patients in record time. It is a powerful reminder of the impact Jude's legacy continues to have"



AMBASSADOR SUPPORT

We are proud to work with a dedicated group of ambassadors who have supported Air Ambulances UK throughout the year, helping to raise awareness of the lifesaving work of air ambulance charities across the UK.

Many of our ambassadors took part in our national campaign for Air Ambulance Week. Charlotte Hawkins and David Domoney featured prominently in our national campaign video, alongside our wider ambassador group who all lent their voices to raise awareness during the week. You can view the [campaign video here](#).

Olympic medallist, Derek Redmond, attended the British Touring Car Championship, sponsored by our partner Kwik Fit, showing his support at the Donington Park round of the season.

Charlotte Hawkins also returned to host our Annual Awards of Excellence, bringing her professionalism and warmth to the stage. Meanwhile, Eve and David Domoney attended the event and celebrated the incredible achievements across the sector.

Throughout the year, Eve continued to champion Air Ambulances UK across her social media platforms, helping to shine a spotlight on our work and the importance of the UK's Air Ambulance charities.

Each of our ambassadors contributed in a variety of ways across the year—through media, campaigns, events, and advocacy. Their ongoing support is instrumental in helping us to reach new audiences and elevate awareness of the vital work of the air ambulance community.



ADVENT OF CHANGE

AAUK'S PARTICIPATION IN ADVENT OF CHANGE

We were once again delighted to be part of Advent of Change — a brilliant initiative that reimagines the traditional advent calendar by replacing daily treats with charitable donations.

Each purchase of a calendar, candle or other item helped support a range of good causes, with funds shared equally between the chosen charities. Behind every advent door was a message highlighting the charity being supported that day — a powerful way to give back during the festive season.

Thanks to everyone who took part, Advent of Change raised an incredible £1,444.70 for Air Ambulances UK.



STRATEGIC GOALS & ACHIEVEMENTS

Inspiring National Engagement & Support

Air Ambulance Week 2024 9-15 SEPTEMBER



Air Ambulance Week (AAW) is the national week for the air ambulance community that recognises, celebrates, and raises awareness of the lifesaving work of air ambulance charities in their local communities. The aim for the week is to raise national and local awareness of Air Ambulance Week and the air ambulance community.

KEY HIGHLIGHTS

- **AAUK's overall campaign reach exceeded 89.7 million.**
(Not including data from member charities)
- Royal Mail Postage frank on all stamped mail.
Estimated minimum total reach: 64.4 million
- Two print adverts and one online story within The Sun
Estimated minimum total reach: 7.1 million
- 10 second weather credit on the hour every hour -
TalkSport Radio In partnership with Kwik Fit
Estimated minimum total reach: 3.7 million
- Featured in three equine magazines, offering excellent coverage and strong relevance within the sector.
Estimated minimum total reach: 600,000
- Featured on the front page of The Week Junior magazine, with seven Air Ambulance charities highlighted inside.
Estimated minimum total reach: 90,000
- Social Media interaction from The Royal Family on X, Instagram and Facebook.
Estimated minimum total reach: 500,000
- All AAUK ambassadors engaging with Air Ambulance Week.



Air Ambulance Week: Charity saves lives on farms



Saving lives: rider thanks crucial air ambulance after rotational fall



Air Ambulance Charity Engagement Buildings and Monuments

During Air Ambulance Week, a number of iconic landmarks and monuments across the UK were lit up in red and yellow to help raise awareness of the lifesaving work of the UK's air ambulance charities. This striking visual display served as a powerful reminder of the vital role air ambulance services play every day across the UK.

Wellington Monument in Somerset and Corfe castle in Dorset

Barnstaple Clock Tower, North Devon, Exeter Guildhall, Smeatons Tower, Plymouth.

Warwick Castle, The National Space Centre and Oakham Castle. Fermanagh and Omagh Council, Enniskillen Castle, Strule Arts Centre, Mid Ulster Council, Ranfurly House, Burnavon, Bridewell, Lisburn and Castlereagh Council, Lisburn Island Arts Centre, Derry and Strabane Council, Council Offices in Derry, Alley Theatre, Causeway Coast and Glens, Council Headquarters at Cloonavin, Newry, Mourne and Down, Newry Town Hall, Down Leisure Centre The Willis building, Ipswich, The Royal Norwich Theatre, Norwich, The Luton DART

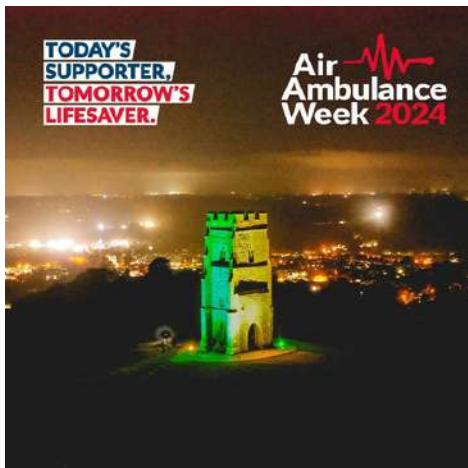
St Michael's Mount in Cornwall

Cambridge Guildhall, Ely Cathedral, Godmanchester Chinese Bridge and Queen Elizabeth Hall, Huntingdon Town Hall, Cromwell Museum, Kimbolton Castle, Buckden Towers, Ramsey Thomas a Becket Church, St Ives Chapel Bridge and Corn Exchange

NATIONAL ORGANISATION AND HIGH-PROFILE INPUT

A growing number of organisations and high-profile individuals supported this year's campaign and helped to maximise our reach to ordinary people. The list is not a definitive list but those with significant following are:

- The Prince and Princess of Wales
- Asset International Structures Ltd
- GJS Dillon Commercial Property Consultants
- WA Management
- CCMS Care & Case Management Services
- JSP Case Management
- Paya Charity
- Jewers Doors
- SPOA - Scottish Plant Owners Association
- CCMS Care & Case Management Services
- What 3 words
- Scottish Ambulance Service
- Brick Cop
- VideoSoft
- Emergency Services Day
- Brake
- Ridewifme
- JMC Aviation
- Go Inspire Charity
- Blue Light Escapes
- HCC Solicitors
- If Give Ltd
- LCI
- Remember a charity
- Portable Helipad Systems
- ExcelR8 Motorsport



NHS NEW HOSPITAL PROGRAMME - HOSPITAL HELIPADS

Air Ambulances UK continues to emphasise the critical importance of integrating helipad facilities into new hospital infrastructure planning. Recognising the vital role hospital helipads play in enabling rapid access to lifesaving care, AAUK has engaged proactively with the New Hospital Programme (NHP) to highlight the need for appropriate provision in any future hospital developments.

November 2024, saw the NHP hold its first national collaborative meeting with the air ambulance community to explore helipad challenges and priorities. This marked an important step toward ensuring helipad access is considered as part of long-term healthcare infrastructure planning.

In parallel, the NHP is developing a national Helipad Strategy that will introduce a tiered framework to guide the placement and design of new hospital helipads. The strategy seeks to standardise provision, improve patient outcomes, and enhance operational efficiency – responding to growing concerns about inconsistent safety and accessibility standards across current helipad sites.

AAUK remains committed to working with NHS stakeholders and government departments to ensure future hospital builds are equipped to support the swift transfer of critically ill patients – helping air ambulance charities save even more lives across the UK.



ONSHORE SAFETY LEADERSHIP GROUP

Air Ambulances UK has continued its engagement with the Onshore Safety Leadership Group (OSLG) to address ongoing safety and operational barriers related to hospital helicopter landing sites (HHLS).

Following the accident involving Sikorsky S-92A, G-MCGY, at Derriford Hospital, the OSLG has prioritised discussions around landing site safety, safeguarding procedures, and the need for clear national guidance. As part of this, AAUK has contributed to relevant workstreams within the OSLG.



[Click here to read more on the accident to Sikorsky S-92A, G-MCGY at Derriford Hospital](#)

INTERCOLLEGIATE BOARD FOR TRAINING IN PRE-HOSPITAL EMERGENCY MEDICINE



Air Ambulances UK continues to provide national representation on the Intercollegiate Board for Training in Pre-Hospital Emergency Medicine (IBTPHEM), which oversees the training and assessment of clinicians delivering critical care outside the hospital setting.

This year, AAUK supported IBTPHEM in gathering data from air ambulance charities to inform national workforce planning. This work was developed with the support of the NHS Transformation Unit and the Faculty of Pre-Hospital Care. The survey focused on clinical workforce capacity and planning, with findings set to inform NHS England's Medical Training Review and the case for future clinical resourcing.

Through this work, AAUK is helping to ensure the needs of pre-hospital critical care are reflected in national workforce planning.

PRE-HOSPITAL RESEARCH AND AUDIT NETWORK

Air Ambulances UK is committed to supporting the development of the Pre-hospital Research and Audit Network (PRANA), which is creating a national registry of pre-hospital critical care. This registry will securely link pre-hospital data with existing national audits and NHS outcome data to improve understanding of pre-hospital care, support service planning, inform health policy, and strengthen responses to major incidents.

AAUK is committed to securing a safe and appropriate level of access for air ambulance charities to better understand the full patient pathway once a patient transitions from air ambulance care into NHS services – ensuring data can be used to drive improvements in outcomes and service delivery.

SECTOR KEY POLICY ISSUES IN 2024

Hospital Helipads: Air Ambulances UK continued to highlight the importance of integrating hospital helipads into NHS infrastructure to avoid delays in patient care. Working with stakeholders to advocate for suitable, on-site landing facilities – particularly at Major Trauma Centres – ensuring faster access to critical treatment.

Rising Demand and Costs: With more missions and escalating costs, AAUK highlighted the growing pressures on air ambulance charities.

Access to Patient Data: AAUK advocated for safe access to NHS patient data to understand outcomes and improve care.

Statutory Levy on Lotteries: AAUK maintained its position against the statutory levy on charity lotteries, calling for reform to maximise fundraising potential.

 **SWiFT Trial** **NHS**
Blood and Transplant **SWiFT**
Study of Whole blood
In Frontline Trauma

STUDY OF WHOLE BLOOD IN FRONTLINE TRAUMA

Last year, Air Ambulances UK (AAUK) shared news of the SWiFT (Study of Whole blood In Frontline Trauma) trial – the first UK-based clinical trial exploring the use of whole blood (WB) in the pre-hospital treatment of patients with life-threatening bleeding.

This study investigates whether WB – a single blood product that contains red cells, plasma, and platelets – could reduce mortality within 24 hours of injury and limit the need for further transfusions upon hospital arrival. Although early international evidence has suggested benefits, this is the first trial of its kind to assess both the clinical and cost effectiveness of pre-hospital WB use in a UK context.

A 2019 NHS Blood and Transplant survey showed strong support among UK air ambulances, with 82% identifying WB as their preferred component, and unanimous backing for a clinical trial before wider NHS adoption.

We're now pleased to report that the SWiFT trial has reached its recruitment target ahead of schedule, enrolling 904 eligible patients over a 21-month period.

This milestone is the result of outstanding collaboration across the sector, including:

- 10 air ambulance charities
- 10 transfusion laboratories
- 19 receiving hospital sites

The next steps include database cleaning and analysis, with results expected in Summer 2025. The trial's progress is a testament to the strong partnerships across emergency care and research teams, and we look forward to sharing outcomes as they emerge. To find out more about the SWiFT Trial copy the link below: <https://www.youtube.com/watch?v=J21vmrCSlxc>

Dr Laura Green, Co-Principal Investigator for SWiFT and Consultant in Haemostasis and Transfusion Medicine at NHS Blood and Transplant, and Professor Jason Smith, Co-Principal Investigator and Defence Professor of Emergency Medicine for the Defence Medical Services at the Ministry of Defence, said: “We’ve done it. A huge thank you to all of our colleagues in all research sites; transfusion laboratories, air ambulance services, and hospitals around the country that have helped us to reach our target recruitment of 900 patients in less than 2 years. This is the first time in our research careers that we’ve been involved in a study that has recruited significantly ahead of target, which is testament to the hard work of all of our PIs, transfusion laboratories, air ambulance teams, research nurses and other collaborators. Thank you all for your ‘can do’ attitude, help and feedback along the way.”

APPG FOR AIR AMBULANCES



The year began with a leadership change for the All-Party Parliamentary Group for Air Ambulances (APPG AA), as Robert Courts MP stepped down as Chair following his appointment as Solicitor General. Pete Wishart MP (SNP, Perth and North Perthshire) was elected as the new Chair at an Extraordinary General Meeting (EGM) in January.

The EGM also addressed necessary structural changes in line with updated parliamentary rules, which now limit all APPGs to four officers. The APPG AA's membership was reviewed and restructured to remain compliant while retaining cross-party support.

In anticipation of a General Election, AAUK developed a sector-specific manifesto in April, outlining key policy asks and opportunities for support from the next UK Government. This was shared with political parties and prospective parliamentary candidates to ensure air ambulance priorities were firmly on the agenda.

In May, the APPG AA convened to explore a significant operational issue: access to helipads at Major Trauma Centres and other specialist hospitals. The session helped raise awareness of how hospital helipad limitations impact the ability of air ambulance charities to deliver timely, lifesaving care.

However, the official calling of the General Election later that month led to the dissolution of Parliament and the suspension of all APPG activity. In response, AAUK launched a six-week election campaign to keep air ambulance issues visible. This included a public petition urging the next Government to engage with the sector, a “doorstep campaign” equipping supporters with key questions for candidates, and a coordinated digital campaign to drive engagement and spotlight the sector’s core challenges.

Following the election, AAUK began preparing for the APPG’s Inaugural Meeting, scheduled for early 2025. With several previous members having lost their seats, the meeting will re-establish the group with refreshed membership and officer roles, setting the stage for renewed cross-party collaboration.

Throughout, the APPG AA remains committed to bringing together MPs and key stakeholders to advocate for the vital role of air ambulance charities, ensuring policy development supports the delivery of specialist pre-hospital emergency care across the UK for air ambulance charities.

Pete Wishart MP, Chair of the APPG for Air Ambulances, said: “As Chair of the APPG for Air Ambulances, I’m proud to support the vital work of air ambulance charities across the UK. These charities save lives every day, often in the most challenging circumstances. The APPG AA is committed to championing their needs in Parliament. Together, we’re working to ensure they have the tools and support required to continue delivering exceptional care.”

AIR AMBULANCES ANNUAL PARLIAMENTARY RECEPTION

On 1 May 2024, Air Ambulances UK (AAUK) hosted its Annual Parliamentary Reception at the House of Commons, bringing together over 50 Members of Parliament and key sector leaders to raise awareness of the vital work of the UK's 21 air ambulance charities.

Pete Wishart MP, Chair of the APPG for Air Ambulances, opened the reception, with featured remarks from former Minister of State Helen Whately MP, former* AAUK Chair Patrick Peal MBE DL, and former* CEO Simmy Akhtar. Together, they outlined the sector's key priorities ahead of the 2024 General Election, including the growing demand and rising costs, access to patient data, access and safeguarding of helipads, and the impact of the statutory levy on lotteries, all of which were highlighted in AAUK's 2024 General Election Manifesto.

The reception also featured a powerful patient story from Niky Crooks, whose daughter Jasmine received critical care from Great Western Air Ambulance Charity during a life-threatening emergency. On 31 October 2019, Jasmine suddenly stopped breathing and required urgent medical attention. The charity's Critical Care Team responded swiftly, providing lifesaving treatment at the scene before airlifting her to Bristol Royal Children's Hospital.

Jasmine was later diagnosed with ROHHAD, a rare condition that affects the autonomic nervous system, and spent nearly two months in hospital. Despite the challenges, she showed remarkable resilience. Niky shared their story to underline the vital role air ambulance charities play in saving lives. To watch and listen to Jasmine's full story please [click here](#).

The event reaffirmed strong cross-party backing and underscored the importance of continued collaboration to ensure the sustainability and advancement of the UK's air ambulances and their lifesaving pre-hospital care.



Left to right: Patrick Peal MBE DL, former* Chair of Air Ambulances UK, Helen Whately MP, former Minister of State in the DHSC, Pete Wishart, Member of Parliament for the Scottish National Party and Chair of the APPG AA, and Simmy Akhtar, former* CEO of Air Ambulances UK.

*Former: They were part of the team during 2024 but have since moved on from the organisation.

BBC Lifeline Appeal

We were thrilled to announce that Air Ambulances UK and the UK's air ambulance charities were featured in a special BBC Lifeline appeal, presented by the incredible Rav Wilding, on Sunday, 15th September 2024! This was an amazing opportunity to highlight the life-saving work that air ambulance charities do every day. The appeal also benefited from donations being generously matched up to a maximum of £10,000 by Air Ambulances UK corporate partner, Ageas. In total, the appeal raised an incredible **£43,977.75**.

Presented by Rav Wilding

"I'm thrilled to support Air Ambulances UK in this vital appeal. I've had the privilege of seeing the lifesaving work of air ambulance crews up close during my time on Helicopter Heroes, and their level of care never ceases to amaze me."



Nicolle Chapman from Aberdeenshire feared for her son Riley's life after he accidentally swallowed a £2 coin last summer. The coin lodged in Riley's throat, obstructing his breathing. After several failed attempts to help him, Nicolle called 999, and the situation quickly escalated.



Last November, Jane Cross from Plymouth woke up feeling unwell but dismissed her symptoms. However, while going through her morning routine with her daughter Anna, she suddenly suffered a cardiac arrest. Anna, who had recently completed a first aid course, performed CPR for 20 minutes before paramedics arrived.



David Jenkins was given just 48 hours to live after a devastating car crash in November 2022. Thanks to the swift, lifesaving interventions of the Warwickshire & Northamptonshire Air Ambulance (WNAA), David not only survived but went on to marry his fiancée, Rachel, a year later to the day of the accident.



AAUK ANNUAL CONFERENCE

The Air Ambulances UK Annual Conference sponsored by Survival Equipment Services brought together the air ambulance community to learn from a wide range of speakers bringing information and innovation for the benefit of the industry at large. Among the speakers were;

Dr James Nayyar James is a HEMS Fellow at The Air Ambulance Service and spoke on Enhancing Pre-hospital Paediatric Care. He shared with delegates the key differences and challenges that paediatrics brings, the value of focused training, and how collaboration can make all the difference. The disparity of working with paediatrics compared to adults is not just the physical body and presentations but also the environment of where the child is likely to be found, who will be around, high emotions, safeguarding issues and more.

Dr Andy Lockyer Andy is Medical Director, GWAAC; EM Consultant, Bristol Royal Infirmary; and importantly for this presentation, Trustee, Dharura: Global Emergency Care. He spoke impressively about how overseas volunteering from the NHS can bring benefits to both the UK and the rest of the world through partnerships that allow health systems and teams to offer mutual development, knowledge sharing, skills and innovations.

In what has become a highly valued annual address, Imogen Ward and Tobin Aldrich from fundraising consultancy AAW explored current fundraising trends and their implications for air ambulance charities in particular. The 2023 statistics revealed that 56% of all income was individual giving, with grants and legacies the next two most important, followed by regular giving. Once again there was a timely reminder that those dream major gifts come along very rarely, representing just 4% of income in 2023. Similarly, corporate giving is down and a very difficult sector to crack unless you're a big-name charity.

There was a fascinating presentation by Remarkable Partnerships on unlocking corporate partnerships with AI; and Sophie Mitchinson spoke passionately about optimising inclusivity in PHEM.





AWARD WINNERS

Air Ambulances UK is delighted to announce the winners of the 2024 Awards of Excellence, sponsored by Kwik Fit and hosted by Air Ambulances UK ambassador Charlotte Hawkins at the Coventry Building Society Arena. This annual event celebrates the remarkable achievements and dedication of those who bring their specialist lifesaving skills to the air ambulance sector across the UK. Our panel of judges faced challenging decisions with such a high calibre of nominations.

Young Person of the Year Sponsored by: Sloane Helicopters

WINNER: Ethan Ross-Smith

Ethan's unwavering commitment to the Great Western Air Ambulance Charity is remarkable. From abseiling 75ft off a stadium roof to raising funds for essential crew kit, to volunteering tirelessly at events, Ethan has shown what true dedication looks like. He's even stepped into a unique role, posing as a "casualty" to help create impactful images that resonate with young audiences, all while enthusiastically supporting CPR and defibrillation training.



Critical Care Practitioner of the Year Sponsored by: Zoll

WINNER: Neil Bizzell, Dorset and Somerset Air Ambulance

Neil, a Specialist Practitioner in Critical Care from Dorset and Somerset Air Ambulance, has set an exemplary standard for patient care and clinical expertise. Leading the Outreach Programme, Neil has delivered 24 education events this year alone, often in his own time. His impact is undeniable: in one instance, his training and support allowed an ambulance crew to administer life-saving adrenaline to a patient in critical need.



AWARD WINNERS

Breaking Barriers Sponsored by: WEL Medical

WINNER: Great Western Air Ambulance Charity

Through their innovative Defibrillator Mapping Tool and Great Western Hearts Programme, Great Western Air Ambulance Charity is breaking down barriers to health access. By strategically placing defibrillators in economically deprived, high-need areas and offering free CPR and defibrillation training, they're making lifesaving equipment and skills accessible to everyone.



Trustee of the Year Sponsored by: Charisma Charity Recruitment

WINNER: Mike Beale, Scotland's Charity Air Ambulance

As Interim Chair of Scotland's Charity Air Ambulance, Mike provided strength and compassion during a challenging time, guiding the team through the sudden loss of founding Chairman John Bullough. His leadership ensured that vital fundraising and operations continued seamlessly, all while nurturing the Board's strategic ambitions.



Charity Staff Member of the Year Sponsored by: Kwik Fit

WINNER: Sam Disney, Magpas Air Ambulance

As the charity's first staff member dedicated to volunteering, Sam has transformed Magpas Air Ambulance's volunteer programme. Her work has streamlined operations, introduced improved tracking systems to recognise volunteer contributions effectively, and launched a rewards system that's already boosting engagement. Notably, she organised the charity's largest volunteering event, leading over 250 volunteers in a tree-planting day, and launched the charity's first monthly volunteer newsletter.



Campaign of the Year Sponsored by: Kwik Fit

WINNER: Air Ambulance Charity Kent Surrey Sussex

When their long-standing aviation partner faced sudden administration, the charity took quick action to secure its second helicopter. In just six weeks, they launched their largest-ever integrated fundraising appeal, rallying individuals, businesses, schools, and major donors around the critical goal of purchasing a new helicopter. Surpassing their initial £1 million target, the campaign ultimately raised an astounding £1.98 million!



AWARD WINNERS

Innovation of the Year Sponsored by: Aeroptimo

WINNER: Air Ambulance Charity Kent Surrey Sussex

Harnessing the power of technology, Air Ambulance Charity Kent Surrey Sussex delivered live-streamed CPR and defibrillator training sessions to 17,000 people across all ages—from 4 to 80+—in a single day! This innovative approach engaged audiences with tailored content and raised vital awareness on cardiac arrests and lifesaving actions.



Charity Supporter of the Year Sponsored by: Tower Lotteries

WINNER: Tom Budgett, Dorset & Somerset Air Ambulance

With an impressive 45-year career in commercial aviation law, Tom Budgett has generously provided pro bono legal expertise to air ambulance charities across the UK since 2017. His dedication to helping air ambulances achieve substantial savings has been transformative, allowing more resources to be directed to their vital missions.



Operations Support Staff of the Year Sponsored by: Survival Equipment Services

WINNER: Scott Todd, Magpas Air Ambulance

Scott is an essential member of the Magpas Air Ambulance technical crew, supporting navigation, communication, and hazard spotting, as well as overseeing key operational tasks like managing NOTAMs and coordinating fuel deliveries. Since joining in November 2022, Scott has consistently gone above and beyond, taking on challenging shifts, including Christmas Day, to ensure the charity's operations run smoothly.



Pilot of the Year Sponsored by: Babcock

WINNER: Captain Steve Norris, East Anglian Air Ambulance

With 18 years of flying experience, Steve has completed 163 missions over the past year, including 44 in the dark and 56 with seriously ill patients onboard. His dedication to flying clinicians to emergencies is matched by his personal commitment to families, offering support during life-changing moments.



AWARD WINNERS

Charity Team of the Year Sponsored by: Lottery Fundraising Services

WINNER: Retail team, Essex & Herts Air Ambulance

Thanks to their dedication and innovative strategies, the Retail Team achieved a 437% increase in net profit for 2023/2024. All 9 charity shops saw 24% growth, while e-commerce sales grew by an impressive 161%. Their efforts, including creative initiatives like "Feet to the Floor" and Donation Days, have significantly boosted local support and raised vital funds for the life-saving mission of Essex & Herts Air Ambulance.



Doctor of the Year Sponsored by: Leonardo Helicopters

WINNER: Dr. Laura Bland, Dorset and Somerset Air Ambulance

As a Critical Care Doctor and leader of the Pre-Hospital Emergency Medicine Training Programme, Laura has made an extraordinary impact on patient care and the development of pre-hospital critical care. Her leadership in regional campaigns and national examinations has helped raise awareness and improve the quality of emergency interventions. Laura's passion, dedication, and voluntary efforts have positively influenced countless lives, including spearheading a direct mail campaign that raised nearly £40,000 for the charity.



Lifetime Achievement Award Sponsored by: Airbus

WINNER: Gillian Bryce, Dorset and Somerset Air Ambulance

With over 30 years of service in Emergency Medicine, Gillian has made a lasting impact on pre-hospital care in the South West. Her pioneering work in developing the first paramedic training course and her leadership in merging ambulance services for better patient care are just the beginning. Gillian's advocacy for expanding air ambulance services led to the creation of Dorset & Somerset Air Ambulance in 2000, and her work as medical director helped pave the way for Devon Air Ambulance's seven-day service in 1997.



Special Recognition Award

WINNER: Heléna Holt from Devon Air Ambulance

As CEO for 17 years, Heléna has been a transformative force in the sector, leading Devon Air Ambulance through remarkable growth. The charity became the UK's first fully independent air ambulance and completed an impressive 2,226 missions last year alone. Heléna's visionary approach has not only improved patient outcomes but also driven a digital transformation, ensuring the charity is future-proofed for technological advancements and strategic success.



EVENT ATTENDANCE

ROTORTECH - 8 - 10 JUNE

Over three days at Sywell Aerodrome, RotorTech UK showcased the very best the helicopter industry has to offer. The unique airport setting allows both exhibitors and visitors to fly directly to the event and is the perfect venue to experience the latest aircraft and supporting products & services up-close.

BRAKE - AFTER THE CRASH CONFERENCE 14 MAY

Nearly 190 people representing the police, emergency services, charities that support injured road victims or bereaved adults or children, trauma counsellors and therapists, gathered at the conference in Manchester to share knowledge and agree the next steps to ensure that people affected injured by road crashes receive the expert support they need.

EMERGENCY SERVICES SHOW 18 & 19 SEPTEMBER

Air Ambulances UK attended the Emergency Services Show at the NEC Birmingham. The event was a dynamic showcase of the latest innovations in the blue light sector, featuring 500+ exhibitors and 10,000+ products.

HELITECH AND EMERGENCY SERVICES 25 SEPTEMBER

We were thrilled to once again partner with Helitech Expo and Drone X this year. The event included a range of industry awards, networking areas, live demonstrations as well as hundreds of state-of-the-art suppliers showcasing the latest advancements within the industry.

EMERGENCY SERVICES MENTAL HEALTH SYMPOSIUM 1 NOVEMBER

Air Ambulances UK engaged with many sector colleagues during the event. Sharing insights into the life-saving efforts of the UK's Air Ambulance charities was incredibly rewarding!



CORNDEL ACADEMY

Building on the success of the Air Ambulance Fundraising Academy, launched in partnership with Corndel in late 2023, Air Ambulances UK expanded its professional development offering in 2024 with the introduction of two new fully-funded programmes tailored to the sector’s evolving needs.

In March 2024, the Data Academy launched, equipping colleagues across fundraising, marketing, HR, and service delivery with the skills to harness data effectively – from GDPR compliance to impact reporting and strategic decision-making. Delivered in partnership with Imperial College London and Corndel, the programme focuses on building the confidence and competence needed in an increasingly data-driven environment.

In November 2024 , the Management and Leadership Level 5 Diploma began, with the highest uptake to date across all academies. This initiative supports aspiring and existing managers – many of whom have moved into leadership without formal training – to develop structured, high-impact management skills proven to increase performance and improve team retention.

These programmes reflect our commitment to supporting the sector’s talent through accessible, practical, and high-quality learning opportunities.

LEARNER FEEDBACK

Efficiency Breakthrough Example

Learners save 13 hours every month on average by adopting tools like Power Query, Power BI, and Excel, leading to streamlined reporting, automated data processes, and faster decision-making

“ A learner on the Data Professional Level 3 Programme developed their team’s first official Power BI dashboard for a recent campaign. The dashboard was a resounding success, receiving praise from the Community and Events Manager for its value and usability.

They tackled a previously time-consuming reporting process by developing a Power App, reducing the time required to generate a critical report from 15–20 hours to just 30 minutes. This innovation has been a game-changer, saving significant time and boosting team efficiency.

The learners’ manager has them for their ability to apply their learning immediately in the workplace.



FUNDRAISING SYMPOSIUM 2024

In June 2024, Air Ambulances UK proudly hosted its national Fundraising Symposium, bringing together colleagues from across the air ambulance sector for a full day of learning, inspiration, and connection. Held at the Beaconside Conference Centre in Staffordshire and generously sponsored by Sterling Lotteries, the event was tailored to support income generation across a range of fundraising disciplines.

The day featured expert speakers, case studies and practical sessions, with highlights including insights from Remarkable Partnerships on creating compelling corporate partnerships during tough economic times, and a joint session from Air Ambulance Kent Surrey Sussex and Purity Fundraising exploring how to convert digital supporters by telephone.

Delegates also benefited from interactive discussions, access to real-time Q&A via Slido, and a dedicated networking session to strengthen cross-sector collaboration.

Thank you to everyone who attended and contributed to making the 2024 Fundraising Symposium a standout event for the air ambulance community.

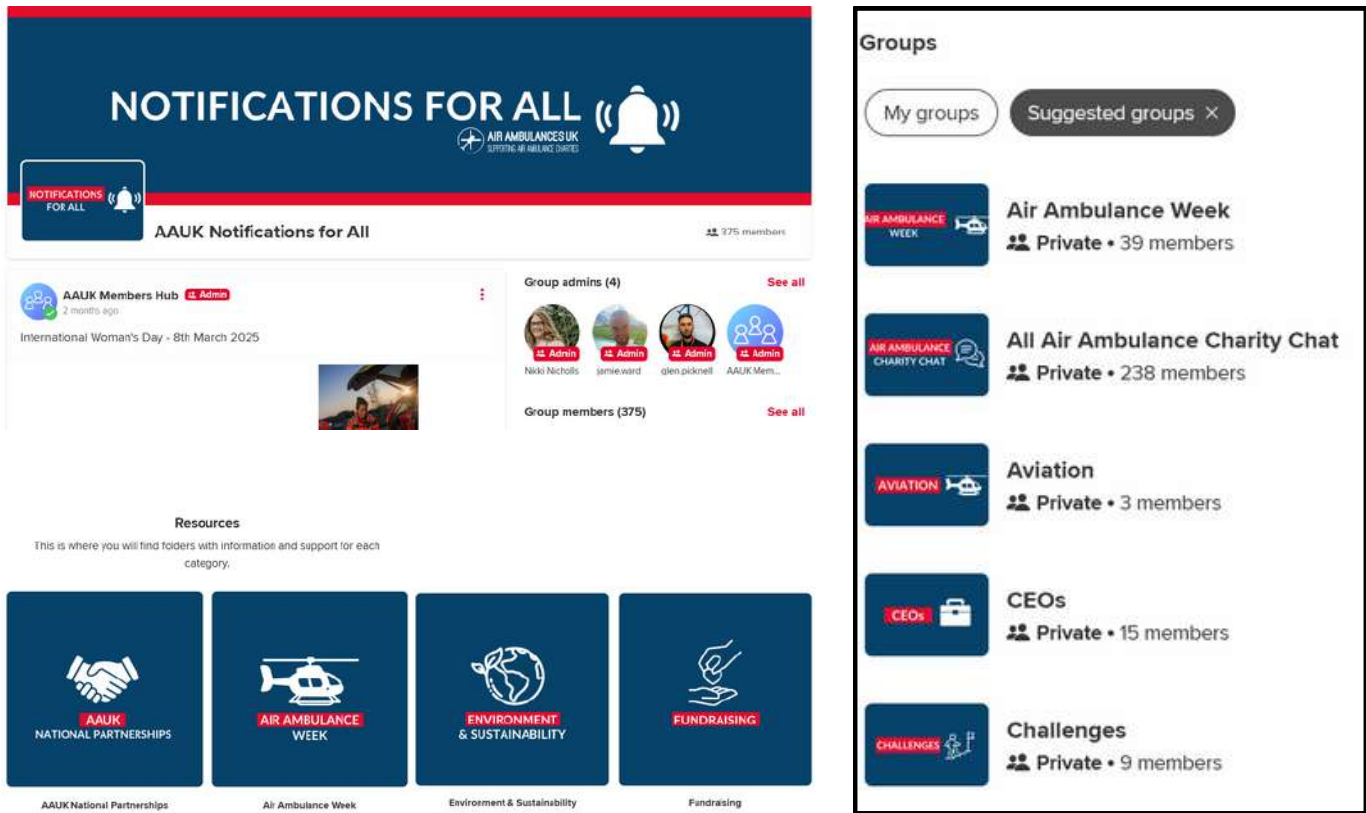


MEMBERSHIP HUB

Following its successful launch in 2023, the Membership Hub has continued to evolve as a central space for collaboration, insight sharing, and engagement across the air ambulance community. Designed to connect personnel from across the UK, the Hub offers a wide range of resources including toolkits, campaign updates, and opportunities for peer-to-peer learning.

In 2024, the platform underwent a visual refresh to align with our brand and provide an enhanced user experience. New features include an improved welcome journey for new users, interactive content to encourage conversation, and clearer navigation to key materials. We’ve also seen encouraging growth in membership and engagement, with more colleagues using the Hub to contribute ideas, seek advice, and stay informed.

As a sector-wide communications tool, the Membership Hub plays a vital role in bringing teams together, supporting shared learning, and strengthening the voice of the air ambulance community.



DISTRIBUTIONS

We distribute funds to the UK's 21 air ambulance charities. Further details can be found on page 40.

DELIVERY OF FORUMS

Delivery of air ambulance charity member forums which provide a safe space for knowledge sharing, networking and establishing opportunities for collaboration. Guest speakers are also invited to the forums, offering insights and expertise.

- National CEO Forum
- Fundraising Directors' Forum
- National Fundraising Forum
- Legacy Forum
- In Memory Forum
- Community Fundraising Forum
- Corporate Fundraising Forum
- Lottery Forum
- Communications Forum
- Governance, Risk and Compliance Forum
- Environmental Sustainability Committee
- Data Forum
- IT Forum
- Gambling Commission Regulation Forum
- Trusts & Foundations Forum
- Retail
- Events Forum
- Supporter Engagement Forum
- Volunteers Forum



"You have done a brilliant job of bringing us all together" - Data Forum attendee

"Everyone, I really enjoyed the session yesterday, thanks so much for inviting me. You've got a lot of lovely members, and they seemed open, engaged and interested. You were brilliant at moderating too." - Guest to the Communications Forum

"Thanks for a really good day yesterday. Great to meet fellow AA colleagues, understand a bit about the variation across the country in structure and operations, and share ideas and collaborate - thanks very much for organising". - Communications Forum attendee

The Association of Air Ambulances (Charity) Ltd (operating as Air Ambulances UK) is a Company Limited by Guarantee and is registered at the Charity Commission of England Wales and at the Scottish Charity Regulator. It is governed by its Articles of Association.

The Charitable Company was incorporated on 15 January 2015 and registered at the Charities Commission on 1 April 2015.

The maximum number of Directors is nine and the minimum number of Directors is four, of whom four are appointed by the air ambulance members and up to five are appointed by the Board. Each of the five Directors appointed by the Board, including the Chair, shall be Independent Directors. Independent Directors are recruited following a skills audit and all Directors undergo Induction and are required to comply with the Trustee Handbook and Trustee Code of Conduct.

The Board meet quarterly, and extraordinary meetings are scheduled as required. During 2024 these meetings were both virtual and in person. Scrutiny of finances and the risk register is undertaken, and the Delegation of Authority policy allows for delegation of agreed areas to the staff team. The Risk and Audit Committee exists to assist the Board in its duty to supervise the direction and performance of the Charity's financial affairs and oversee the annual financial audit and corporate risk management process. It operates collectively and reports to the Board.

As of 31 December 2024, the staff team consisted of the Interim Chief Executive Officer, Communications and Marketing Manager, three Fundraising Managers, Finance Manager, Policy and Public Affairs Manager, Membership and Events Manager and supporting staff.

Directors and Trustees

The Directors of the charitable company (the charity) are its Trustees for the purpose of charity law.

The Trustees and CEO are considered to be the key management of the charity. The Trustees and officers serving during the year and since year end were as follows:

Trustees

Ms Sarah Thewlis (Chair) - appointed 3 March 2025

Mr PG Peal (Chair) – appointed 1 May 2024, resigned 14 October 2024

Mr JM Christensen (Vice Chair) – resigned 14 October 2024

Mr D Brown – resigned 3 March 2025

Ms AL Perry – resigned 3 March 2025

Mrs AC McLean

Mr AD Welch

Ms CA Walters

Dr M Williams – resigned 22 May 2024

Mr AW Hicks

Ms Bernadette O'Sullivan – appointed 10 November 2024

Mr M Jones – appointed 3 March 2025

Ms P Wilkinson – appointed 3 March 2025

STRATEGIC GOALS & ACHIEVEMENTS

Achieving Organisational Excellence

INTERIM CEO

Mr Lindsay Boswell, (Appointed 01 January 2025)

Overall control of the Charitable Company is with Trustees.

Related party transactions are disclosed in note 22 to the accounts.

Trustee Induction and Training

The recruitment of Trustees is led by an audit of the skills held by the members of the Board.

Any new appointees would be appointed by an open recruitment process against an agreed person profile and job specification and a skills audit review. The Annual General Meeting of the charity confirms all new appointments.

New Trustees undergo a induction process covering, governance, risk management, financial systems and agreed procedures.

Disclosure of information to the auditor

In so far as each of the trustees is aware:

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



The Charity's income this year is £1,620,952 up from £898,848 in 2023 due largely to significant donations from new corporate partners, Kwik Fit and Peninsula UK. the impact of the cost-of-living crisis which emerged during 2022 continues to be monitored.

The income in 2024 includes income from donations and legacies of £1,372,454 (2023: £654,185) and other charitable activities from the wholly owned subsidiary AAA Ltd of £248,498 (2023: £244,663).

The Charity's wholly owned subsidiary received a total of £90,504 (2023: 108,150) in Membership income.

The total number of members was 28 including 13 air ambulance charities and 6 other air ambulance sector organisations including Tower Lotteries, British Helicopter Association, Lottery Fundraising, Leonardo UK, Gama Aviation Ltd, Airbus Helicopters UK, and affiliate members Castle Air, Bluestep, Hillditch Group, Bee - ethical, Wel Medical, Caution Your Blast, Aeroptimo Ltd, Sloane Helicopters and Lease Corporation.

Combined total donations and legacies as well as membership income was £1,462,958 (2023: £762,335)

	2024	2023	2022
Funds raised - excl. AAA Ltd membership activities and gift arising on acquisition, but including unpaid voluntary services.	£1,372,454	£654,185	£901,986
Total Distribution.	£169,725	£352,717	£473,618

Going Concern

The charity has a strong reserve position and has sufficient available resources, as demonstrated by the level of general funds in this report. Trustees have overall responsibility for the timing and distribution of grants in accordance with our Distributions Policy. We have adequate financial resources and are well placed to manage the business risks. Our planning process, including financial projections, have taken into consideration the ongoing effects of the cost-of-living on the fundraising environment. Our cash deposits can be drawn down should working capital be required. The key risk to our income continues to be the impact of the cost of living crisis.

The trustees have a reasonable expectation that the charity has adequate resources to continue in operation for the foreseeable future. The charity therefore continues to adopt the going concern basis in preparing its financial statements.

Reserves Policy

The Charity has developed a reserves policy that identifies and plans for the maintenance of the primary activity, the support of the local air ambulance services, and reflects the risks associated with the Charity's business model, spending commitments, potential liabilities and financial forecasts.

The Board reviews the reserves policy at the end of every financial year in order to assess its validity dependant on current circumstances.

Currently a minimum reserve of six months operating costs is held.

The free reserves of AAUK as an individual charity at 31 December 2024 are £609,174 (2023: £494,386). The free reserves of the group as a whole are £764,307 (2023: £694,559).

The Board will make distributions in line with the Charity's Distributions Policy

Funds

The charity's total funds at 31 December 2024 were £1,274,921 (2023: £589,802).

In 2024 a total of £85,447 (2023: £5,625) restricted income was distributed through grants to the 21 local air ambulance charity members as ordinary distributions. There were no extraordinary distributions.

In accordance with our Distributions Policy income will be made once these accounts have been fully approved.

This policy sets out how Air Ambulances UK (AAUK) will distribute the funds it has raised to its beneficiaries. The receipt of income and the distribution of funds is within the control of the Board of Trustees.

It is at the discretion of Trustees, bearing in mind the non-binding principles outlined in this document;

- i) whether they accept donations from those who would give it*, and in so doing that they accept any attaching conditions (*in accordance with AAUK Acceptance and Refusal of Donations Policy)
- ii) how funds are distributed to beneficiaries, albeit abiding by any conditions imposed by the donors.
- iii) whether they choose to attach any additional conditions on distributions to beneficiaries.

1. Sources of income

AAUK receives income as donations, as membership fees, and other fees.

AAUK only makes distributions to its beneficiaries from the income it receives as donations. No monies from membership fees and other fees are included in its distribution policy.

a. **Donations** are received from organisations including corporations and Government, and from individuals. They can be:

i. **Unrestricted** i.e. Trustees are free to decide how they are utilised or distributed, including being used to fund the charity's running costs (fundraising, governance, and support costs). Until utilised or distributed, unrestricted donations are accounted as Unrestricted reserves.

ii. **Restricted** i.e. the donor has placed restrictions on how the donation is utilised or distributed. The restriction may originate from the donor or may be at the invitation of the Trustees. Until utilised or distributed, restricted donations are accounted as Restricted reserves.

(**Membership fees** is defined by AAUK in various classes and is received to fund the provision of membership services. Unutilised membership fees, including reserves currently held in AAA Ltd, are accounted as a designated fund for membership services. **Other fees** are fees that AAUK receives for providing other services not included in membership fees. For example, these may be fees charged in conjunction with the annual conference. Any Surplus from these fees will be accounted for in the designated fund for membership services.)

2. Acceptance of income

The Trustees must act in accordance with the AAUK Acceptance and Refusal of Donations Policy.

The Trustees of AAUK, in common with all charities, must be satisfied that the acceptance of any income does not place the charity at risk. Acceptance of any income, and by implication restrictions or conditions attached, is at the discretion of the Trustees. This applies to all forms of income including fees.

According to the Charity Commission –

“Trustees should take reasonable and appropriate steps to know who the charity's donors are, particularly where significant sums are being donated or the circumstances of the donation give rise to notable risk. Good due diligence will help to:

- assess any risks to the charity that may arise from accepting a donation or certain types of donations.
- ensure that it is appropriate for the charity to accept money from the particular donor, whether that is an individual or organisation.
- give Trustees reasonable assurance that the donation is not from any illegal or inappropriate source.
- ensure that any conditions that may be attached are appropriate and can be accepted”.

Where possible donors of restricted funds should be requested to allow AAUK to retain an unrestricted administration/management fee.

3. Ordinary distributions

Ordinarily AAUK will distribute funds to its beneficiaries once per year and upon completion and approval of the audited Annual Accounts

Ordinary distributions will be determined as follows:

- a. **Restricted** funds will be distributed as per the restrictions stipulated.
- b. **Unrestricted funds** will be distributed amongst beneficiaries. The amount to be distributed will be at the full discretion of trustees and guided by a consideration of:
 - i. Free reserves (i.e. Unrestricted funds less designated funds and fixed assets)
 - ii. Less a provision for six months running costs (fundraising, governance, and support costs). This six-month period may be extended at the full discretion of the Trustees in times that they judge to be difficult fundraising environments
 - iii. Less any debtors not yet received at the time of the decision.

4. Extraordinary distributions

Trustees may resolve to make extraordinary distributions outside of the ordinary distribution cycle. This may come from their own volition or at the behest of a potential donor. Extraordinary distributions may differ from ordinary distributions by:

- a. **Timing.** Distributions might be made outside of the ordinary cycle as a matter of expediency e.g. previously in response to the COVID-19 emergency.
- b. **Basis** of distribution. Trustees may resolve to distribute funds to meet particular needs and may be on the basis of applications from beneficiaries.

When resolving to make extraordinary distributions Trustees must also consider whether funds are given to beneficiaries with restrictions or without.

5. Payment of distributions

Distributions will be provided in the accounts at the date of the resolution. Payment to beneficiaries will be made as soon as is practical and within one month at the latest.

6. Withholding of distributions

Trustees may decide to withhold distributions from beneficiaries if they are –

- a. Under-investigation by an official regulator or,
- b. Receipt of the distribution is judged likely to bring AAUK into disrepute
- c. Believed not to be adhering to the code of conduct

When distributions are withheld it is recommended that for:

- d. **Ordinary** distributions the amount that would have been paid is provided for in the accounts pending resolution
- e. **Extraordinary** distributions
 - i. the amount that would have been paid is provided for in the accounts pending resolution, or
 - ii. the beneficiary is informed of their ineligibility and removed from the process.

When deciding to withhold a distribution or exclude a beneficiary Trustees must have mind to the objective application of the criteria and must inform the beneficiary of their decision.

7. Conflicts of interest and loyalty

In keeping with all decisions individual Trustees must recuse themselves when decisions on distributions give rise to conflicts of interest and loyalty.

Risks reviewed at our Board evolved during the year, and as at 31 December 2024 included:

Introduction

- 1. The statement of recommended practice (SORP), issued by the Charity Commission, requires the inclusion of a statement in the Annual Report confirming the major risks to which the Charity is exposed, as identified by the Trustees, these must be regularly reviewed, and recorded measures are in place to mitigate those risks.
- 2. Day to day risk management and awareness is discharged by the Board of Trustees to the CEO/ Senior Management.

Principal Risks

The Risk Register gives an assessment of each risk in terms of its perceived probability and its likely impact on AAUK. It also lists existing mitigation measures and those actions that should be taken to mitigate the risk further.

Risks are rated from 1 to 25 and RAG rated yellow, amber, green and red. The Risk Register is brought to the attention of Trustees quarterly or when a risk rated 16-25 is added to the Register. The principal risks, which would fundamentally threaten the effective operation of AAUK or prevent it from meeting its charitable objectives, are shown below.

- R1a: Current economic crisis
- R2a: Insufficient funds to meet strategic aims
- R2B: Insufficient funds to be a going concern
- R10: Cyber security
- R12: Regulatory changes

The Trustees, who are also the directors of Association of Air Ambulances (Charity) Ltd for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the group and the charity and of the incoming resources and application of resources, including the income and expenditure, of the group for that year.

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

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

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the group and the charity and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of the group and the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Sarah Thewlis
Chair of Trustees AAUK
Date: 1st July 2025



CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31ST DECEMBER 2024

		Unrestricted funds 2024	Restricted funds 2024	Total 2024	Unrestricted funds 2023	Restricted funds 2023	Total 2023
Income from:							
Donations and legacies	3	£730,441	£642,013	£1,372,454	£568,738	£85,447	£654,185
Charitable activities	4	£248,498	-	£248,498	£244,663	-	£244,663
Total income		£978,939	£642,013	£1,620,952	£813,401	£85,447	£898,848
Expenditure on:							
Raising funds	6	£268,330	-	£268,330	£254,710	-	£254,710
Charitable activities	5	£627,049	£85,447	£712,496	£750,838	£5,625	£756,463
Other expenditure	10	£48	-	£48	-	-	-
Total expenditure		£895,427	£85,447	£980,874	£1,005,548	£5,625	£1,011,173
Net (expenditure)/income and movement in funds		£83,512	£556,566	£640,078	£(192,147)	£79,822	£(112,325)
Reconciliation of funds:							
Fund balances at 1 January 2024		£704,528	£85,447	£789,975	£896,675	£5,625	£902,300
Fund balances at 31 December 2024		£788,040	£642,013	£1,430,053	£704,528	£85,447	£789,975

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

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

CONSOLIDATED BALANCE SHEET AS AT 31ST DECEMBER 2024



		2024	2023
Fixed assets			
Intangible assets	13	£15,120	-
Tangible assets	14	£8,613	£9,969
		£23,733	£9,969
Current assets			
Debtors	15	£352,704	£223,916
Cash at bank and in hand		£1,162,632	£766,501
		£1,515,336	£990,417
Creditors: amounts falling due within one year	16	(£109,016)	(£210,411)
Net current assets		£1,406,320	£780,006
Total assets less current liabilities		£1,430,053	£789,975
Income funds			
Restricted funds	19	£642,013	£85,447
<u>Unrestricted funds</u>			
Designated funds	18	£19,372	£17,372
Parent charity		£613,535	£486,983
Subsidiary company		£155,133	£200,173
Total unrestricted funds		£788,040	704,528
Total funds		£1,430,053	789,975

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Trustees on 1st July 2025

Sarah Thewlis
Chair of Trustees AAUK
Date: 1st July 2025

Company Registration No: 09391251

CHARITY BALANCE SHEET AS AT 31ST DECEMBER 2024



		2024	2023
Fixed assets			
Intangible assets	13	£15,120	-
Tangible assets	14	£8,613	£9,969
		£23,733	£9,969
Current assets			
Debtors		£294,677	£55,341
Cash at bank and in hand	15	£999,731	£570,553
		£1,294,408	£625,894
Creditors: amounts falling due within one year	16	(£43,220)	(£46,061)
Net current assets		£1,251,188	£579,833
Total assets less current liabilities		£1,274,921	£589,802
Income funds			
Restricted funds	19	£642,013	£85,447
<u>Unrestricted funds</u>			
Designated funds		£19,372	£17,372
General unrestricted funds	18	£613,536	£486,983
Total unrestricted funds		£632,908	£504,355
Total funds		£1,274,921	£589,802

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The Company uses the exemption contained in section 408 of the Companies Act 2006 in not preparing a separate Income and Expenditure account for the Charitable Company as a separate entity. The net income for the Charitable Company alone for the year to 31 December 2024 was a surplus of £615,643 (2023: £120,466 deficit)

The financial statements were approved by the Trustees on 1st July 2025

Sarah Thewlis
Chair of Trustees AAUK
Date: 1st July 2025

Company Registration No: 09391251

CONSOLIDATED STATEMENT OF CASHFLOWS FOR THE YEAR ENDED 31ST DECEMBER 2024

		2024	2023
Cash flows from operating activities	23	£414,606	(£311,417)
Cash (absorbed by)/generated from operations			
Investing activities			
Purchase of tangible fixed assets		(£15,120)	
Purchase of intangible fixed assets		(£3,355)	(£12,136)
Net cash used in investing activities		(£18,475)	(£12,136)
Net cash used in financing activities		-	-
Net increase/(decrease) in cash and cash equivalents		£396,131	(£323,553)
Cash and cash equivalents at beginning of year		£766,501	£1,090,054
Cash and cash equivalents at end of year		£1,162,632	£766,501

1 Accounting policies

Charity information

Association of Air Ambulances (Charity) Ltd is a private company limited by guarantee incorporated in England and Wales. The registered office is International House, The McLaren Building, 46 The Priory Queensway, Birmingham, B4 7LR.

The Association of Air Ambulances (Charity) Ltd is a facilitator for all air ambulance charities that have contractual rights over a helicopter used for emergency medical missions. It is responsive to donors who wish to donate to multiple air ambulance charities.

1.1 Accounting convention

The financial statements have been prepared in accordance with the Charity's governing document, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended), FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019). The Charity is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the Charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

The charity's policy is to maintain a strong reserve position and a sufficient level of available resources. Trustees have overall responsibility for the timing and distribution of grants in accordance with the charity's distributions policy. The charity has adequate financial resources and is well placed to manage the business risks. The planning process of the trustees, including financial projections, takes into consideration the the cost-of-living on the fund-raising environments. Our cash deposits can be drawn down should working capital be required. The key risks to our income continue to be the impact of the cost of living crisis.

The trustees have a reasonable expectation that the charity has adequate resources to continue in operation for the foreseeable future. The charity therefore continues to adopt the going concern basis in preparing its financial statements.

1.3 Basics of consolidation

The financial statements consolidate the results of the charity and its wholly owned subsidiary, Association of Air Ambulances Limited, on a line-by-line basis. Transactions and balances between the charity and its subsidiary have been eliminated from the consolidated financial statements. Balances between the two companies are disclosed in the notes of the charity's balance sheet. A separate Statement of Financial Activities and Income and Expenditure Account for the charity has not been presented because the charity has taken advantage of the exemption afforded by section 408 of the Companies Act 2006.

1 Accounting policies

(Continued)

1.4 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Designated funds comprise funds which have been set aside at the discretion of the Trustees for specific purposes. The purposes and uses of the designated funds are set out in the notes to the financial statements.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.5 Income

Income is recognised when the Charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the Charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the Charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

Donated services and assets are recognised at the value of the gift to the Charity which is the amount the Charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market. They are included in the SOFA and balance sheet as appropriate.

Government grants are recognised at the fair value of the asset received or receivable when there is reasonable assurance that the grant conditions will be met and the grants will be received.

A grant that specifies performance conditions is recognised in income when the performance conditions are met. Where a grant does not specify performance conditions it is recognised in income when the proceeds are received or receivable. A grant received before the recognition criteria are satisfied is recognised as a liability.

Membership subscriptions are invoiced annually in advance, and recognised in the period to which they relate, net of VAT.

1.6 Expenditure

All expenditure is included on an accruals basis and is recognised when there is a legal or constructive obligation to pay for expenditure. The Charitable Company is not registered for VAT and accordingly charity expenditure is shown gross of irrecoverable VAT. The subsidiary is VAT registered, therefore trading expenditure is included net of recoverable VAT.

Governance costs include costs associated with meeting the constitutional and statutory requirements of the charity.

Charitable expenditure comprises those costs incurred in the delivery of its activities and services for the beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Grants are accrued when confirmed and paid or are accrued for when a commitment has been agreed to be paid and communicated to a recipient.

1 Accounting policies

(Continued)

1.7 Intangible fixed assets other than goodwill

Intangible assets acquired separately from a business are recognised at cost and are subsequently measured at cost less accumulated amortisation and accumulated impairment losses.

Amortisation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Website	5 years straight line
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The website will be amortised over 5 years once it goes live in March 2025.

1.8 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Computers	3 years straight line
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The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.9 Impairment of fixed assets

At each reporting end date, the Charity reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.10 Cash and cash equivalents

Cash and cash equivalents include cash in hand and deposits held at call with banks.

1.11 Financial instruments

The Charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments. The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. The financial instruments are recognised as the amount payable or receivable when the instrument is first recognised together with any subsequent transaction costs but modified in respect of trade debtors for an assessment of potential bad debt.

1.12 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.13 Leases

Rentals payable under operating leases, including any lease incentives received, are charged as an expense on a straight line basis over the term of the relevant lease.

1.14 Debtors and creditors receivable/payable within one year

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

2 Critical accounting estimates and judgements

In the application of the Charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated 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 ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

There are no significant accounting estimates.

3 Income from donations and legacies

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2024	2024	2024	2023	2023	2023
Donations and gifts	£568,628	£642,013	£1,210,641	£387,553	£85,447	£473,000
Legacies	£161,813	-	£161,813	£181,185	-	£181,185
	£730,441	£642,013	£1,372,454	£568,738	£85,447	£654,185

There are a number of legacies due to be received by the Charity, but the timings and amounts are as yet uncertain.

4 Charitable activities

	2024	2023
Group membership of Fundraising Regulator	£42,737	£34,825
Membership subscriptions	£90,504	£108,150
Sundry income	£379	£142
Conference income	£114,878	£101,546
	£248,498	£244,663

Charitable trading income

All of the charitable income above relates to income received by the charity's trading subsidiary, Association of Air Ambulances Limited. These funds are primarily used to fund the annual conference and other expenditure of the trading subsidiary.

5 Charitable activities

	Charitable activities 2024	Charitable activities 2023
Direct costs		
Staff costs	£94,732	£70,025
Conference expenditure	£82,625	£78,416
	£177,357	£148,441
Grant funding of activities (see note 8)	£169,725	£352,717
Share of support and governance costs (see note 7)		
Support	£343,196	£221,358
Governance	£22,218	£33,947
	£712,496	£756,463
Analysis by fund		
Unrestricted funds	£627,049	£750,838
Restricted funds	£85,447	£5,625
	£712,496	£756,463

Of the charitable expenditure above, £288,995 (including £82,625 of conference expenditure, and £94,732 of staff costs) relates to the costs of the charity's trading subsidiary, Association of Air Ambulances Limited (2023: £230,425). These amounts are entirely paid out of the trading subsidiary's income from memberships, sponsorships and conference ticket income (see note 4 to these financial statements). Any trading profits made are retained for use in future events, or donated to AAUK directly for distribution to the 21 Air Ambulance Charities.

6 Raising funds

	Unrestricted funds	Restricted funds	Total	Unrestricted funds
<u>Fundraising and publicity</u>	2024	2024	2024	2023
Staff costs	£214,871	-	£214,871	£177,892
Depreciation and impairment	£4,663	-	£4,663	£3,531
Support costs	£48,796	-	£48,796	£73,287
Fundraising and publicity	£268,330	-	£268,330	£254,710
	£268,330	-	£268,330	£254,710

Of the charitable expenditure above, £4,543 relates to the costs of the charity's trading subsidiary, Association of Air Ambulances Limited (2023: £6,096). These amounts are entirely paid out of the trading subsidiary's income from memberships, sponsorships and conference ticket income (see note 4 to these financial statements). Any trading profits made are retained for use in future events, or donated to AAUK directly for distribution to the 21 Air Ambulance Charities.

7 Support costs allocated to activities

	Basis of allocation	2024	2023
Staff costs	<i>Direct</i>	£153,481	£101,673
Travel and subsistence	<i>Direct</i>	£21,300	£23,591
Bank charges	<i>Direct</i>	£821	£570
Advertising and marketing	<i>Direct</i>	£54,207	£75,792
Printing, stationery and telephone	<i>Direct</i>	£3,765	£8,567
Legal and professional fees	<i>Direct</i>	£85,801	£50,029
IT, film and website costs	<i>Direct</i>	£20,367	£15,247
Insurance	<i>Direct</i>	£4,967	£3,968
Board and committee meetings	<i>Direct</i>	£9,377	£153
Recruitment & Other Staff Costs	<i>Direct</i>	£31,617	£12,206
General expenses	<i>Direct</i>	£2,539	£2,849
Governance Costs	<i>Direct</i>	£22,218	£33,947
Bad and doubtful debts	<i>Direct</i>	£3,750	-
		414,210	£328,592
Analysed between:			
Fundraising		£48,796	£73,287
Charitable activities		£365,414	£255,305
		£414,210	£328,592
Governance costs comprise:			
Audit fees		£8,700	£8,280
Legal and professional		£13,518	£25,667
		£22,218	£33,947

	Total 2024	Total 2023
8 Grants payable		
Grants to institutions:		
Air Ambulance Northern Ireland	£5,722	£13,469
Cornwall Air Ambulance Trust	£5,722	£13,502
Devon Air Ambulance Trust	£5,722	£13,502
The Dorset and Somerset Ambulance Charity	£6,655	£13,675
East Anglian Air Ambulance	£28,218	£22,468
Essex and Herts Air Ambulance Trust	£5,722	£13,469
Great North Air Ambulance Service	£5,639	£13,469
Great Western Air Ambulance Charity	£6,655	£23,675
Hampshire and Isle of Wight Air Ambulance	£11,655	£13,709
Air Ambulance Charity Kent Surrey Sussex	£13,258	£23,468
Lincs and Notts Air Ambulance Charitable Trust	£10,284	£13,675
London's Air Ambulance Charity	£6,655	£23,468
Magpas Air Ambulance	£5,722	£23,468
Midlands Air Ambulance Charity	£5,722	£17,548
North West Air Ambulance Charity	£6,655	£13,674
Scotland's Charity Air Ambulance	£5,722	£13,468
The Air Ambulance Service	£8,429	£13,468
Thames Valley Air Ambulance	£8,485	£19,124
Wales Air Ambulance	£5,722	£23,476
Wiltshire Air Ambulance Charitable Trust	£5,722	£13,469
Yorkshire Air Ambulance Limited	£5,639	£13,473
	£169,725	£352,717

Grants payable consist of distributions of accumulated free reserves to qualifying charities and grants paid from the Jude Morris Innovation Fund. They do not form part of the Charity's operational costs but as a movement in funds they are included in the Statement of Financial Activities (SOFA). The Net income/ (expenditure) and movement in funds reported in the SOFA can be reconciled to operational financial performance as follows:

	2024	2024	2023	2023
Total (Unrestricted and Restricted Funds) operational financial surplus/(deficit)		£809,803		£240,392
Less:				
Distributions to Charities paid from accumulated free reserves	£154,725		£284,163	
Jude Morris Innovation Fund grants paid from designated reserve	£15,000		£68,554	
		(£169,725)		(£352,717)
SOFA Total net income/(expenditure) and movement in funds for the year		£640,078		(£112,325)

9 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the Charity during the year.

During the year eight (2023: five) trustees were reimbursed travel, stationery and printing costs totalling £3,404 (2023: £4,056).

Grants to connected charities

During the year the Charity made grants to a number of Air Ambulance charities where Trustees are either Trustees of that charity or key management personnel.

Daryl Brown MBE DL who is also CEO of MAGPAS which received £5,722 during the year (2023: £23,468).

Amanda Mclean who is also CEO of Thames Valley Air Ambulance which received £8,485 during the year (2023: £19,124).

Anna Perry who is also CEO of Great Western Air Ambulance Charity which received £6,655 during the year (2023: £23,675).

David Welch who is also CEO of Air Ambulance Kent Surrey Sussex which received £13,258 during the year (2023: £23,468).

10 Other expenditure

The average monthly number of employees during the year was:

	Unrestricted funds 2024	Unrestricted funds 2023
Net loss on disposal of tangible fixed assets	£48	-

11 Employees

The average monthly number of employees during the year was:

	2024	2023
	Number	Number
Fundraising staff	6	5
Administrative staff	6	4
Total	12	9

Employment costs	2024	2023
Wages and salaries	£410,687	£312,022
Social security costs	£37,025	£26,858
Other pension costs	£15,372	£10,710
	£463,084	£349,590

11 Employees (continued)

The number of employees whose annual remuneration was more than £60,000 is as follows:

	2024	2023
	Number	Number
£70,001 - £80,000	-	1
£80,001 - £90,000	1	-

Pension contributions in respect of higher paid employees was £3,000 (2023: £2,800)

12 Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. The charity's trading subsidiary has a tax charge for the year of £nil (2023: £nil)

13 Intangible fixed assets

Group

	Website
Cost	
At 1 January 2024	£22,018
Additions - separately acquired	£15,120
At 31 December 2024	£37,138
Amortisation and impairment	
At 1 January 2024 and 31 December 2024	£22,018
Carrying amount	
At 31 December 2024	15,120
At 31 December 2023	-

13 Intangible fixed assets (continued)

Charity

	Website
Cost	-
At 1 January 2024	£15,120
Additions - separately acquired	
At 31 December 2024	£15,120
Amortisation and impairment	-
At 1 January 2024 and 31 December 2024	
Carrying amount	15,120
At 31 December 2024	
At 31 December 2023	-

14 Tangible fixed assets

Group & charity

	Computers
Cost	
At 1 January 2024	£18,298
Additions	£3,355
Disposals	(3,736)
At 31 December 2024	£17,917
Depreciation and impairment	
At 1 January 2024	£8,329
Depreciation charged in the year	£4,663
Eliminated in respect of disposals	(£3,688)
At 31 December 2024	£9,304
Carrying amount	
At 31 December 2024	£8,613
At 31 December 2023	£9,969

15 Debtors

Group	2024	2023
Amounts falling due within one year:		
Funds awaiting collection	£131,806	£48,608
Trade debtors	£12,686	£126,879
Other debtors	£6,949	-
Prepayments and accrued income	£201,263	£48,429
	£352,704	£223,916

Charity

Amounts falling due within one year:	2024	2023
Funds awaiting collection	£131,807	£48,608
Trade debtors	£10,000	£542
Amounts owed by subsidiary undertakings	-	£2,231
Prepayments	£152,870	£3,960
	£294,677	£55,341

16 Creditors: amounts falling due within one year

Group	2024	2023
Other taxation and social security	£11,360	£29,435
Trade creditors	£10,639	£15,965
Accruals and deferred income	£87,017	£165,011
	£109,016	£210,411

Charity	2024	2023
Other taxation and social security	£11,360	£13,153
Trade creditors	£8,576	£3,095
Accruals	£23,284	£29,813
	£43,220	£46,061

17 Retirement benefit schemes

Defined contribution schemes	2024	2023
Charge to profit or loss in respect of defined contribution schemes	£15,372	£10,710

The group operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the group in an independently administered fund.

18 Unrestricted funds

The income funds of the charity and group include the following designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes:

	At 1 January 2024	Incoming resources	Resources expended	At 31 December 2024
Jude Morris Innovation and Development Fund	£17,372	£17,000	(£15,000)	£19,372
General funds	£687,156	£961,939	(£880,427)	£768,668
	£704,528	£978,939	(£895,427)	£788,040
Previous year:	At 1 January 2023	Incoming resources	Resources expended	At 31 December 2023
Jude Morris Innovation and Development Fund	£79,895	£6,031	(£68,554)	£17,372
General funds	£816,780	£807,370	(£936,994)	£687,156
	£896,675	£813,401	(£1,005,548)	£704,528

The Jude Morris Innovation and Development Fund is part of the charity's strategy 'Saving More Lives Together' 2021-2025. This fund is accessible to the air ambulance charity members. The purpose of each fund is decided by the board of trustees. The fund is open to applications focussed on emerging technology for PHEM, research which demonstrates an aim to improve patient care, training to develop, support and enable new PHEM interventions for air ambulance crews.

Unrestricted incoming resources include income from specific donors based on a set percentage of their donation, in line with the charity's management costs policy within the agreements with these donors. It has been agreed whereby a set percentage can be deducted to cover the charity's management costs.

19 Restricted funds

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

	Movement in funds			Movement in funds			Balance at 31 December 2024
	Balance at 1 January 2023	Incoming resources	Net distributions	Balance at 1 January 2024	Incoming resources	Net distributions	
Kwik Fit	-	£33,037	-	£33,037	£271,432	(£33,037)	£271,432
Brown & Co	-	£20,347	-	£20,347	£7,700	(£20,347)	£7,700
Peninsula	-	-	-	-	£218,276	-	£218,276
Ringway	-	-	-	-	£1,077	-	£1,077
BBC lifeline appeal	-	-	-	-	£38,311	-	£38,311
Road Haulage Association	-	£3,684	-	£3,684	£3,659	(£3,684)	£3,659
NACFB	-	-	-	-	£26,781	-	£26,781
Woodbridge School L2B cycle ride	-	-	-	-	£10,455	-	£10,455
Major donation	-	£10,989	-	£10,989	£10,889	(£10,989)	£10,889
Ageas	£5,595	£15,207	(£5,595)	£15,207	£52,063	(£15,207)	£52,063
Challenge Events	£30	-	(£30)	-	-	-	-
Other restricted income	-	£2,183	-	£2,183	£1,370	(£2,183)	£1,370
	£5,625	£85,447	(£5,625)	£85,447	£642,013	(£85,447)	£642,013

During the year, the charity received restricted income from several supporters. Of the donations received in the year, £329,093 was specified to be distributed equally among the 21 Air Ambulance charities, most of which related to donations received from Kwik Fit, Ageas, the BBC Lifeline Appeal, Ringway Infrastructure, and the Road Haulage Association. All other restricted funds received during the year, totalling £312,920, were restricted to specific Air Ambulance charities.

20 Analysis of net assets between funds

Group	Unrestricted Funds 2024	Designated Funds 2024	Restricted Funds 2024	Total 2024
Fund balances at 31 December 2024 are represented by:				
Intangible fixed assets	£15,120	-	-	£15,120
Tangible assets	£8,613	-	-	£8,613
Current assets/(liabilities)	£758,325	£19,372	£628,623	£1,406,320
	£782,058	£19,372	£628,623	£1,430,053

	Unrestricted Funds 2023	Designated Funds 2023	Restricted Funds 2023	Total 2023
Fund balances at 31 December 2023 are represented by:				
Intangible fixed assets	-	-	-	-
Tangible assets	£9,969	-	-	£9,969
Current assets/(liabilities)	£677,187	£17,372	£85,447	£780,006
	£687,156	£17,372	£85,447	£789,975

Charity

	Unrestricted Funds 2024	Designated Funds 2024	Restricted Funds 2024	Total 2024
Fund balances at 31 December 2024 are represented by:				
Intangible fixed assets	£15,120	-	-	£15,120
Tangible assets	£8,613	-	-	£8,613
Current assets/(liabilities)	£603,193	£19,372	£628,623	£1,251,188
	£626,926	£19,372	£628,623	£1,274,921

	Unrestricted Funds 2023	Designated Funds 2023	Restricted Funds 2023	Total 2023
Fund balances at 31 December 2023 are represented by:				
Intangible fixed assets	-	-	-	-
Tangible assets	£9,969	-	-	£9,969
Current assets/(liabilities)	£477,014	£17,372	£85,447	£579,833
	£486,983	£17,372	£85,447	£589,802

21 Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is restricted to a sum not exceeding £10.

22 Related party transactions

Remuneration of key management personnel

The remuneration of key management personnel is as follows.

	2024	2023
Aggregate compensation	£79,298	£73,112

All transactions with trustees and other charities of which they are also trustees have been included on note 9 of these financial statements.

23 Cash generated from operations

	2024	2023
(Deficit)/surplus for the year	£640,078	(£112,325)
Adjustments for:		
Loss on disposal of tangible fixed assets	£48	-
Depreciation and impairment of tangible fixed assets	£4,663	£3,531
Movements in working capital:		
Decrease/(increase) in debtors	(£128,788)	£32,878
(Decrease)/increase in creditors	(£101,395)	(£235,501)
Cash (absorbed by)/generated from operations	£414,606	(£311,417)

24 Analysis of changes in net funds

Neither the group or charity had any debt during the year.

25 Subsidiaries

The charitable company is the sole member of Association of Air Ambulances Limited, a company registered in England and Wales, company number 08341197. All activities have been consolidated on a line by line basis in the statement of financial activities. A summary of the results of the subsidiary for the year ended 31 December 2024 is shown below:

Turnover:	£248,499 (2023: £244,665)
Profit/(Loss):	£(45,040) (2023: £8,142)

The aggregate of assets, liabilities and funds was:

Assets:	£220,930 (2023: £366,754)
Liabilities:	£65,797 (2023: £166,581)
Funds:	£155,133 (2023: £200,173)

Independent Auditor's Report to the Members and Trustees of the Association of Air Ambulances (Charity) Ltd (operating as Air Ambulances UK)

Opinion

We have audited the financial statements of the Association of Air Ambulances (Charity) Ltd (the 'parent charity') and its subsidiaries (the 'group') for the year ended 31 December 2024 which comprise the consolidated statement of financial activities, the consolidated balance sheet, the charity balance sheet, the consolidated statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the group's and parent charity's affairs as at 31 December 2024 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 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 responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

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

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

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

Other information

The other information comprises the information included in the Trustees' annual report, other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

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

- the information given in the Trustees' report for the financial year for which the financial statements are prepared, which includes the directors' report prepared for the purposes of company law, is consistent with the financial statements; and
- the information given in the Trustees' report for the financial year for which the financial statements are prepared, which includes the directors' report prepared for the purposes of company law, is consistent with the financial statements; and

Matters on which we are required to report by exception

In the light of the 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 Trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations (as amended) requires us to report to you if, in our opinion:

- adequate and sufficient accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company's financial statements are not in agreement with the accounting records or returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the Trustees' report and from the requirement to prepare a strategic report.

Responsibilities of trustees

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

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

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under the Companies Act 2006 and section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and report in accordance with those Acts.

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

We obtain and update our understanding of the entity, its activities, its control environment, and likely future developments, including in relation to the legal and regulatory framework applicable and how the entity is complying with that framework. Based on this understanding, we identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion.

In response to the risk of irregularities and non-compliance with laws and regulations, including fraud, we designed procedures which included the following:

- Enquiry of management and those charged with governance around actual and potential litigation and claims.
- Reviewing minutes of meetings of those charged with governance.
- Assessing the extent of compliance with the laws and regulations considered to have a material effect on the financial statements or the operations of the group through enquiry and inspection.
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations.
- Auditing the risk of management override of controls, including through testing journal entries and other adjustments for appropriateness, and evaluating the rationale of significant transactions outside the normal course of activities, and reviewing accounting estimates for indicators of potential bias.

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

A further description of our responsibilities is available on the FRC's website at: <https://www.frc.org.uk/library/standards-codes-policy/audit-assurance-and-ethics/auditors-responsibilities-for-the-audit/>. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and to the Trustees, as a body, in accordance with regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members and Trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members and Trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Mark McLean FCA (Senior Statutory Auditor)
Thomas and Young Limited



Chartered Accountants
Statutory Auditor

Carleton House
266-268 Stratford Road
Shirley
Solihull
West Midlands
B90 3AD

Date: 1st July 2025



AIR AMBULANCES UK

SUPPORTING AIR AMBULANCE CHARITIES

www.airambulancesuk.org

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Registered name and office address:
Association of Air Ambulances (Charity) Ltd
Operating as Air Ambulances UK
International House | 126 Colmore Row | Birmingham | B3 3AP

Incorporated and Registered in England and Wales:
Registered Company Number 9391251 and Registered Charity Number 1161153.
Registered in Scotland SC051021

Association of Air Ambulances Ltd is a subsidiary of the Association of Air Ambulances (Charity) Ltd and is Incorporated and Registered in England and Wales:
Registered Company Number 08341197

ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD

England & Wales - Charity number 1161153

Accounts



Annual Report 2023



Charity Registration No. 1161153 (England and Wales)
Charity Registration No. SC051021 (Scotland)
Company Registration No. 09391251 (England and Wales)

Association of Air Ambulances (Charity) Ltd (Operating as Air Ambulances UK)
Annual report and consolidated financial statements

Trustees	Mr P G Peal MBE DL (Chair) (Appointed 1 May 2024) Mr J M Christensen (Vice Chair) Mr D Brown MBE DL Ms A L Perry Mrs A C McLean Mr A D Welch Ms C A Walters Dr M Williams Mr A Hicks Appointed 16 May 2023
Chief Executive Officer	Ms S Akhtar
Charity number (England and Wales)	1161153
Charity number (Scotland)	SC051021
Company number	09391251
Registered office	International House 126 Colmore Row, Birmingham B3 3AP
Auditor	Thomas and Young Limited, Carleton House, 266-268 Stratford Road, Shirley, Solihull, West Midlands, B90 3AD
Bankers	Handelsbanken, 3 Thomas More Square, London, E1W 1WY
Legal Advisors	Anthony Collins Solicitors 134 Edmund St, Birmingham B3 2ES

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MESSAGE FROM OUR CHAIR

I am delighted to have joined AAUK as the new Chair of the Board of Trustees on 1 May 2024, and to have had the opportunity to meet many of our stakeholders at our Parliamentary Reception on my first day in this role.

I have spent many years involved in the air ambulance community, including seven years as a charity CEO and four years as a Director and Chair of what became AAUK. I am excited to rejoin this sector to work with my brilliant board of elected and independent trustees to support Simmy and her team in delivering excellence in everything we do on behalf of our air ambulance colleagues – raising funds nationally to invest in the air ambulance community and being your collective voice on issues of national significance.

I am looking forward to listening and learning about all the developments in the community over the past few years and hearing about plans for the future. A particular focus for me in the coming months will be the development of our strategy for 2025 and beyond; I am keen to engage with our members and stakeholders to hear your views as to how we can support and enhance patient care throughout the UK.

Heartfelt thanks to all air ambulance charities and your supporters for your lifesaving services to patients and their loved ones across the UK. We are all working towards improving patient outcomes and I am determined that AAUK will play an ever-greater role as a trusted and valued partner in this inspiring community.

It will only be through collective effort across the community and with our partners and stakeholders that we will ensure sustainability and success.

Finally, I would like to take this opportunity to thank Heather Benjamin, former AAUK Chair (resigned in February 2024) and John Christensen, interim AAUK Chair from February to April 2024, for all their contributions to this fantastic organisation.

Thank you as always to all our supporters and members – I look forward to meeting many more of you in the year ahead.



Patrick Peal, MBE DL
Chair of Trustees AAUK



MESSAGE FROM OUR CHIEF EXECUTIVE

Welcome and thank you for taking the time to read our Air Ambulances UK Report 2023. Looking back at the year, reflecting on our journey to date, and having this opportunity to share our highlights with you is both exciting and an honour.

I would like to start with thanking my team at Air Ambulances UK without whom all the achievements summarised in this report would not have materialised. It is only together, as one team, and with a shared vision of supporting our air ambulance community to provide the highest level of specialist critical care for patients across the UK, have we been able to do so much more than we envisaged at the end of 2022.

During 2023, we continued to build our corporate charity partnerships and are delighted to have secured the Kwik fit national charity partnership. It was a pleasure to meet Kwik Fit colleagues to discuss their passion for supporting our sector and our common goal, to be there when people need us, to save more lives together because we care about people and want to make a lifesaving difference, which was immediately apparent.

It was a privilege to continue to work with the Morris family to award grants from the Jude Morris Innovation and Development Fund. Grants were awarded to several air ambulance charities for various initiatives including to deliver a pioneering medical project using drones and improving Pre-hospital Stroke diagnosis and care in Wales. Both initiatives and others detailed in this report, will help to save even more lives in memory of Jude Morris.

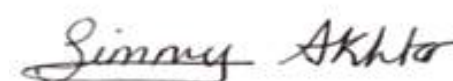
We are proud that our annual campaign, Air Ambulance Week held during September, continues to go from strength to strength which this year included a live morning slot with BBC Radio Two's Zoe Ball with an overall AAUK campaign reach of over 14 million. We also saw inspiring building light-ups across the UK including Corfe Castle in Dorset.

It was a pleasure to hold our Inaugural meeting of the All-Party Parliamentary Group Air Ambulances in July and to have the support of both Ministers and Lords in progressing our sectors policy areas including access to and engagement about helipads and landing sites.

Towards the end of 2023 we brought our air ambulance community and supporters of our sector together at our Annual Conference and Awards of Excellence where we explored shared topics of interest and celebrated the lifesaving patient care provided by charities daily. The theme of the day was 'Collaboration' which demonstrates our collective commitment to working together to put the patient first no matter which part of the UK an individual may need the specialist critical care of an air ambulance crew.

There is so much more on the pages that follow, and I sincerely hope you enjoy reading just some of the wonderful work we have been involved in this year.

Thank you to our members and all supporters for your continued commitment and dedication to our air ambulance community and ultimately to patients in our communities across the UK.



Simmy Akhtar
Chief Executive Officer AAUK



East Anglian Air Ambulance: Mark's Story

Mark Youles, 46 from Garvestone in Norfolk, needed help from SARS and EAAA in July when he collapsed on Southwold beach, suffering from a brain haemorrhage.

Mark is a type one diabetic and had been taken ill first thing that morning with an unusually severe hypoglycaemic episode. Nicola, Mark's wife, was unable to wake him, needing to call an ambulance to the campsite where the family and friends were staying. Mark improved after a glucose drip was administered but continued to suffer with a severe headache. The camping group decided to have a quiet day and went for a walk on Southwold beach.

Unfortunately, a short time after reaching the beach, Mark collapsed and became seriously unwell, suffering a number of seizures. A RNLI lifeguard was first on scene, a 999 call was issued and a volunteer critical care team from Suffolk Accident Rescue Service (SARS) was mobilised to provide advanced support to the East of England Ambulance Service.

A team from the East Anglian Air Ambulance (EAAA) soon arrived and working with SARS undertook further specialist interventions to keep Mark stable. Mark was airlifted to James Paget Hospital to determine the cause of his illness where he was later diagnosed with a brain haemorrhage. Mark was administered into intensive care and later transferred to Addenbrooke's Hospital for further diagnostic tests. The exact cause of the brain haemorrhage remains unknown, but is suspected to be linked to his diabetes, with fluctuations in his blood sugar levels inducing blood pressure spikes.

In total, four different emergency services were involved in his care. Their impressive teamwork meant that Mark received quick, expert care. Mark was in hospital for less than a single week (five days in intensive care), but has made a great recovery.



Thames Valley Air Ambulance: Adam's Story

"We are eternally grateful to the Air Ambulance crew for saving Jacob's life"



"We were having a family BBQ that day, I (Adam, Jacob's dad) was in the garden cooking and Jacob was chatting to family in the kitchen. He remembers feeling strange and was about to tell someone, when he collapsed. All I heard was the sound of a thud, which was the start of Jacob's collapse and my partner calling for me."

"I ran into the kitchen to see Jacob on the floor. I believed Jacob was having a seizure as he was conscious and making the most horrific growling noises, his body was extremely rigid and non-responsive. Within seconds he stopped breathing and moved him from the recovery position to on his back and commenced CPR. I guess you could say even though it was my son who needed this emergency treatment, my training just kicked in. My partner Hayley was on the phone to the 999 operator whilst I was doing the compressions on Jacob's chest. At that point I was emotional but focussed on Jacob and doing what I needed to do for him. The operator at the end of the line was telling me to do what I was already doing so I just carried on. I couldn't think about it too much, I just needed to do what I was doing to keep Jacob alive."

"During this time I was aware that all of my family were watching and this included Jacob's 15-year-old brother who was looking in from the garden. It was pressure that I had never felt before. Jacob regained consciousness for a short time and then stopped breathing again meaning resuming the CPR. Just as he started breathing again the land ambulance crew arrived which was within about five minutes of him going down and I began treating Jacob. It was hard to watch as they got out their equipment and used the defibrillator twice. The Thames Valley Air Ambulance crew were right behind them, seeing them walk through the door was a huge relief. They were cool and calm and kept those of us around them cool and calm in what was the worst situation we had been in. They worked together to keep Jacob alive and then once he was stable enough, to get him to hospital."

"We were so lucky that day, lucky that Jacob was in the kitchen and not upstairs playing his PlayStation as he often is, and lucky that Thames Valley Air Ambulance were there so quickly to save his life. As a family we are eternally grateful for them saving Jacob's life."

Great Western Air Ambulance Charity: Logan's Story

Logan was just 12 years old when he suffered a life-threatening medical emergency, leaving him in need of critical care. As every parents' worst nightmare unfolded, Logan's mum Sue, tells his story:

"Myself, Logan and his sister Elayna were all at home. I was trying to arrange to meet up with my friend Stacey and her children, Logan was playing on his PlayStation and Elayna was up in her room. I told the kids to go and get dressed so that we could take the dog out."

As I was downstairs, I heard my daughter calling for me saying that Logan had a headache. I thought he just didn't want to come for the walk, but when I got upstairs he was doubled over in pain."

Immediately, Sue made the decision to call 999, alerting her friend Stacey and asking her to come over. "Whilst on the phone to the emergency services, I felt quite calm as I answered all their questions. The 999 caller was really lovely. Logan had gone very quiet but was still able to help by answering a couple of the questions they asked, but within a few minutes he had lost consciousness."

By this time, Sue's friend Stacey had arrived. They moved Logan out on to the landing to make more room for when the paramedics arrived, and together, they began CPR on Logan. The decision was made to call for more specialist help and the GWAAC crew of Critical Care Doctor Andy and Specialist Paramedics, Fleur and Mark were dispatched to assist.

On scene, the crew decided to place Logan into an induced coma to protect his brain from further damage. So they performed pre-hospital emergency anaesthesia. Once stable, they were able to escort Logan to Bristol Children's Hospital in a land ambulance where he was immediately taken for emergency surgery to relieve pressure on his brain.

"I remember being scared to death, not only at home but for most of the day that followed. Logan's dad and I were at the hospital all day until 3am the following morning when we were finally allowed to see Logan." Logan has since been in for more surgery on his brain to remove abnormal veins, and nine months on from falling unwell, he was able to come and visit Great Western Air Ambulance Charity's air base with his family.

"It was great to meet Fleur, who attended the incident and she loved seeing Logan and how well he's doing. He got to talk to her about that day and how they helped him."

"Thanks to everyone's actions that day, Logan is alive and well, with no side effects due to the quick response of the paramedics and the specialist skills that only the air ambulance team could bring. I am so thankful to everyone who helped us that day."



Our Vision

Together we will ensure the best possible chance of survival and patient outcomes for everyone in need of lifesaving pre-hospital care.

Our Purpose

Champion and support the vital work of air ambulance charities, enabling them to save even more lives and improve patient outcomes every day across the UK.

Air Ambulances UK (AAUK) champions and supports the vital work of air ambulance charities at a national level. We are the national charity supporting the lifesaving work of the UK's air ambulance charities, enabling them to save even more lives and improve patient outcomes every day.

AAUK is a national platform for the sector, and we work to raise awareness of the lifesaving work of air ambulance crews and how they make a difference to anyone in need of their specialist care. We raise national funds to invest in the air ambulance community across the UK and act as the voice on issues of national significance.

During 2023 we invested in our staff structure which has enabled us to increase our communications on various platforms, to develop our policy and public affairs priorities, and to secure national corporate partnerships to support our air ambulance community.



OUR VALUES



TRUST

We foster integrity in all we do, in order to be an ethical and trusted charity.



COLLABORATION

We bring people, organisations and ideas together to maximise impact.



INNOVATION

We focus on innovation in order to continually improve the services we deliver and enable improvements in patient outcomes.



EXCELLENCE

We aspire for excellence in everything we do.



KINDNESS

We treat everyone with the utmost kindness and respect at all times.

OUR GOALS



TO INSPIRE NATIONAL ENGAGEMENT & SUPPORT

We will inspire commitment to the sector through raising funds, generating support and increasing national awareness of our cause.



TO ADVANCE PATIENT CARE

We will support and champion research and good practice in the sector by the delivery of projects and sharing of learning to improve patient outcomes.



TO BE A COLLECTIVE VOICE

We will become the trusted, national collective voice of the sector among central government, peer organisations, media and the public.



TO MAXIMISE SECTOR IMPACT & INCOME GENERATION

We will deliver funding which enables air ambulance charity development and become the leading central hub of mutual information exchange, support and advice for the community.



TO ACHIEVE ORGANISATIONAL EXCELLENCE

We will achieve the highest standards of governance and compliance, ensure financial sustainability and will nurture our team, as well as demonstrate our impact.

New National Partnership!



In 2023, Kwik Fit, the UK's leading automotive servicing and repair company, announced that it has chosen Air Ambulances UK (AAUK) as its national charity partner.

Together, our goal is to make a difference by enabling air ambulance charities to save even more lives and remain at the forefront of pre-hospital care.

Kwik Fit customers will be able to donate to Air Ambulances UK through digital micro-donation solutions at the point of sale.

Employees will be carrying out a range of fundraising activities supporting nationally with local impact.



Mark Slade, managing director of Kwik Fit, said: “The air ambulance charities across the UK provide essential support on a daily basis, helping improve patients’ chances of survival by providing life-saving pre-hospital care. We have seen the positive impact which Kwik Fit employees, industry partners and customers can have in supporting national causes and we looking forward to making a major contribution to the UK’s air ambulance network.”

Simmy Akhtar, CEO of Air Ambulances UK, said: “We are delighted and very grateful to have been chosen by Kwik Fit to be its national charity partner. Across the UK air ambulance charities are carrying out over 100 missions every day. These vital missions are critical in providing urgent care to improve the outcome for patients after life-threatening injury or illness, but most are funded entirely by donations. With each mission costing, on average, nearly £4,000 the national support from Kwik Fit will make a significant difference to the capabilities of all the air ambulance charities and help save even more lives.”

New National Partnership!

MOLLY HARRIS, AIR AMBULANCES UK YOUNG PERSON OF THE YEAR AWARD WINNER, GIFTED £1000 BY KWIK FIT TO REPLACE STOLEN RIDING GEAR

Molly Harris's quick thinking and bravery helped save her mum's life after a horse-riding accident. When her mum's horse came galloping towards Molly riderless in the yard, Molly, who is autistic, had to overcome her instincts to immediately shut down so she could secure the horse, then go and look for her mum. She scoured the fields searching for her, eventually finding her, and staying with her while they waited for Lincs & Notts Air Ambulance to arrive. Molly's mum had been thrown from the horse and had suffered a brain injury and severe swelling around her spinal cord. The crew treated her and flew her to hospital, and she is still in recovery now.



AIR AMBULANCES UK
SUPPORTING AIR AMBULANCE CHARITIES

IN PARTNERSHIP WITH **KwikFit**

Molly decided to fundraise for Lincs and Notts Air Ambulance to thank them, but whilst competing in their 6k-a-day-in-May challenge, riding her horse Princess her bridle, saddle and boots were stolen! That didn't deter Molly though and she finished the challenge bareback!

After hearing Molly's story at the Air Ambulance Awards of Excellence, where Molly won Young Person of the Year, Kwik Fit were so impressed with Molly's story that they decided to replace Molly's riding gear. Mike Dagley from Kwik Fit presented Molly with a £1000 gift voucher at the Lincs and Notts air base just before Christmas.

Simmy Akhtar, CEO of Air Ambulances UK, said: "We are immensely grateful to Kwik Fit for their support of Molly Harris and Air Ambulances UK. Their commitment to our cause has been truly inspiring, and we're excited about continuing our partnership in 2024 to support air ambulance charities across the UK to save even more lives and improve patient outcomes".



Molly pictured with mum receiving her award and gift certificate with the Air Ambulances UK, Lincs and Notts Air Ambulance and Kwik Fit team.



Roger Griggs and Tom Murphy of Kwik Fit pictured at the 2023 Air Ambulances UK awards of excellence.

Fundraising

A special **thank you** to all our supporters and partners who have supported us throughout 2023 by raising key funds for Air Ambulances UK and the 21 air ambulance charities; helping us to save even more lives and improve patient outcomes in communities across the UK including:

- Ageas
- Badminton Horse Trials
- Boundless
- British Limousin Society
- Intelligent PMI
- Inner Wheel
- Kwik Fit
- NFU Mutual Charitable Trust
- The Jude Morris Racing Foundation
- Brown & Co
- Civils Store
- CSIS Charity Fund
- Dignity PLC
- Porsche Club GB
- Round Table GB and Ireland
- Road Haulage Association
- Savills

Our partners are instrumental in helping to achieve our goal of saving lives and improving patient care across the UK. They raise vital funds and awareness for air ambulance initiatives through campaigns and engagement activities. Our partners and their employees actively participated in events like the 'Brew for the Crew' campaign, running, and skydiving to support air ambulance charities in saving even more lives.

The Fizcopter

MARATHON FANCY DRESS WORLD RECORD ATTEMPT

The London Marathon is challenging enough, but Fiona Betts decided to take on additional challenge, running the 2023 London Marathon dressed as an air ambulance helicopter, affectionately nicknamed 'The Fizcopter'. Not only did Fiona complete the London Marathon raising £3,788 she also set a set a new Guinness World Record as the fastest 3D aircraft in the female category.

When asking Fiona what inspired her she expressed her desire to split the funds raised between 21 air ambulance charities, Fiona said: "After being inspired by watching the fundraisers of the London Marathon quite a while ago, I was struggling to think of an appropriate costume for my attempt. Then the air ambulance landed in the field behind my house, and an idea was born. I'm lucky enough never to have needed the services of the Air Ambulance, but I'd also like to think that they would be there if I needed them, wherever I may be in the UK. So whilst attempting to set a fancy dress world record, I'm also out to raise as much as I can in support of this critical emergency service. Yes, I've run a marathon (or ten-ish), but never one in fancy dress. Like the Air Ambulance service."



STRATEGIC GOALS & ACHIEVEMENTS

Inspiring National Engagement & Support

Fundraising

In 2023, our partners and dedicated supporters embraced remarkable challenges and endeavours in support of our cause. We are immensely grateful for their passion and determination, and it is with great pride that we showcase their extraordinary fundraising achievements below.

Intelligent PMI

SKYDIVE FUNDRAISER

During Air Ambulance Week a team from Intelligent PMI took a daring leap from 15,000ft and raised over £1150!



Brown and Co

Since April 2023, Brown and Co's offices have been taking part in a variety of activities in support of Air Ambulances UK and the local air ambulance to their offices. There have been a lot of events including cake sales, raffles, tennis matches, quiz nights, cycle challenges and dress-down Fridays all in support of our sector.



GWP Consultants

3 PEAKS CHALLENGE

A team from GWP Consultants successfully completed the three peaks challenge (in 24 hours) and raised £1967. The team decided to support Air Ambulances UK as they work in quarries across the UK, often finding themselves in remote locations that would be inaccessible by road.



Fundraising

Ageas Partnership

AGEAS CONTINUED TO SUPPORT AIR AMBULANCES UK AFTER A SUCCESSFUL PARTNERSHIP IN 2022!

Throughout the year, Ageas continued to support AAUK in a number of different ways. Employees continued to contribute generously through the company's payroll giving programme, 'Small Change, Big Difference.' In addition, they enthusiastically participated in AAUK's Brew for the Crew campaign, where copious amounts of tea and coffee were enjoyed, with even Teddy lending a helping hand in serving. Ageas fundraising ended on a festive high with 'Winterfest' involving employees and their families.

For the second year running Ageas worked with price comparison sites to generate lifesaving funds for AAUK with donations for every new policy sold.

The Ageas teams actively participated in various raffles and sweepstakes, demonstrating their passion for fundraising in support of AAUK's mission to make a positive impact on more lives.



Ageas will be continuing to support AAUK throughout 2024 with lots of fundraising already planned!

Arrival of Teddy

Ageas very kindly gifted AAUK our very first Mascot, Teddy, who has been making special appearances in Ageas Eastleigh office since his arrival in the summer as well as at various other events across the UK!





Jude Morris

JUDE MORRIS RACING FOUNDATION DONATES £101K TO AIR AMBULANCES UK CHARITY

The Jude Morris Racing Foundation hit a milestone donation at the start of 2023, with a £101,000 raised for Air Ambulances UK. A poignant amount as Jude raced using the number 101. The Jude Morris Innovation and Development Fund established in celebration of Jude's life funds projects that contribute to saving even more lives, improve patient outcomes and improve service provision through innovative clinical and operational developments.

The Jude Morris Racing Foundation donates 20% of all the money they raise to Air Ambulances UK, something that is often needed in Motocross in order to get riders to hospital as quickly as possible.

Jude's dad, Mark Morris, said: "This is a very proud day for us. It's a significant number and a target we were keen to reach. Thank you to everyone that has supported us and continue to support us. Seeing the JMR101 all around the paddock has been heartwarming and knowing that despite a tragic accident we can create a positive legacy for Jude, who is in our thoughts every minute of every day."

Emma Carter, Head of Income Generation from Air Ambulances UK, said: "To reach £101,000 raised in celebration of Jude's life is a significant mile stone, not only is it an astounding amount raised but it is also Jude's racing number making it all the more special. The Jude Morris Innovation and Development Fund has been set up to allow air ambulance charities to develop and innovate and ultimately save even more lives across the UK. We are incredibly grateful for the ongoing support of the Morris family, the Jude Morris Racing Foundation and the motocross community."

Jude Morris

GRANTS AWARDED



Amount: £9,000

Project: The purchase of 150 single patient use disposable skin sensors, for two donated NELCOR Co-pilot Near Infra Red Spectroscopy. The sensors are required as consumables for two donated NELCOR Co-pilot Near Infra Red Spectroscopy.



Amount: £10,000

Project : London's Air Ambulance Charity is working together with London Ambulance Service and Barts Health NHS Trust to launch a 12-month service evaluation of pre-hospital ECMO-CPR. Using our rapid response cars and helicopters, the ECMO-CPR team will operate one day a week, serving the 10 million people who visit, live and work in London.



Amount: £4,080

Project: Support towards the total cost of our clinicians attending a 2-day Residential Prometheus Pre-Hospital Emergency Ultrasound Course at Prometheus Medical Ltd.



Amount £10,000

Project: Deliver a pioneering medical project which will use drones to quickly deliver life-saving defibrillators straight to people in cardiac arrest, giving them the best possible chance of survival



Amount: £10,000

Project: MAGPAS's participation in SWIFT: The Study of Whole Blood in Frontline Trauma.



Amount: £5,500

Project : Develop and deliver a new training and development course focusing on the complexities of preterm and neonatal emergencies for clinicians working in a prehospital environment.



Amount: £9,974

Project : Improving Prehospital Stroke Diagnosis and Care



Amount: £10,000

Project: GWAAC's participation in SWIFT: The Study of Whole Blood in Frontline Trauma.

To read more about the grants awarded from the Jude Morris Innovation and development fund please visit: www.airambulancesuk.org/jude-morris-grants/

Badminton Horse Trials

Badminton Horse Trials presented by Mars Equestrian chose to support Air Ambulances UK as their charity partner in 2023.

On average an air ambulance charity is dispatched to an equestrian incident every day; Jean Simmons joined us to share her story after she had been airlifted by Wiltshire Air Ambulance following a riding accident some months earlier.

Visitors had the opportunity to pilot an air ambulance with an on-site simulator, complete giant jigsaws and we even had something for our furry friends with dog biscuits and bandanas available.

Thanks to the generosity of Badminton visitors, trade stands, suppliers and our team of volunteers £23,162 was raised.



Simmy Akhtar, Air Ambulances UK CEO, said: “We are extremely proud to have attended Badminton Horse Trials 2023, presented by Mars Equestrian and honoured to have been selected as the chosen charity. It was a privilege to have the opportunity to showcase the lifesaving work of the UK air ambulance charities who work tirelessly to bring the Emergency Department to the patient, no matter where they are – often including unfortunate riding incidents. It was wonderful to welcome and engage with so many visitors, participants, supporters, and suppliers at our stand during the event.”

Volunteers from: Wiltshire Air Ambulance, Hampshire and Isle of Wight Air Ambulance, Great Western Air Ambulance Charity, Thames Valley Air Ambulance, Beaufort Hunt Supporters Club, Deloitte, John Lewis, Porsche Club GB, Bristol Junior Chamber
The following organisations supported with gifts in kind: Burts Snacks, Coffee 2 Go, Rosewood Pet Products, Mars Pet Care, Nestle.



£23,162
MONEY RAISED



86
TOTAL VOLUNTEERS



472
TOTAL VOLUNTEER HOURS

STRATEGIC GOALS & ACHIEVEMENTS

Inspiring National Engagement & Support



ROUND TABLE

ROUND TABLE GREAT BRITAIN'S NATIONAL PRESIDENT SUPPORTS AIR AMBULANCES UK

Christopher Bush, national president for Round Table Great Britain and Ireland, announced his support for Air Ambulances UK (AAUK) as his presidential charity for the year. With over 300 clubs throughout the UK and Ireland, Round Table was committed to making a significant impact by raising funds and providing direct support to local Air Ambulance charities.

AAUK is the national charity supporting the lifesaving work of the UK's air ambulance charities, enabling them to save even more lives every day. Air ambulance crews bring the Emergency Department to patients who have suffered a life threatening or life changing trauma or medical emergency; providing advanced critical care to save lives.



Chris, Round Table

Simmy Akhtar, Air Ambulances UK CEO, said "We are honoured and very thankful to Round Table Great Britain and Ireland to be chosen as the charity of the year. Air ambulance charities are collectively dispatched to over 102 lifesaving missions each day across the UK, delivering advanced pre-hospital care to people with a sudden life-threatening injury or illness, saving lives and improving patient outcomes. Each lifesaving mission by air costs on average £3,962 and are funded almost entirely by donations. We look forward to working with Christopher Bush and Round Table Great Britain and Ireland. We are thankful that with their support we will help air ambulance charities to save even more lives and improve patient outcomes."

Christopher Bush, National President of Round Table Great Britain, and Ireland, said "Air Ambulances UK is an exceptional organisation that plays a vital role in our communities, their dedication to saving lives and providing immediate medical assistance is nothing short of inspiring. I am honoured to support them as my presidential charity for this year."

With its extensive network of clubs, Round Table will leverage its collective strength to raise awareness and funds for Air Ambulances UK on both a national and local scale. Through various initiatives and events, Round Table members will actively engage in fundraising activities and drive efforts to support the exceptional work of local Air Ambulance charities.

"As a national organisation with a strong presence in communities across the UK and Ireland, Round Table is uniquely positioned to make a significant impact," added Christopher Bush.

By joining forces with Air Ambulances UK, Round Table aims to shine a spotlight on the invaluable contributions made by air ambulances and the need for their continued support. Christopher Bush and Round Table members nationwide will work tirelessly to champion the incredible work of Air Ambulances UK and ensure that their lifesaving services continue to thrive.

ADVENT OF CHANGE

AAUK'S PARTICIPATION IN ADVENT OF CHANGE

AAUK were thrilled to be a part of Advent of Change, a unique initiative that transforms the conventional advent calendar experience. This innovative concept replaces daily treats with charitable donations, redefining the traditional concept.

When participants purchase a calendar, candle, or any other item, the funds are equally distributed among the supported charities. As individuals open a door each day leading up to Christmas, they unveil the specific charity their contribution is supporting.



STRATEGIC GOALS & ACHIEVEMENTS

Inspiring National Engagement and Support

Air Ambulance Week
4 - 10 September 2023

Air Ambulance Week 2023



Air Ambulance Week (AAW) is the national week for the air ambulance community that recognises, celebrates, and raises awareness of the lifesaving work of air ambulance charities in their local communities. AAUK have had ownership of AAW since 2020, making 2023 the fourth AAW campaign AAUK have delivered. The aim for the week is to raise national and local awareness of Air Ambulance Week and the air ambulance community.

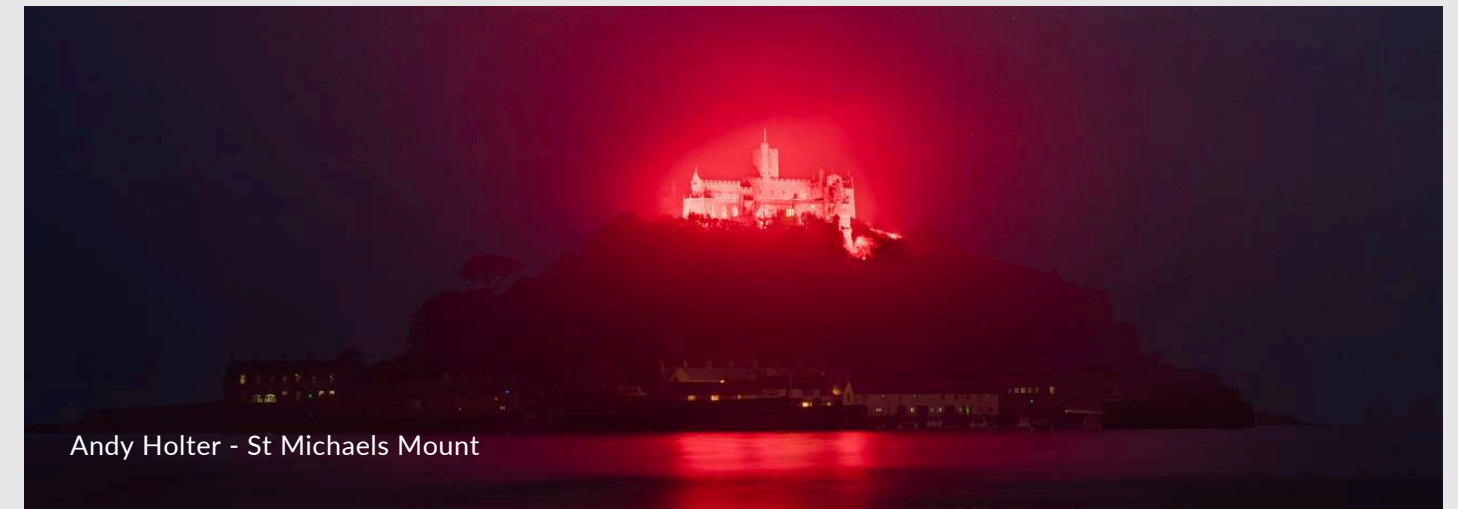


KEY HIGHLIGHTS

- Interview, features and mentions on The BBC Radio 2 Zoe Ball Breakfast show (7.14 million listeners tune into the Zoe Ball show weekly)
- Two separate features in The Metro (Reaching a potential audience of 1,093,963 per feature)
- A Tweet and interaction from The Prince & Princess of Wales (The Royals shared our campaign video, which had 504k impressions in total)
- ITV News (AAUK played a key role in facilitating regional media coverage on ITV News)



BBC Radio 2
Zoe Ball Breakfast Show



Air Ambulance Charity Member Engagement Buildings and Monuments

DSAA	Wellington Monument in Somerset and Corfe Castle in Dorset
MAGPAS	Huntingdon Town Hall
TAAS	Warwick Castle
CAAT	St Michael's Mount in Cornwall
AANI	Armagh, Banbridge & Craigavon Council
LAAC	One Canada Square in Canary Wharf, EY Canary Wharf, EY More London
GWAAC	Bristol Old Vic, Royal West of England Academy, Bristol, Coleford Clocktower
MAAC	Shrewsbury prison, Merry Hill Shopping centre, Dudley Castle, Pershore abbey, Guildhall Worcester
EAAA	Ely Cathedral
WAA	Melksham Town Hall

Members and fundraising partners who supported Air Ambulance Week 2023 were as follows:

- | | | |
|----------------------------------|--|-------------------|
| • British Helicopter Association | • NFU Mutual | • Intelligent PMI |
| • Airbus in the UK | • Virgin Red | • MF Freeman |
| • Gama | • The National Association of Agricultural Contractors | • NFU Mutual |
| • Haynes | • Brown & Co | • Pace Van Hire |
| • Boundless | | • Leonardo |

STRATEGIC GOALS & ACHIEVEMENTS

Inspiring National Engagement & Support

Air Ambulance Week
4 - 10 September 2023

Air Ambulance Week 2023

AIR AMBULANCES UK
SUPPORTING AIR AMBULANCE CHARITIES

A growing number of organisations and high-profile individuals supported this year's campaign and helped to maximise our reach to the public.

- The Prince and Princess of Wales
- Brake, the road safety charity
- Suzanne Rastrick (NHS England)
- DocBike UK
- College of Paramedics
- Association of Ambulance Chief Executives
- National Fire Chiefs Council
- Trauma East
- The Race Course Association
- RNLI
- Emergency Services Day
- What3words
- National Bloodbikes
- Police Care UK
- The Ambulance Staff Charity (TASC)
- UK Sepsis Trust



The Prince and Princess of Wales @KensingtonRoyal · Sep 4
Proud to support #AirAmbulanceWeek 🇬🇧

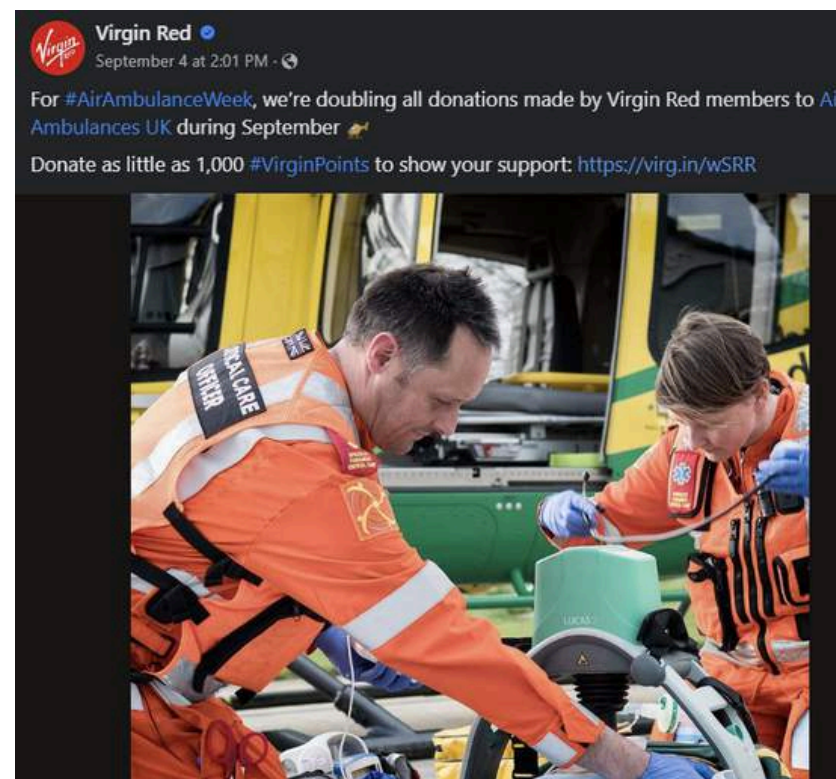
Thank you to all the pilots, paramedics, doctors and staff whose swift response and life-saving efforts make a profound difference in critical moments ❤️

The 2023 campaign gathered noteworthy support from Members of Parliament, which is especially encouraging considering that we have recently established the All-Party Parliamentary Group (APPG).

The 2023 campaign was supported by:

- Carolyn Harris MP
- Pete Wishart MP
- Michael Fabricant MP
- Alberto Costa MP
- The Rt Hon. Baroness Foster
- Dr Sandesh Gulhane MSP

Our Air Ambulance Week video campaign can be viewed by copying and pasting this link:
https://www.youtube.com/watch?v=PXU-u_36-lo



OVER 14 MILLION
CAMPAIGN REACH



1038
KEYWORD MENTIONS



1957
RESULTS ACROSS PRINT,
BROADCAST & ONLINE



5 MILLION
SOCIAL MEDIA REACH



1071
AIR AMBULANCE WEEK
SEARCHES



47
AIR AMBULANCES UK
SEARCHES

STRATEGIC GOALS & ACHIEVEMENTS

Advancing Patient Care

NHS NEW HOSPITAL PROGRAMME - HELIPAD ADVANCEMENTS

The government has a commitment to building 40 new hospitals by 2030.

AAUK worked closely with the New Hospital Programme to continue to advocate for the integration of appropriate infrastructure for hospital helipads when planning and developing new hospitals.

Recognising the critical role that hospital helipads play to facilitate swift air ambulance operations, enabling critically ill patients to receive optimum speed to treatment, AAUK remains committed to ensuring helipads are well considered and factored into the development of new hospital facilities.

This strategic focus aligns with AAUK's mission to support the lifesaving work of the UK's air ambulance charities, enabling them to save even more lives every day.

Overall, the New Hospital Programme within the government's long-term health infrastructure plan aims to help develop new sustainability standards, planning capabilities and care and workforce models.

It will also aim to implement cutting-edge digital technologies across the NHS and will support an integrated approach to building new healthcare infrastructure using modern methods of construction.



ONSHORE SAFETY LEADERSHIP GROUP

AAUK engaged with the Onshore Safety Leadership Group to address hospital helicopter landing site barriers.

Since the accident to Sikorsky S-92A, G-MCGY at Derriford Hospital, landing sites and safeguarding have been some of the lead topics that have been discussed within the Onshore Safety Leadership Group.

[Click here to read more on the accident to Sikorsky S-92A, G-MCGY at Derriford Hospital.](#)



INTERCOLLEGIATE BOARD FOR TRAINING IN PRE-HOSPITAL EMERGENCY MEDICINE (IBTPHEM)



AAUK committed to providing national representation on the Intercollegiate Board for Training in Pre-Hospital Emergency Medicine (IBTPHEM).

IBTPHEM is responsible for training and assessment in Pre-Hospital Emergency Medicine (PHEM) in the UK on behalf of its parent Colleges. PHEM is a new sub-specialty area of medical practice focusing on the specialist provision of on-scene and in-transit critical care.

NATIONAL CARE RECORDS SERVICE (NCRS)

AAUK worked with NHSE to secure a safe level of access to NCRS to support air ambulance charities to see more data about the patient pathway once they leave the air ambulance and enter NHS services.

Further work is underway to improve this access to support further innovations to provide the best possible care for patients.

FACULTY OF PRE-HOSPITAL CARE

AAUK collaborated with the Faculty of Pre-Hospital Care to facilitate air ambulance engagement on related areas of interest. The Faculty aims to promote high standards of pre-hospital care through education, research and teaching.



Pre-hospital care is a well-established branch of medicine, now practised by a broad range of practitioners from first aiders, paramedics, doctors, nurses, first responders, voluntary aid workers and remote medics including multi agency teams such as police, fire and armed forces.

As the face of pre-hospital emergency medicine changes, the Faculty's aim is to set and maintain clinical standards for all practitioners in this evolving specialty.

THUNDERBIRD PROJECT

AAUK took part in the Thunderbird Project, which aims to bring together the emergency services, drone industry and other critical stakeholders, enabling drones to operate Beyond Visual Line of Sight (BVLOS), providing life-critical support.



The Thunderbird Project aims to build sufficient evidence to demonstrate to the UK Civil Aviation Authority (CAA) that emergency service drones can be operated BVLOS with acceptable safety risk.

SWiFT TRIAL

STUDY OF WHOLE BLOOD IN FRONTLINE TRAUMA

This study looks at whether giving another product instead of red blood cells and plasma will be better at reducing the number of deaths 24 hours after injury, and reduce the need for further large blood transfusions when patients get to hospital. This product is called whole blood (WB). It contains red blood cells, plasma and platelets (which help with clotting) all in one bag. Although there is some evidence of benefit with the use of WB, there have been no studies exploring the clinical and cost effectiveness of pre-hospital administration of WB versus the standard care for bleeding trauma patients in the UK setting.

In 2019, NHS Blood and Transplant carried out a survey of UK Air Ambulance Services and their thoughts about giving WB to patients. In this survey, 82% said that WB would be their preferred blood component, followed by red cells and plasma in one bag (65%), and red blood cells and thawed plasma and platelets (in different bags) (30%). All those who responded said that they would like to see a clinical trial being carried out, before it was given widely in the NHS and would support this work.

Simmy Akhtar, Air Ambulances UK CEO, said "We're proud to support the SWiFT trial in collaboration with NHS Blood and Transplant and the Defence Medical Services. A number of air ambulance charities across the UK are directly involved with this trial and like them our vision aligns with the SWiFT trial, that together we will ensure the best possible chance of survival and patient outcome for everyone in need of lifesaving pre-hospital care. Air ambulance crews are continually striving to provide the highest level of patient care and we hope the results will ultimately improve trauma care."

Dr Laura Green, co-principal investigator for SWiFT and Consultant in Haemostasis and Transfusion Medicine at NHS Blood and Transplant, said: "The role of air ambulances in providing blood transfusions at the scene of an incident is crucial - delivering the most challenging treatments in the most challenging environments.

"Any delay to starting transfusion during traumatic blood loss can reduce the chances of survival. We hope that SWiFT will show there are logistical and procedural benefits in giving a blood transfusion of all of the components in a single bag - and ultimately improved outcomes for patients.

"We are grateful to be working in partnership with air ambulance organisations and the Defence Medical Services to drive innovation and provide even better care to critical patients. We are also incredibly grateful to our O Rh negative donors, whose universal donor blood is critical in trauma transfusion - including in this trial."

Professor Jason Smith, co-principal investigator and Defence Professor of Emergency Medicine for the Defence Medical Services, Ministry of Defence, said: "We have known that blood transfusions save lives in patients with life-threatening haemorrhage for over 100 years, but the exact nature and timing of those transfusions is still not known. This study will hopefully give us the answer as to whether whole blood is better than our current standard care in terms of clinical and cost effectiveness."

Key Statistics*

- SWiFT started recruitment on 15 December 2022 in London.
- 397 patients have been recruited as of 31 December 2023.
- Nine out of ten sites are currently open to recruitment.
- New Zealand & Canada are coming on board early 2024.

*As of data from January 11, 2024.

Photo courtesy of Tim Wallace



To find out more about the SWiFT Trial copy the link below:

<https://www.youtube.com/watch?v=J21vmrCSlxc>

To read more about the SWiFT trial copy the link below:

www.nhsbt.nhs.uk/clinical-trials-unit/current-trials-and-studies/swift/

STRATEGIC GOALS & ACHIEVEMENTS

Being a Collective Voice

APPGAA



The All-Party Parliamentary Group Air Ambulances (APPGAA) held its Inaugural Meeting in July 2023. Building on considerable success in previous iterations of the group, the APPGAA works on raising awareness and campaigning on policy issues within the air ambulance sector to enhance the delivery of lifesaving pre-hospital care.

In November 2023, the APPGAA marked a significant milestone as it convened its first formal meeting. The meeting centred on the challenges and barriers concerning hospital helipads and community landing sites, enabling members to collectively share insights and perspectives on the crucial issue at hand.

The APPGAA aims to engage political leaders and policy makers in discussions surrounding key issues that relate to the enhancement of air ambulance charities' lifesaving services. This crucial engagement seeks to raise awareness of the quality of care and effectiveness of air ambulance charities for patients in need of urgent and emergency specialist critical care nationwide.

Simmy Akhtar, Air Ambulances UK CEO, said: "I am delighted to have the support of Members of Parliament as we move forward on key policy issues affecting our air ambulance community. By working in collaboration, we can address national challenges and strive towards ensuring the best possible chance of survival and patient outcome for everyone in need of lifesaving pre-hospital care."

With the backing of government officials and industry experts, the APPGAA is poised to have a positive impact on the air ambulance sector.



The current key policy issues that the APPGAA is focusing on are:

ACCESS TO AND ENGAGEMENT ABOUT HELIPADS AND LANDING SITES:

Access to a suitable helipad is crucial to providing lifesaving care in critical situations. Every second counts and access to a helipad at a Major Trauma Centre saves lives by negating the need for a secondary land transfer for patients, for example, from an off-site landing to the Major Trauma Centre.

INCREASED DEMAND AND INCREASED COST:

Air ambulance charities continued to provide specialist critical care to patients during the Covid-19 pandemic as well as throughout the current NHS challenges including the repeated public sector staff strikes and the ongoing pressures on land ambulance Trusts.

They have worked tirelessly to safely adapt their services to meet patient needs. Charities are facing an increase in dispatches to patients, together with the reality of being hit with fundraising challenges due to lockdown and the cost-of-living crisis. Alongside this, the charities are not immune to the rise in costs of, for example, fuel and other necessary equipment such as medical monitors.

SAFE ACCESS TO PATIENT DATA:

Providing the highest level of patient care is the key priority for air ambulance charities. It is crucial for charities to have access to patient data once they leave air ambulance care and transfer to NHS services. This data would help air ambulance charities to gain further insight into the full patient pathway and ultimately the patient outcome.

To read more about the APPGAA online visit:
<https://www.airambulancesuk.org/appg/>

STRATEGIC GOALS & ACHIEVEMENTS

Being a Collective Voice

AIR AMBULANCES UK HOSTS PARLIAMENTARY RECEPTION AT THE HOUSE OF COMMONS



Left: Stephen Metcalfe, Conservative MP. Centre: Simmy Akhtar, Air Ambulances UK CEO. Right: John Christensen Air Ambulances UK Trustee & Vice Chair.

A special parliamentary reception was held at the House of Commons in March 2023 which attracted support from key political figures to raise awareness of the lifesaving work of the air ambulance crews.

Over 70 members of parliament attended the event held on 7 March. The reception was organised by Air Ambulances UK, the national charity supporting the lifesaving work of the UK's 21 air ambulance charities.

Stephen Metcalfe, Conservative MP for South Basildon and East Thurrock opened the event followed by Simmy Akhtar, Air Ambulances UK CEO, and key speaker, Paul Dilley. Paul from Cookham in Berkshire, collapsed whilst playing golf in Milton Keynes. Thames Valley Air Ambulance reached the golf course (which was 30 miles away from the base at RAF Benson) in 16 minutes. Paul's heart failed in every way possible, he had multiple cardiac arrests. Thirteen defibrillator shocks were administered by Thames Valley Air Ambulance on route to the hospital, as the crew fought to save his life. Paul has defied the odds of survival and following doctors operating on a blood clot blocking his heart, he has made a remarkable recovery and is back at work full-time.

The reception aimed to raise matters of importance and priorities of the sector through engagement with political leaders and policy makers on key issues that relate to air ambulance charities lifesaving services.

The key issues and challenges raised at the reception were:

- Access to and engagement about Helipads and landing sites
- Increased demand and Increased costs
- Safe Access to Patient Data



Key Speaker: Paul Dilley

Simmy Akhtar, Air Ambulances UK CEO said "We were delighted to host the Parliamentary Reception at the House of Commons for the first time since 2019 due to the impact of Covid-19. It was wonderful to see so many parliamentarians attend to support the lifesaving work of air ambulance charities. It demonstrates MPs and Ministers regard for the air ambulance community and the vital role that the sector plays in the Urgent and Emergency Care System. Thank you to all those who attended and we look forward to working with key stakeholders on key challenges and issues facing our sector"

STRATEGIC GOALS & ACHIEVEMENTS

Maximising Sector Impact



AAUK ANNUAL CONFERENCE - COLLABORATION IN ACTION

The AAUK Annual Conference, centered around the theme of collaboration, brought together over 250 delegates for a day of learning and inspiration. With a packed and diverse agenda over 30 speakers hosted sessions aimed at fostering collaboration within the air ambulance community. The day began with an introduction and update from AAUK CEO Simmy Akhtar, principal sponsor Gama Aviation’s Duncan Daines, and a recorded message from Robert Courts MP, Chair of the All Party Parliamentary Group for Air Ambulances.

Keynote speaker Jon Round, Head of Airspace, Air Traffic Management and Aerodromes at Civil Aviation Authority addressed current issues in the air ambulance sector, covering topics such as helicopter operations, safety, and the impact of drones on aviation. Breakout sessions included discussions on medical trials, innovative fundraising, and the SWIFT Blood Trial, academic pre-hospital medicine

Sarah Atkins and Dr. Sarah McNeilly from East Anglian Air Ambulance discussed Reproductive Health in our Sector, emphasising ongoing efforts to address all aspects within EAAA. Despite being an open workplace, topics like periods, menopause, terminations, and miscarriages weren't openly discussed, leaving individuals to cope alone despite their significant impact. While EAAA has made practical and policy changes, it recognises that the conversation surrounding reproductive health is just starting.

Leigh Curtis from Air Ambulance Charity Kent Surrey Sussex presented on using drones in pre-hospital medicine (part funded by AAUK), showcasing their commitment to testing and collaboration with the CAA. The conference closed with delegates looking forward to reconvening in 2024, emphasising the collaborative spirit and idea-sharing within the air ambulance community.





AAUK ANNUAL AWARDS OF EXCELLENCE

The Air Ambulances UK Awards of Excellence hosted a record 275 guests at Reading Stadium with air ambulance charities coming together to celebrate and recognise the outstanding achievements within the sector. Hosted once again by Sky Sports presenter Hayley McQueen, the evening recognised outstanding contributions, including the Polledri family's initiative to install defibrillators in memory of Sam Polledri. A special award honored the late Rob Collingwood of Wiltshire Air Ambulance. Standing ovations were given to Chair's Award winner Cliff Gale and Lifetime Achievement winner Ian Roberts. Highlighted below are a few of the remarkable stories:

Campaign of the Year
Sponsored by: Lottery Fundraising Services

WINNER: Cornwall Air Ambulance
This heart-warming animation depicted Holly's true story after a serious road traffic collision. The campaign's synergy with local media, a dedicated website, and a digital strategy resulted in an astounding £220,000 raised. The campaign attracted 500+ new donors, reconnected with 400+ lapsed donors, and reached over 5 million people through radio, TV, online, and social media. A remarkable achievement in fundraising and engagement!



Charity Staff Member of the Year
Sponsored by: Charisma Charity Recruitment

WINNER: Natalie Church,
Director of Operations, Magpas Air Ambulance
Natalie's journey from a temporary admin role to Director of Operations over 22 years is awe-inspiring. Her pivotal role in transformative projects—enabling 24/7 service, introducing a new helicopter, implementing the Advanced Paramedic service, and leading the development of a new airbase, HQ and training centre—showcases her dedication and leadership. Natalie's commitment to the charity's growth and her recent Mental Health First Aider training reflect her exceptional character and compassion.



Charity Team of the Year
Sponsored by: Donorfy

WINNER: Cornwall Air Ambulance
Embracing this year's theme of collaboration, Great Western Air Ambulance Charity nominated Cornwall Air Ambulance. The Cornwall Air Ambulance Finance & Business Intelligence team boldly integrates data sources, using modern tools to generate invaluable insights. Beyond their charity, their collaborative outreach to other air ambulances exhibits a commitment to shared learning, fostering a community dedicated to saving more lives. A remarkable accolade honouring their impactful and collaborative efforts!



Critical Care Practitioner of the Year
Sponsored by: Zoll

WINNER: Matt Sawyer from Dorset & Somerset Air Ambulance
Matt's leadership in advancing pre-hospital care and research, notably through his pioneering work with ultrasound and the NHS Blood & Transplant – Swift Trial, showcases his dedication to innovation. His advocacy for patients extends to championing aseptic blood culture procedures, working in tandem with South Western Ambulance NHS Foundation Trust.



STRATEGIC GOALS & ACHIEVEMENTS

Maximising Sector Impact

AAUK ANNUAL AWARDS OF EXCELLENCE



Doctor of the Year

Sponsored by: Leonardo

WINNER: Dr Jake Turner,
The Air Ambulance Service

Dr Turner's outstanding contributions over the past year have been pivotal in advancing maxillofacial injury and resuscitative thoracotomy treatments – specialised fields focusing on severe facial traumas and life-saving chest or heart injury interventions. Dr Turner's proactive approach in acquiring cutting-edge surgical equipment, implementing specialised training, and updating policies based on the latest research has significantly raised the bar in medical care. His dedication, innovative mindset, and efforts in building strong relationships between TAAS and the Major Trauma Centre highlight his unwavering commitment to excellence in healthcare.



Innovation of the Year

Sponsored by: Black Bear Creative

WINNER: Magpas Air Ambulance

Ali Hieatt's (MAGPAS) groundbreaking creation—an intricately handmade pregnant uterus model—revolutionises training for a perimortem caesarean. This innovation, born from multiple fabric iterations and designs, equips clinicians with vital practice for critical scenarios, such as a pregnant patient's cardiac arrest. A perimortem caesarean section is an emergency surgical procedure performed to deliver a baby promptly when the mother is in cardiac arrest or facing life-threatening conditions. Ali's ingenuity provides colleagues with invaluable confidence, preparing them for real-life emergencies."



Operations Support Staff of the Year

Sponsored by: MSA Safety

WINNER: Greg Browning, Wales Air Ambulance wins As Critical Care Hub Manager at The Emergency Medical Retrieval and Transfer Service Cymru, a vital division intricately linked with Wales Air Ambulance, Greg orchestrates the intricate workings of the critical care service. His wisdom and leadership are invaluable, earning him immense respect among colleagues. Greg's enthusiasm sets a remarkable standard in the field.



Special Recognition Award

Rob Collingwood, Wiltshire Air Ambulance

Rob, who tragically passed away from cancer at just 42, was an invaluable member of Wiltshire Air Ambulance's pilot team. His unwavering dedication persisted through personal challenges, embodying profound selflessness. Despite facing a diagnosis that halted his flying, Rob continued supporting the charity. His impact on colleagues, patients, and the community defies measurement. Rob's legacy remains and the void left by his absence echoes the irreplaceable mark he made.



Pilot of the Year

Sponsored by: Gama Aviation

WINNER: Captain Russ Myles, Scotland's Charity Air Ambulance

Russ played a pivotal role in establishing Scotland's Charity Air Ambulance, leveraging his extensive flying experience to create an operation tailored for Scotland's unique environment. Over a decade, Russ's exceptional flying skills have impacted countless lives, navigating through Scotland's challenging weather conditions and terrain. His expertise and dedication have served as a lifeline for numerous families, earning admiration from fellow pilots for his mentorship, patience, and outstanding skill in handling aircraft in Scotland's demanding weather conditions.



Special Incident of the Year

Sponsored by: Aeroptimo

WINNER: Wales Air Ambulance

Responding to an unexpected home birth of extremely premature twins amidst severe weather conditions, their team undertook heroic interventions. Despite challenging odds, their advanced care, including a difficult intubation, critical medication administration, and innovative warming methods, paved the way for one twin's miraculous survival.



Trustee of the Year

Sponsored by: Round Table GB and Ireland

WINNER: Barney Burgess, Kent Surrey Sussex Barney's remarkable journey from a patient to Chair of Trustees showcases his outstanding governance, empathetic leadership, and business acumen. Surviving a cardiac arrest in 2015, he brings powerful empathy to his role. His collaborative approach spearheaded pivotal projects like the development of an Aftercare Service, the defibrillator drone project, in-flight care trials, and more. Barney's leadership embodies compassion, accountability, and integrity, marking him as an influential figure in the field.



Lifetime Achievement Award

Sponsored by: Airbus

WINNER: Ian Roberts, Midlands Air Ambulance Charity With an outstanding 20-year tenure at Midlands Air Ambulance Charity and an incredible 40-year journey dedicated to saving lives across the Midlands, Ian's impact has been colossal. From his roles as an emergency medical professional—starting as an EMT and advancing to a critical care paramedic, air operations manager, and beyond—his legacy is awe-inspiring. However, it's Ian's unwavering commitment to patients and colleagues over four decades that truly distinguishes him. His enduring dedication leaves an indelible mark on the field of emergency care.



STRATEGIC GOALS & ACHIEVEMENTS

Maximising Sector Impact

Charity Supporter of the Year | Sponsored by: Tower Lotteries **WINNER:** Polledri family, Great Western Air Ambulance Charity

The Polledri family's initiative, The Sam Polledri Foundation, emerged from a devastating loss when Sam Polledri, a healthy 24-year-old, tragically suffered a cardiac arrest and passed away due to the absence of nearby defibrillators. In response, his family and girlfriend Lisa, established The Sam Polledri Foundation with Great Western Air Ambulance Charity, aiming to ensure that every part of Bristol is within a three-minute reach of a defibrillator. Raising £65,000, the Foundation has already installed ten defibrillators in strategic locations across Bristol, with many more in progress. What's remarkable is not just the number but the impact: these devices and the training they provide have already saved a life, a testament to the immense influence of community-driven support. Importantly, the Great Western Air Ambulance Charity team, have been pivotal. They've been on-site, treating individuals whose lives were directly saved by the use of these defibrillators, showcasing the profound impact of swift action and community-driven initiatives in life-saving scenarios.



Young Person of the Year Sponsored by: Sloane Helicopters

WINNER: Molly Harris

Molly's incredible bravery and quick thinking saved her mum's life after a horse-riding accident. When her mum's horse came galloping towards Molly riderless in the yard, Molly, who is autistic, had to overcome her instincts to shut down so she could secure the horse, then go and look for her mum. She scoured the fields searching for her, eventually finding her and staying with her while they waited for Lincs & Notts Air Ambulance to arrive. Molly's mum, Emma, had been thrown from the horse and had suffered a brain injury and severe swelling around her spinal cord. The crew treated her and airlifted her to the hospital. Her resilience didn't stop there—raising £180 for Lincs and Notts Air Ambulance during their 6k-a-day-in-May challenge, even finishing bareback after her gear was stolen. A true inspiration, Molly continues to tackle challenges and fundraise for a cause close to her heart!



Chairs Award

WINNER: Cliff Gale, Essex & Herts Air Ambulance

Cliff Gale of Essex & Herts Air Ambulance is the deserving winner of the prestigious Chairs Award! This award, chosen by AAUK's Chair, recognises individuals who've made remarkable and lasting contributions to the air ambulance sector.

Cliff's exceptional leadership over 15+ years steered EHAAT to incredible milestones and laid the groundwork for exceptional growth.

His vision led to transformative changes – from establishing a new base at Earls Colne to acquiring the AgustaWestland 169 (AW169) helicopter and developing the North Weald Airbase. His dedication and strategic prowess have propelled EHAAT's growth and enhanced its operational excellence.



Simmy Akhtar, Air Ambulances UK CEO said: "Congratulations to our 2023 Awards of Excellence winners and their outstanding contributions. Our panel of judges made some tough decisions when choosing the winners and we would like to thank everyone who entered. Despite continuously having to face global and national challenges, the air ambulance community throughout the UK has remained determined to provide the highest-level specialised patient care at the scene. All nominees across categories, along with the shortlisted candidates and winners, collectively form a united group that collaborates to support their local communities during times of necessity. We extend our immense gratitude to the dedicated staff, volunteers, and supporters within our life-saving community."



AIR AMBULANCES UK BRINGS TOGETHER CHARITIES FOR FIRST EVER FUNDRAISING CONFERENCE

We were thrilled to host the first ever Fundraising Conference on June 13th at The Midlands Arts Centre in Birmingham. Sponsored by Black Bear Creative Ltd. AAUK CEO, Simmy Akhtar, opened the Fundraising Conference which aimed to maximise sector impact, by providing a platform for representatives from 13 air ambulance charities across the UK to network, share knowledge, collaborate, and learn from peers.

Delegates enthusiastically participated in a speed networking session, making the most of the opportunity to build relationships and share fundraising techniques. With 11 speakers delivering eight sessions, the conference served as a vital opportunity for charities to convene and discuss fundraising strategies and best practices in response to the collective feedback from colleagues.

Simmy Akhtar, Air Ambulances UK CEO said “We are thrilled to have hosted our first ever Fundraising Conference, it was a fantastic opportunity for air ambulance charities to come together to share ideas, learn from each other, and network. The event was a great success and we look forward to hosting many more in the future.”



ROTORTECH 8 - 10 JUNE

Over three days at Sywell Aerodrome, RotorTech UK showcased the very best the helicopter industry has to offer. The event featured over 100 aviation exhibitors, 5,000 plus visitors and 100 plus visiting aircraft. Simmy Akhtar, CEO of Air Ambulances UK, brought her extensive expertise to RotorTech UK's Air Ambulance Panel discussion. Simmy highlighted the importance of collaboration in improving patient outcomes and saving lives.



BRAKE - AFTER THE CRASH CONFERENCE 20 JUNE

Nearly 190 people representing the police, emergency services, charities that support injured road victims or bereaved adults or children, trauma counsellors and therapists, gathered at the conference in Manchester to share knowledge and agree the next steps to ensure that people affected injured by road crashes receive the expert support they need.



EMERGENCY SERVICES SHOW 19 & 20 SEPTEMBER

Air Ambulances UK attended the Emergency Services Show at the NEC Birmingham. The event was a dynamic showcase of the latest innovations in the blue light sector, featuring 500+ exhibitors and 10,000+ products.



HELITECH EXPO AND DRONE X 26 & 27 SEPTEMBER

We were thrilled to once again partner with Helitech Expo and Drone X this year. The event included a range of industry awards, networking areas, live demonstrations as well as hundreds of state-of-the-art suppliers showcasing the latest advancements within the industry.



EMERGENCY SERVICES MENTAL HEALTH SYMPOSIUM 1 NOVEMBER

Air Ambulances UK engaged with many sector colleagues during the event. Sharing insights into the life-saving efforts of the UK's Air Ambulance charities was incredibly rewarding!



STRATEGIC GOALS & ACHIEVEMENTS

Maximising Sector Impact

THE AIR AMBULANCE FUNDRAISING ACADEMY

In collaboration with Corndel, Air Ambulances UK launched the Air Ambulance Fundraising Academy, providing air ambulance fundraisers with the opportunity to enhance the professional and personal development of fundraising teams through the Corndel Diploma in Fundraising (fully-funded by Corndel Partners).

Launched in November 2023, this 13-month professional development program was designed to recognise the critical knowledge, skills, and behaviors necessary for success in fundraising. Tailored specifically to enhance the abilities of fundraisers within the air ambulance sector, the academy aims to maximise sector impact by upskilling participants and equipping them with the tools to effectively plan, manage, and execute successful campaigns.

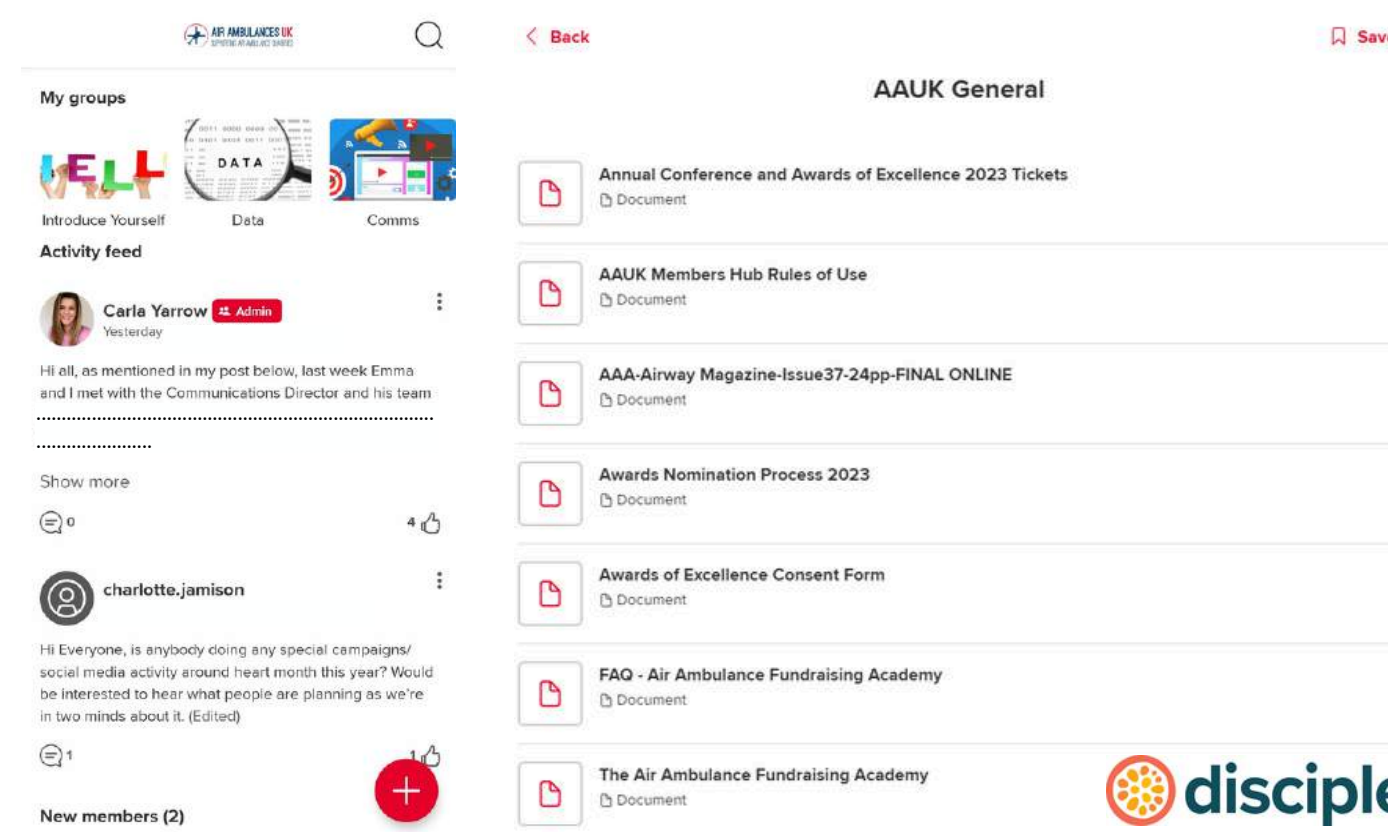
The programme is delivered within the workplace through a combination of one-to-one coaching and online group workshops, ensuring practical application of learning in real-world scenarios. Upon completion, each participant qualifies with a Chartered Institute in Fundraising Level 3 Foundation Certificate.



LAUNCH OF THE MEMBERSHIP HUB

The launch of the Membership Hub for the air ambulance community marks a significant milestone in enhancing communication and collaboration. With the aim of fostering a stronger sense of community and facilitating seamless interaction, the Hub provides a centralised platform where air ambulance personnel can connect, share insights, and support one another effectively. Through this innovative digital space, members gain access to a wealth of resources, ranging from educational materials to real-time updates.

The introduction of the Membership Hub not only streamlines communication channels but also cultivates a culture of camaraderie and mutual aid within the air ambulance community. The Hub transcends geographical barriers, enabling personnel from different regions to engage in meaningful discussions, exchange best practices, and form valuable connections. As the air ambulance community embraces this dynamic platform, it paves the way for heightened collaboration, continuous learning, and ultimately, enhanced service delivery to those in need.



STRATEGIC GOALS & ACHIEVEMENTS

Maximising Sector Impact

DISTRIBUTION

We distribute funds to the UK's 21 air ambulance charities. Further details can be found on page 32.

DELIVERY OF FORUMS

Delivery of air ambulance charity member forums which provide a safe space for knowledge sharing, networking and establishing opportunities for collaboration. Guest speakers are also invited to the forums, offering insights and expertise.

- National CEO Forum
- Fundraising Directors' Forum
- National Fundraising Forum
- Legacy Forum
- In Memory Forum
- Community Fundraising Forum
- Corporate Fundraising Forum
- Lottery Forum
- Communications Forum
- Governance, Risk and Compliance Forum
- Environmental Sustainability Committee

2023 NEWLY INTRODUCED FORUMS

- Data Forum
- IT Forum
- Gambling Commission Regulation Forum
- Trusts & Foundations Forum

“The last few Forums have been great. Really feel like people are starting to contribute more. I think it proves that you are getting things right in terms of agenda items and bringing people out of their shells in a more trusted environment.”

“Brilliant session, thank you for the opportunity to raise our questions in the forum which was really insightful.”

“I think the turnout on the forums and the increased number of questions you are getting is a positive thing. I wanted to repeat our thanks for all you're doing, and make sure you know your efforts are appreciated!”



STRATEGIC GOALS & ACHIEVEMENTS

Achieving Organisational Excellence

We aim to achieve the highest standards of governance and compliance ensuring financial sustainability and to nurture our team and demonstrate our impact. We would like to express our thanks to Tim Howard for all his contributions from March 2020 to his resignation in March 2023 following completion of his first term.

Following a rigorous recruitment process we were delighted to appoint Andrew Hicks to the role of Trustee in May 2023.

The Association of Air Ambulances (Charity) Ltd (operating as Air Ambulances UK) is a Company Limited by Guarantee and is registered at the Charity Commission of England Wales and at the Scottish Charity Regulator. It is governed by its Articles of Association.

The Charitable Company was incorporated on 15 January 2015 and registered at the Charities Commission on 1 April 2015.

The maximum number of Directors is nine and the minimum number of Directors is four, of whom four are appointed by the air ambulance members and up to five are appointed by the Board. Each of the five Directors appointed by the Board, including the Chair, shall be Independent Directors. Independent Directors are recruited following a skills audit and all Directors undergo Induction and are required to comply with the Trustee Handbook and Trustee Code of Conduct.

The Board meet quarterly, and extraordinary meetings are scheduled as required. During 2023 these meetings were both virtual and in person. Scrutiny of finances and the risk register is undertaken, and the Delegation of Authority policy allows for delegation of agreed areas to the staff team. The Risk and Audit Committee exists to assist the Board in its duty to supervise the direction and performance of the Charity's financial affairs and oversee the annual financial audit and corporate risk management process. It operates collectively and reports to the Board.

The People, Rewards and Human Resources Committee has been established by the Board to have delegated authority to make decisions related to AAUK staff, their rewards package, staff motivation, retention, training, wellbeing, and any Human Resource issue.

As of 31 December 2023, the staff team consisted of the Chief Executive Officer, Head of Income Generation, Communications and Marketing Manager, Digital Communications Officer, Policy and Public Affairs Manager, Corporate Partnerships Manager, Corporate Development Manager, Trusts and Foundations Manager, Finance Manager, Membership and Events Lead and Fundraising Officer.

Directors and Trustees

The Directors of the charitable company (the charity) are its Trustees for the purpose of charity law.

The Trustees and CEO are considered to be the key management of the charity. The Trustees and officers serving during the year and since year end were as follows:

Trustees

Mr J M Christensen (Appointed 3 December 2019)
 Ms A L Perry (Appointed 31 December 2019)
 Mr D Brown MBE DL (Appointed 31 December 2019)
 Mr T D Howard (Appointed 23 March 2020, resigned 24 March 2023)
 Mrs H Benjamin (Appointed 1 April 2020, resigned 29 February 2024)
 Mrs A C McLean (Appointed 1 April 2020)
 Mr A D Welch (Appointed 1 April 2020)
 Ms C A Walters (Appointed 01 October 2020)
 Dr M Williams (Appointed 01 October 2020)
 Mr A Hicks (Appointed 16 May 2023)
 Patrick Peal (Appointed 1st May 2024)

CEO

Ms S. Akhtar (Appointed 01 March 2021)

Overall control of the Charitable Company is with Trustees.

Related party transactions are disclosed in note 20 to the accounts.

Trustee Induction and Training

The recruitment of Trustees is led by an audit of the skills held by the members of the Board.

Any new appointees would be appointed by an open recruitment process against an agreed person profile and job specification and a skills audit review. Shortlisted candidates are interviewed by a People, Rewards and Human Resources Panel selected by the Board who make a recommendation to the Board. The Annual General Meeting of the charity confirms all new appointments.

New Trustees undergo a induction process covering, governance, risk management, financial systems and agreed procedures.

Disclosure of information to the auditor

In so far as each of the trustees is aware:

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



Patrick Peal, MBE DL
 Independent Chair
 Date: 22.05.2024

Patrick G. Peal

Financial Review

The Charity’s income this year is £898,848 down from £1,139,114 in 2022. The pandemic continued to impact fundraising opportunities as many corporate opportunities were affected by the Covid-19 restrictions and is likely to continue to impact the charitable sector for some time to come as many corporates chose to extend existing partnerships. Furthermore, the impact of the cost-of-living crisis which emerged during 2022 continues to be monitored.

The income in 2023 includes income from donations and legacies of £654,185 (2022: £901,986) and other charitable activities from the wholly owned subsidiary AAA Ltd of £244,663 (2022: £237,128). The Charity’s wholly owned subsidiary received a total of £108,150 (2022: £101,100) in Membership income.

The total number of members was 29 including 19 air ambulance charities and 7 other air ambulance sector organisations including Gama Aviation, Specialist Aviation Services, LFS, Tower Lotteries, Airbus Helicopters UK, British Helicopter Association and affiliate members Castle Air, Bluestep and Network ROI.

Combined total donations and legacies as well as membership income was £762,335 (2022: £1,003,086)

	2023	2022	2021
Funds raised - excl. AAA Ltd membership activities and gift arising on acquisition, but including unpaid voluntary services.	£654,185	£901,986	£578,043
Total Distribution.	£352,717	£473,618	£112,364

Going Concern

The charity has a strong reserve position and has sufficient available resources, as demonstrated by the level of general funds in this report. Trustees have overall responsibility for the timing and distribution of grants in accordance with our Distributions Policy. We have adequate financial resources and are well placed to manage the business risks. Our planning process, including financial projections, has taken into consideration the ongoing effects of the Covid-19 and the cost-of-living on the fundraising environment. Our cash deposits can be drawn down should working capital be required. The key risks to our income continue to be the impact of Covid-19 combined with the cost of living crisis.

The trustees have a reasonable expectation that the charity has adequate resources to continue in operation for the foreseeable future. The charity therefore continues to adopt the going concern basis in preparing its financial statements.

Reserves Policy

The Charity has developed a reserves policy that identifies and plans for the maintenance of the primary activity, the support of the local air ambulance services, and reflects the risks associated with the Charity’s business model, spending commitments, potential liabilities and financial forecasts.

The Board reviews the reserves policy at the end of every financial year in order to assess its validity dependant on current circumstances.

Currently a minimum reserve of six months operating costs is held.

The free reserves of AAUK as an individual charity at 31 December 2023 are £494,386 (2022: £703,279). The free reserves of the group as a whole are £694,559 (2022: £895,311).

The Board will make distributions in line with the Charity’s Distributions Policy

Funds

The charity's total funds at 31 December 2022 were £589,802 (2022: £710,268).

In 2023 a total of £5,625 (2022: £169,905) restricted income was distributed through grants to the 21 local air ambulance charity members as ordinary distributions. There were no extraordinary distributions.

In accordance with our Distributions Policy income will be made once these accounts have been fully approved.



DISTRIBUTION POLICY

This policy sets out how Air Ambulances UK (AAUK) will distribute the funds it has raised to its beneficiaries. The receipt of income and the distribution of funds is within the control of the Board of Trustees.

It is at the discretion of Trustees, bearing in mind the non-binding principles outlined in this document;

- i) whether they accept donations from those who would give it*, and in so doing that they accept any attaching conditions (*in accordance with AAUK Acceptance and Refusal of Donations Policy)
- ii) how funds are distributed to beneficiaries, albeit abiding by any conditions imposed by the donors.
- iii) whether they choose to attach any additional conditions on distributions to beneficiaries.

1. Sources of income

AAUK receives income as donations, as membership fees, and other fees.

AAUK only makes distributions to its beneficiaries from the income it receives as donations. No monies from membership fees and other fees are included in its distribution policy.

- a. **Donations** are received from organisations including corporations and Government, and from individuals. They can be:
 - i. **Unrestricted** i.e. Trustees are free to decide how they are utilised or distributed, including being used to fund the charity's running costs (fundraising, governance, and support costs). Until utilised or distributed, unrestricted donations are accounted as Unrestricted reserves.
 - ii. **Restricted** i.e. the donor has placed restrictions on how the donation is utilised or distributed. The restriction may originate from the donor or may be at the invitation of the Trustees. Until utilised or distributed, restricted donations are accounted as Restricted reserves.

(**Membership fees** is defined by AAUK in various classes and is received to fund the provision of membership services. Unutilised membership fees, including reserves currently held in AAA Ltd, are accounted as a designated fund for membership services. **Other fees** are fees that AAUK receives for providing other services not included in membership fees. For example, these may be fees charged in conjunction with the annual conference. Any Surplus from these fees will be accounted for in the designated fund for membership services.)

2. Acceptance of income

The Trustees must act in accordance with the AAUK Acceptance and Refusal of Donations Policy.

The Trustees of AAUK, in common with all charities, must be satisfied that the acceptance of any income does not place the charity at risk. Acceptance of any income, and by implication restrictions or conditions attached, is at the discretion of the Trustees. This applies to all forms of income including fees.

According to the Charity Commission –

- “Trustees should take reasonable and appropriate steps to know who the charity's donors are, particularly where significant sums are being donated or the circumstances of the donation give rise to notable risk. Good due diligence will help to:
- assess any risks to the charity that may arise from accepting a donation or certain types of donations.
 - ensure that it is appropriate for the charity to accept money from the particular donor, whether that is an individual or organisation.
 - give Trustees reasonable assurance that the donation is not from any illegal or inappropriate source.
 - ensure that any conditions that may be attached are appropriate and can be accepted”.

Where possible donors of restricted funds should be requested to allow AAUK to retain an unrestricted administration/management fee.

3. Ordinary distributions

Ordinarily AAUK will distribute funds to its beneficiaries once per year and upon completion and approval of the audited Annual Accounts

Ordinary distributions will be determined as follows:

- a. **Restricted** funds will be distributed as per the restrictions stipulated.
- b. **Unrestricted funds** will be distributed amongst beneficiaries. The amount to be distributed will be at the full discretion of trustees and guided by a consideration of:
 - i. Free reserves (i.e. Unrestricted funds less designated funds and fixed assets)
 - ii. Less a provision for six months running costs (fundraising, governance, and support costs). This six-month period may be extended at the full discretion of the Trustees in times that they judge to be difficult fundraising environments
 - iii. Less any debtors not yet received at the time of the decision.

4. Extraordinary distributions

Trustees may resolve to make extraordinary distributions outside of the ordinary distribution cycle. This may come from their own volition or at the behest of a potential donor. Extraordinary distributions may differ from ordinary distributions by:

- a. **Timing.** Distributions might be made outside of the ordinary cycle as a matter of expediency e.g. in response to the COVID-19 emergency.
- b. **Basis** of distribution. Trustees may resolve to distribute funds to meet particular needs and may be on the basis of applications from beneficiaries.

When resolving to make extraordinary distributions Trustees must also consider whether funds are given to beneficiaries with restrictions or without.

5. Payment of distributions

Distributions will be provided in the accounts at the date of the resolution. Payment to beneficiaries will be made as soon as is practical and within one month at the latest.

6. Withholding of distributions

Trustees may decide to withhold distributions from beneficiaries if they are –

- a. Under-investigation by an official regulator or,
- b. Receipt of the distribution is judged likely to bring AAUK into disrepute
- c. Believed not to be adhering to the code of conduct

When distributions are withheld it is recommended that for:

- d. **Ordinary** distributions the amount that would have been paid is provided for in the accounts pending resolution
- e. **Extraordinary** distributions
 - i. the amount that would have been paid is provided for in the accounts pending resolution, or
 - ii. the beneficiary is informed of their ineligibility and removed from the process.

When deciding to withhold a distribution or exclude a beneficiary Trustees must have mind to the objective application of the criteria and must inform the beneficiary of their decision.

7. Conflicts of interest and loyalty

In keeping with all decisions individual Trustees must reclude themselves when decisions on distributions give rise to conflicts of interest and loyalty.

Risks reviewed at our Board evolved during the year, and as at 31 December 2023 included:

Introduction

1. The statement of recommended practice (SORP), issued by the Charity Commission, requires the inclusion of a statement in the Annual Report confirming the major risks to which the Charity is exposed, as identified by the Trustees, these must be regularly reviewed, and recorded measures are in place to mitigate those risks.
2. Day to day risk management and awareness is discharged by the Board of Trustees to the CEO/ Senior Management.

Principal Risks

The Risk Register gives an assessment of each risk in terms of its perceived probability and its likely impact on AAUK. It also lists existing mitigation measures and those actions that should be taken to mitigate the risk further.

Risks are rated from 1 to 25 and RAG rated yellow, amber, green and red. The Risk Register is brought to the attention of Trustees quarterly or when a risk rated 16-25 is added to the Register. The principal risks, which would fundamentally threaten the effective operation of AAUK or prevent it from meeting its charitable objectives, are shown below.

R1a: Current economic crisis

R2a: Insufficient funds to meet strategic aims

R2B: Insufficient funds to be a going concern

R10: Cyber security

R12: Regulatory changes



STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees, who are also the directors of Association of Air Ambulances (Charity) Ltd for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). Company Law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the group and the charity and of the incoming resources and application of resources, including the income and expenditure, of the group for that year.

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

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

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the group and the charity and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of the group and the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.



CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES

		Unrestricted funds 2023	Restricted funds 2023	Total 2023	Unrestricted funds 2022	Restricted funds 2022	Total 2022
Income from:							
Donations and legacies	3	£568,738	£85,447	£654,185	£751,861	£150,125	£901,986
Charitable activities	4	£244,663	-	£244,663	£237,128	-	£237,128
Total income		£813,401	£85,447	£898,848	£988,989	£150,125	£1,139,114
Expenditure on:							
Raising funds	6	£254,710	-	£254,710	£150,703	-	£150,703
Charitable activities	5	£750,838	£5,625	£756,463	£593,282	£169,905	£763,187
Total expenditure		£1,005,548	£5,625	£1,011,173	£743,985	£169,905	£913,890
Net (outgoing) incoming resources before transfers		£(192,147)	£79,822	£(112,325)	£245,004	£(19,780)	£225,224
Net (expenditure)/income for the year/		£(192,147)	£79,822	£(112,325)	£245,004	£(19,780)	£225,224
Net movement in funds							
Fund balances at 1 January 2023		£896,675	£5,625	£902,300	£651,671	£25,405	£677,076
Fund balances at 31 December 2023		£704,528	£85,447	£789,975	£896,675	£5,625	£902,300

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

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

CONSOLIDATED BALANCE SHEET

		2023	2022
Fixed assets			
Intangible assets	12	-	-
Tangible assets	13	£9,969	£1,364
		£9,969	£1,364
Current assets			
Debtors	14	£223,916	£256,794
Cash at bank and in hand		£766,501	£1,090,054
		£990,417	£1,346,848
Creditors: amounts falling due within one year	15	(£210,411)	(£445,912)
Net current assets		£780,006	£900,936
Total assets less current liabilities		£789,975	£902,300
Income funds			
Restricted funds	17	£85,447	£5,625
Unrestricted funds			
Designated funds	16	£17,372	£79,895
Parent charity		£486,983	£624,748
Subsidiary company		£200,173	£192,032
Total unrestricted funds		704,528	896,675
Total funds		789,975	902,300

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Trustees on 22 May 2024.



Patrick Peal, MBE DL
Chair of Trustees

Company Registration No: 09391251

CHARITY BALANCE SHEET

		2023	2022
Fixed assets			
Tangible assets	13	£9,969	£1,364
Current assets			
Debtors	14	£55,341	£296,179
Cash at bank and in hand		£570,553	£750,630
		£625,894	£1,046,809
Creditors: amounts falling due within one year	15	(£46,061)	(£337,905)
Net current assets		£579,833	£708,904
Total assets less current liabilities		£589,802	£710,268
Income funds			
Restricted funds	17	£85,447	£5,625
<u>Unrestricted funds</u>			
Designated funds	16	£17,372	£79,895
General unrestricted funds		£486,983	£624,748
Total unrestricted funds		£504,355	£704,643
Total funds		£589,802	£710,268

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The Company uses the exemption contained in section 408 of the Companies Act 2006 in not preparing a separate Income and Expenditure account for the Charitable Company as a separate entity. The net income for the Charitable Company alone for the year to 31 December 2023 was a deficit of £120,466 (2022: £177,916 surplus)

The financial statements were approved by the Trustees on 22 May 2024.

Patrick G. Peal

Patrick Peal, MBE DL
Chair of Trustees

Company Registration No: 09391251

CONSOLIDATED STATEMENT OF CASHFLOWS

		2023	2022
Cash flows from operating activities	21	(£311,417)	£373,697
Cash (absorbed by)/generated from operations			
Investing activities		(£12,136)	(£116)
Purchase of tangible fixed assets			
Net cash used in investing activities		(£12,136)	(£116)
Net cash used in financing activities		-	-
Net increase in cash and cash equivalents		(£323,553)	£373,581
Cash and cash equivalents at beginning of year		£1,090,054	£716,473
Cash and cash equivalents at end of year		£766,501	£1,090,054

1 Accounting policies

Charity information

Association of Air Ambulances (Charity) Ltd is a private company limited by guarantee incorporated in England and Wales. The registered office is International House, 126 Colmore Row, Birmingham, B3 3AP.

The Association of Air Ambulances (Charity) Ltd is a facilitator for all air ambulance charities that have contractual rights over a helicopter used for emergency medical missions. It is responsive to donors who wish to donate to multiple air ambulance charities.

1.1 Accounting convention

The financial statements have been prepared in accordance with the Charity's governing document, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended), FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019). The Charity is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the Charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

The charity has a strong reserve position and has sufficient available resources, as demonstrated by the level of general funds in this report. Trustees have overall responsibility for the timing and distribution of grants in accordance with our Distributions Policy. We have adequate financial resources and are well placed to manage the business risks. Our planning process, including financial projections, has taken into consideration the ongoing effects of the Covid-19 and the cost-of-living on the fundraising environment. Our cash deposits can be drawn down should working capital be required. The key risks to our income continue to be the impact of Covid-19 combined with the cost of living crisis.

The trustees have a reasonable expectation that the charity has adequate resources to continue in operation for the foreseeable future. The charity therefore continues to adopt the going concern basis in preparing its financial statements.

1.3 Basics of consolidation

The financial statements consolidate the results of the charity and its wholly owned subsidiary, Association of Air Ambulances Limited, on a line-by-line basis. Transactions and balances between the charity and its subsidiary have been eliminated from the consolidated financial statements. Balances between the two companies are disclosed in the notes of the charity's balance sheet. A separate Statement of Financial Activities and Income and Expenditure Account for the charity has not been presented because the charity has taken advantage of the exemption afforded by section 408 of the Companies Act 2006.

1 Accounting policies

(Continued)

1.4 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Designated funds comprise funds which have been set aside at the discretion of the Trustees for specific purposes. The purposes and uses of the designated funds are set out in the notes to the financial statements.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.5 Income

Income is recognised when the Charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the Charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the Charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

Donated services and assets are recognised at the value of the gift to the Charity which is the amount the Charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market. They are included in the SOFA and balance sheet as appropriate.

Government grants are recognised at the fair value of the asset received or receivable when there is reasonable assurance that the grant conditions will be met and the grants will be received.

A grant that specifies performance conditions is recognised in income when the performance conditions are met. Where a grant does not specify performance conditions it is recognised in income when the proceeds are received or receivable. A grant received before the recognition criteria are satisfied is recognised as a liability.

Membership subscriptions are invoiced annually in advance, and recognised in the period to which they relate, net of VAT.

1.6 Expenditure

All expenditure is included on an accruals basis and is recognised when there is a legal or constructive obligation to pay for expenditure. The Charitable Company is not registered for VAT and accordingly charity expenditure is shown gross of irrecoverable VAT. The subsidiary is VAT registered, therefore trading expenditure is included net of recoverable VAT.

Governance costs include costs associated with meeting the constitutional and statutory requirements of the charity.

Charitable expenditure comprises those costs incurred in the delivery of its activities and services for the beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Grants are accrued when confirmed and paid or are accrued for when a commitment has been agreed to be paid and communicated to a recipient.

1 Accounting policies (Continued)

1.7 Intangible fixed assets other than goodwill

Intangible assets acquired separately from a business are recognised at cost and are subsequently measured at cost less accumulated amortisation and accumulated impairment losses.

Amortisation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Website	2 years straight line
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1.8 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Computers	3 years straight line
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The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.9 Impairment of fixed assets

At each reporting end date, the Charity reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.10 Cash and cash equivalents

Cash and cash equivalents include cash in hand and deposits held at call with banks.

1.11 Financial instruments

The Charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments. The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. The financial instruments are recognised as the amount payable or receivable when the instrument is first recognised together with any subsequent transaction costs but modified in respect of trade debtors for an assessment of potential bad debt.

1.12 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.13 Leases

Rentals payable under operating leases, including any lease incentives received, are charged as an expense on a straight line basis over the term of the relevant lease.

1.14 Debtors and creditors receivable/payable within one year

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

2 Critical accounting estimates and judgements

In the application of the Charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated 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 ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

The principal accounting estimates relate to the valuation of gifts in kind, which are included at the cost price the charity would have paid for the services; the value in the accounts is £nil (2022: £2,839)

3 Income from donations and legacies

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2023	2023	2023	2022	2022	2022
Donations and gifts	£387,553	£85,447	£473,000	£408,038	£148,125	£556,163
Legacies receivable	£181,185	-	£181,185	£343,823	£2,000	£345,823
	£568,738	£85,447	£654,185	£751,861	£150,125	£901,986

There are a number of legacies due to be received by the Charity, but the timings and amounts are as yet uncertain.

4 Charitable activities

	2023	2022
Group membership of Fundraising Regulator	£34,825	£32,920
Membership subscriptions	£108,150	£101,100
Sundry income	£142	-
Conference income	£101,546	£103,108
	£244,663	£237,128

Charitable trading income

All of the charitable income above relates to income received by the charity's trading subsidiary, Association of Air Ambulances Limited. These funds are primarily used to fund the annual conference and other expenditure of the trading subsidiary.

NOTES TO THE FINANCIAL STATEMENTS

5 Charitable activities

	Charitable activities 2023	Charitable activities 2022
Direct costs		
Staff costs	£70,025	£40,557
Conference expenditure	£78,416	£72,869
	£148,441	£113,426
Grant funding of activities (see note 8)	£352,717	£473,618
Share of support and governance costs (see note 7)		
Support	£221,358	£142,279
Governance	£33,947	£33,864
	£756,463	£763,187
Analysis by fund		
Unrestricted funds	£750,838	£593,282
Restricted funds	£5,625	£169,905
	£756,463	£763,187

Of the charitable expenditure above, £230,425 (including £78,416 of conference expenditure, and £70,025 of staff costs) relates to the costs of the charity's trading subsidiary, Association of Air Ambulances Limited (2022: £189,819). These amounts are entirely paid out of the trading subsidiary's income from memberships, sponsorships and conference ticket income (see note 4 to these financial statements). Any trading profits made are retained for use in future events, or donated to AAUK directly for distribution to the 21 Air Ambulance Charities.

6 Raising funds

	Unrestricted funds	Restricted funds	Total	Unrestricted funds
	2023	2023	2023	2022
<u>Fundraising and publicity</u>				
Staff costs	£177,892	-	£177,892	£116,375
Depreciation and impairment	£3,531	-	£3,531	£1,155
Support costs	£73,287	-	£73,287	£33,173
Fundraising and publicity	£254,710	-	£254,710	£150,703
	£254,710	-	£254,710	£150,703

Of the charitable expenditure above, £6,096 relates to the costs of the charity's trading subsidiary, Association of Air Ambulances Limited (2022: £nil). These amounts are entirely paid out of the trading subsidiary's income from memberships, sponsorships and conference ticket income (see note 4 to these financial statements). Any trading profits made are retained for use in future events, or donated to AAUK directly for distribution to the 21 Air Ambulance Charities.

7 Support costs allocated to activities

	Basis of allocation	2023	2022
Staff costs	Direct	£101,673	£46,473
Travel and subsistence	Direct	£23,591	£14,168
Bank charges	Direct	£570	£539
Advertising and marketing	Direct	£75,792	£36,785
Printing, stationery and telephone	Direct	£8,567	£6,806
Legal and professional fees	Direct	£50,029	£44,819
IT, film and website costs	Direct	£15,247	£17,845
Insurance	Direct	£3,968	£3,013
Board and committee meetings	Direct	£153	-
Recruitment & Other Staff Costs	Direct	£12,206	£1,030
General expenses	Direct	£2,849	£3,974
Governance Costs	Direct	£33,947	£33,864
		£328,592	£209,316
Analysed between:			
Fundraising		£73,287	£33,173
Charitable activities		£255,305	£176,143
		£328,592	£209,316
Governance costs comprise:			
Audit fees		£8,280	£9,420
Legal and professional		£25,667	£24,144
General governance costs		-	£300
		£33,947	£33,864

NOTES TO THE FINANCIAL STATEMENTS

	Total 2023	Total 2022
8 Grants payable		
Grants to institutions:		
Air Ambulance Northern Ireland	£13,469	£21,731
Cornwall Air Ambulance Trust	£13,502	£21,731
Devon Air Ambulance Trust	£13,502	£21,731
The Dorset and Somerset Ambulance Charity	£13,675	£22,865
East Anglian Air Ambulance	£22,468	£21,731
Essex and Herts Air Ambulance Trust	£13,469	£21,731
Great North Air Ambulance Service	£13,469	£21,886
Great Western Air Ambulance Charity	£23,675	£22,866
Hampshire and Isle of Wight Air Ambulance	£13,709	£22,862
Air Ambulance Charity Kent Surrey Sussex	£23,468	£29,431
Lincs and Notts Air Ambulance Charitable Trust	£13,675	£21,731
London's Air Ambulance Charity	£23,468	£22,864
Magpas Air Ambulance	£23,468	£21,731
Midlands Air Ambulance Charity	£17,548	£21,734
North West Air Ambulance Charity	£13,674	£22,859
Scotland's Charity Air Ambulance	£13,468	£21,731
The Air Ambulance Service	£13,468	£21,929
Thames Valley Air Ambulance	£19,124	£25,090
Wales Air Ambulance	£23,476	£21,731
Wiltshire Air Ambulance Charitable Trust	£13,469	£21,731
Yorkshire Air Ambulance Limited	£13,473	£21,922
	£352,717	£473,618

Grants payable consist of distributions of accumulated free reserves to qualifying charities and grants paid from the Jude Morris Innovation Fund. They do not form part of the Charity's operational costs but as a movement in funds they are included in the Statement of Financial Activities (SOFA). The Net income/ (expenditure) and movement in funds reported in the SOFA can be reconciled to operational financial performance as follows:

	2023	2023	2022	2022
Total (Unrestricted and Restricted Funds) operational financial surplus/(deficit)		£240,392		£698,842
Less:				
Distributions to Charities paid from accumulated free reserves	£284,163		£473,618	
Jude Morris Innovation Fund grants paid from designated reserve	£68,554		-	
		(£352,717)		(£473,618)
SOFA Total net income/(expenditure) and movement in funds for the year		(£112,325)		£225,224

9 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the Charity during the year.

During the year five (2022: six) trustees were reimbursed travel, stationery and printing costs totalling £4,056 (2022: £2,025).

Grants to connected charities

During the year the Charity made grants to a number of Air Ambulance charities where Trustees are either Trustees of that charity or key management personnel.

Daryl Brown MBE DL who is also CEO of MAGPAS which received £23,468 during the year (2022: £21,731).

Amanda McLean who is also CEO of Thames Valley Air Ambulance which received £19,124 during the year (2022: £25,090).

Anna Perry who is also CEO of Great Western Air Ambulance Charity which received £23,675 during the year (2022: £22,866).

David Welch who is also CEO of Air Ambulance Kent Surrey Sussex which received £23,468 during the year (2022: £29,431).

10 Employees

The average monthly number of employees during the year was:

	2023	2022
	Number	Number
Fundraising staff	5	3
Administrative staff	4	2
Total	9	5

	2023	2022
Employment costs		
Wages and salaries	£312,022	£181,579
Social security costs	£26,858	£14,441
Other pension costs	£10,710	£7,385
	£349,590	£203,405

The number of employees whose annual remuneration was more than £60,000 is as follows:

	2023	2022
	Number	Number
£60,001 - £70,000	-	1
£70,001 - £80,000	1	-

Pension contributions in respect of higher paid employees was £2,800 (2022: £2,466)

NOTES TO THE FINANCIAL STATEMENTS

11 Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. The charity's trading subsidiary has a tax charge for the year of £nil (2022: £nil)

12 Intangible fixed assets

Group

	Website
Cost	£22,018
At 1 January 2023 and 31 December 2023	
Amortisation and impairment	£22,018
At 1 January 2023 and 31 December 2023	
Carrying amount	-
At 31 December 2023	
At 31 December 2022	-

The intangible fixed assets included above relate to the website costs of the subsidiary, shown within these group accounts.

Charity

The charity has no intangible fixed assets (2022: £nil)

13 Tangible fixed assets

Group & charity

	Computers
Cost	£6,162
At 1 January 2023	£12,136
Additions	
At 31 December 2023	£18,298
Depreciation and impairment	
At 1 January 2023	£4,798
Depreciation charged in the year	£3,531
At 31 December 2023	£8,329
Carrying amount	
At 31 December 2023	£9,969
At 31 December 2022	£1,364

14 Debtors

Group	2023	2022
Amounts falling due within one year:		
Funds awaiting collection	£48,608	£153,576
Trade debtors	£126,879	£71,224
Prepayments and accrued income	£48,429	£31,994
	£223,916	£256,794

Charity

	2023	2022
Amounts falling due within one year:		
Funds awaiting collection	£48,608	£153,576
Trade debtors	£542	£1,149
Amounts owed by subsidiary undertakings	£2,231	£140,405
Prepayments	£3,960	£1,049
	£55,341	£296,179

15 Creditors: amounts falling due within one year

Group	2023	2022
Other taxation and social security	£29,435	£17,226
Trade creditors	£15,965	£9,317
Amounts committed for distribution	-	£311,671
Accruals and deferred income	£165,011	£107,698
	£210,411	£445,912
Charity	2023	2022
Other taxation and social security	£13,153	£4,422
Trade creditors	£3,095	£5,565
Amounts committed for distribution	-	£311,671
Accruals	£29,813	£16,247
	£46,061	£337,905

NOTES TO THE FINANCIAL STATEMENTS

16 Unrestricted funds

The income funds of the charity and group include the following designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes:

	At 1 January 2023	Incoming resources	Resources expended	Transfers	At 31 December 2023
Jude Morris Innovation and Development Fund	£79,895	£6,031	(£68,554)	-	£17,372
General funds	£816,780	£807,370	(£936,994)	-	£687,156
	£896,675	£813,401	(£1,005,548)	-	£704,528
Previous year:	At 1 January 2022	Incoming resources	Resources expended	Transfers	At 31 December 2022
Jude Morris Innovation and Development Fund	£65,088	£16,826	-	(£2,019)	£79,895
General funds	£586,583	£972,163	(£743,985)	£2,019	£816,780
	£651,671	£988,989	(£743,985)	-	£896,675

The Jude Morris Innovation and Development Fund is part of the charity's strategy 'Saving More Lives Together' 2021-2025. This fund is accessible to the air ambulance charity members. The purpose of each fund is decided by the board of trustees. The fund is open to applications focussed on emerging technology for PHEM, research which demonstrates an aim to improve patient care, training to develop, support and enable new PHEM interventions for air ambulance crews.

Unrestricted incoming resources include income from specific donors based on a set percentage of their donation, in line with the charity's management costs policy within the agreements with these donors. It has been agreed whereby a set percentage can be deducted to cover the charity's management costs.

17 Restricted funds

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

	Movement in funds			Movement in funds			Balance at 31 December 2023
	Balance at 1 January 2022	Incoming resources	Net distributions	Balance at 1 January 2023	Incoming resources	Net distributions	
Kwik Fit	-	-	-	-	£33,037	-	£33,037
Brown & Co	-	-	-	-	£20,347	-	£20,347
Road Haulage Associations	-	£3,696	(£3,696)	-	£3,684	-	£3,684
Savills	£25,000	£2,813	(£27,813)	-	-	-	-
One off donations	£50	-	(£50)	-	-	-	-
Major donation	-	£11,000	(£11,000)	-	£10,989	-	£10,989
In memorium	£355	£221	(£576)	-	-	-	-
Ageas	-	£127,462	(£121,867)	£5,595	£15,207	(£5,595)	£15,207
Legacies	-	£2,000	(£2,000)	-	-	-	-
Bedford Car Club	-	£1,364	(£1,364)	-	-	-	-
Metrics	-	£875	(£875)	-	-	-	-
Challenge Events	-	£135	(£105)	£30	-	(£30)	-
Other restricted income	-	£559	(£559)	-	£2,183	-	£2,183
	£25,405	£150,125	(£169,905)	£5,625	£85,447	(£5,625)	£85,447

During the year, the charity received restricted income from several supporters. Of the donations received in the year, £62,917 was specified to be distributed equally among the 21 Air Ambulance charities, most of which related to donations received from Ageas, Road Haulage Association, Kwik Fit and a major donor. All other restricted funds received during the year, totalling £22,530, were restricted to specific Air Ambulance charities.

18 Analysis of net assets between funds

Group	Unrestricted Funds 2023	Designated Funds 2023	Restricted Funds 2023	Total 2023
Fund balances at 31 December 2023 are represented by:				
Tangible assets	£9,969	-	-	£9,969
Current assets/(liabilities)	£677,187	£17,372	£85,447	£780,006
	£687,156	£17,372	£85,447	£789,975
	Unrestricted Funds 2022	Designated Funds 2022	Restricted Funds 2022	Total 2022
Fund balances at 31 December 2022 are represented by:				
Tangible assets	£1,364	-	-	£1,364
Current assets/(liabilities)	£815,416	£79,895	£5,625	£900,936
	£816,780	£79,895	£5,625	£902,300
	Unrestricted Funds 2022	Designated Funds 2022	Restricted Funds 2022	Total 2022
Fund balances at 31 December 2022 are represented by:				
Tangible assets	£1,364	-	-	£1,364
Current assets/(liabilities)	£623,384	£79,895	£5,625	£708,904
	£624,748	£79,895	£5,625	£710,268

19 Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is restricted to a sum not exceeding £10.

20 Related party transactions

Remuneration of key management personnel

The remuneration of key management personnel is as follows.

	2023	2022
Aggregate compensation	£73,112	£64,428

All transactions with trustees and other charities of which they are also trustees have been included on note 9 of these financial statements.

21 Cash generated from operations

	2023	2022
(Deficit)/surplus for the year	(£112,325)	£225,224
Adjustments for:		
Depreciation and impairment of tangible fixed assets	£3,531	£1,155
Movements in working capital:		
Decrease/(increase) in debtors	£32,878	(£204,871)
(Decrease)/increase in creditors	(£235,501)	£352,189
Cash (absorbed by)/generated from operations	(£311,417)	£373,697

22 Analysis of changes in net funds

Neither the group or charity had any debt during the year.

23 Subsidiaries

The charitable company is the sole member of Association of Air Ambulances Limited, a company registered in England and Wales, company number 08341197. All activities have been consolidated on a line by line basis in the statement of financial activities. A summary of the results of the subsidiary for the year ended 31 December 2023 is shown below:

Turnover: £244,665 (2022: £237,127)
 Profit/(Loss): £8,142 (2022: £47,308)

The aggregate of assets, liabilities and funds was:

Assets: £366,754 (2022: £440,444)
 Liabilities: £166,581 (2022: £248,413)
 Funds: £200,173 (2022: £192,031)

INDEPENDENT AUDITOR'S REPORT

Independent Auditor's Report to the Members and Trustees of the Association of Air Ambulances (Charity) Ltd (operating as Air Ambulances UK)

Opinion

We have audited the financial statements of the Association of Air Ambulances (Charity) Ltd (the 'parent charity') and its subsidiaries (the 'group') for the year ended 31 December 2023 which comprise the consolidated statement of financial activities, the consolidated balance sheet, the charity balance sheet, the consolidated statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- Give a true and fair view of the state of the group's and parent charity's affairs as at 31 December 2023 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- Have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 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 responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

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

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

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

Other information

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

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

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

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

Matters on which we are required to report by exception

In the light of the 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 Trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations (as amended) requires us to report to you if, in our opinion:

- adequate and sufficient accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company's financial statements are not in agreement with the accounting records or returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the Trustees' report and from the requirement to prepare a strategic report.

Responsibilities of trustees

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

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

INDEPENDENT AUDITOR'S REPORT

Auditor responsibilities for the audit of the financial statements

We have been appointed as auditor under the Companies Act 2006 and section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and report in accordance with those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion.

Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

We obtain and update our understanding of the entity, its activities, its control environment, and likely future developments, including in relation to the legal and regulatory framework applicable and how the entity is complying with that framework. Based on this understanding, we identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion.

In response to the risk of irregularities and non-compliance with laws and regulations, including fraud, we designed procedures which included the following:

- Enquiry of management and those charged with governance around actual and potential litigation and claims.
- Reviewing minutes of meetings of those charged with governance.
- Assessing the extent of compliance with the laws and regulations considered to have a material effect on the financial statements or the operations of the group through enquiry and inspection.
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations.
- Auditing the risk of management override of controls, including through testing journal entries and other adjustments for appropriateness, and evaluating the rationale of significant transactions outside the normal course of activities, and reviewing accounting estimates for indicators of potential bias.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance.

The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the FRC's website at: <https://www.frc.org.uk/library/standards-codes-policy/audit-assurance-and-ethics/auditors-responsibilities-for-the-audit/>. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and to the Trustees, as a body, in accordance with regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members and Trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members and Trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Mark McLean FCA (Senior Statutory Auditor)

For an on behalf of Thomas & Young Limited

Chartered Accountants

Statutory Auditor

Carleton House

266-268 Stratford Rd

Shirley

Solihull

B90 3AD



Date: 28/5/24



AIR AMBULANCES UK

SUPPORTING AIR AMBULANCE CHARITIES

www.airambulancesuk.org

Follow us @airambulancesuk



 info@airambulancesuk.org

 01564 339958



Registered name and office address:
Association of Air Ambulances (Charity) Ltd
Operating as Air Ambulances UK
International House | 126 Colmore Row | Birmingham | B3 3AP

Incorporated and Registered in England and Wales:
Registered Company Number 9391251 and Registered Charity Number 1161153. Registered in Scotland SC051021

Association of Air Ambulances Ltd is a subsidiary of the Association of Air Ambulances (Charity) Ltd and is Incorporated and Registered in England and Wales:
Registered Company Number 08341197

ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD

England & Wales - Charity number 1161153

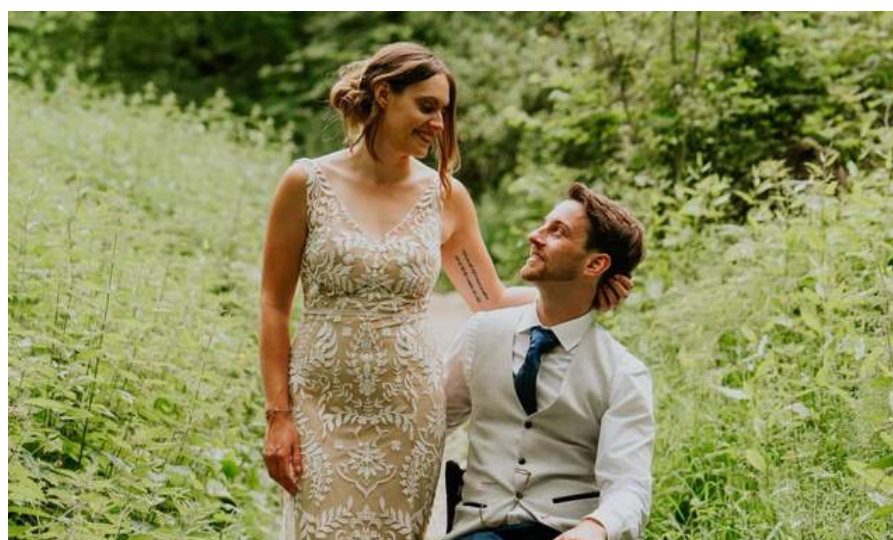
Accounts



AIR AMBULANCES UK

SUPPORTING AIR AMBULANCE CHARITIES

ANNUAL REPORT 2022



Charity Registration No. 1161153 (England and Wales)
Charity Registration No. SC051021 (Scotland)
Company Registration No. 09391251 (England and Wales)

Association of Air Ambulances (Charity) Ltd (Operating as Air Ambulances UK)
Annual report and consolidated financial statements

Trustees	Mr D Brown MBE DL Ms A L Perry Mr J M Christensen (Vice Chair) Mr T D Howard Resigned 24 March 2023 Mrs H Benjamin (Chair) Mrs A C McLean Mr A D Welch Dr M Williams Ms C A Walters Mr A Hicks Appointed 16 May 2023	
Chief Executive Officer	Ms S Akhtar	
Charity number (England and Wales)	1161153	
Charity number (Scotland)	SC051021	
Company number	09391251	
Registered office	International House 126 Colmore Row, Birmingham B3 3AP	
Auditor	Thomas and Young Limited, Carleton House, 266-268 Stratford Road, Shirley, Solihull, West Midlands, B90 3AD	
Accountants	Jerroms Business Solutions, Blythe Valley Park, Blythe Gate, Solihull, B90 8AH	
Legal Advisors	BDB Pitmans LLP, One Bartholomew Close, London, EC1A 7BL	Myers & Co Solicitors, 33-43 Price Street, Staffordshire, ST6 4EN
Bankers	Handelsbanken, 3 Thomas More Square, London, E1W 1WY	

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MESSAGE FROM OUR CHAIR

Another wonderful year as Chair for AAUK. We have continued to address as an organisation the many challenges facing the air ambulance sector with the continued focus on collaboration and sharing experiences. This has enabled us to keep ahead of the curve for addressing cost of living, global uncertainties, increased requests for our services and raising our profile as the country has emerged from the Covid epidemic.

In 2022 we continued to make progress in our strategic journey and with the support of our members we have continued to invest in our team and stakeholder relationships to enable the focus on diversifying our fundraising and increase the national awareness of our causes to deliver lifesaving services across the UK.

We are looking forward to support from MP's across the UK for delivering our first Parliamentary Reception at the House of Commons in 2023. This is a key strategic aim of AAUK to have interaction at the highest level and influence over related government policy. We have also started fundraising events in person and continued to drive research projects on data, blood products and driving development of our digital strategy, including our website and members exchanges in the forums. This has included a great initiative amongst sector colleagues to be thinking about the future world we will be living in. The exchanges with other Chairs during the year has provided a great chance to discuss board level strategies for ensuring the charities remain sustainable with all the external and internal pressures in the world.

Other strands included the Innovation and Development Fund working with Jude Morris's family to distribute lifesaving funds to our members. One of the Board's focuses is collaborating with member Air Ambulance charities in our Strategic Innovation Committee on environmental sustainability, where we are capturing our plans to reduce emissions and driving community links.

Finally, we held our first face to face Annual Conference followed by an awards evening in November to celebrate all the amazing people we work with across the charities.

I am proud that we have an increase in our income for what has once again been a challenging year. None of this would have been possible without the great support of our CEO, Simmy Akhtar, and her team and I would like to pass on the Board's thanks for all their wonderful ideas and hard work they have contributed to ensure innovative ideas have been brought to the Boardroom for discussion.

I would like to thank the AAUK Board for all their support and sharing their experiences during this very busy year. We also would like to thank our members for all their support and our donors and beneficiaries, without which we could not have been such a great success in 2022. We are excited for our plans for 2023 and know we are building on a solid base for our future with the support of everyone involved.

Heather Benjamin

Heather Benjamin
Chair of Trustees AAUK



MESSAGE FROM OUR CHIEF EXECUTIVE

Welcome to Air Ambulances UK Annual Report 2022. We are excited to share a snapshot of our activities with you throughout this report.

The year saw us managing the outcomes of the global pandemic as we were able to resume more in person activities and attend national events such as HeliTech, The Emergency Services Show, and the Emergency Services Mental Health Symposium. It was fantastic to meet with colleagues from across the UK and to bring the air ambulance community and supporters together at our Annual Conference and Awards of Excellence. All of these events and more provide us with opportunities to share the impact of the lifesaving work of the UK's air ambulance charities.

The year also included the Queen's Platinum Jubilee celebrations, and we are delighted to have worked with the Department of Health and Social Care and MP's across the UK to successfully secure an amendment to the Jubilee Platinum Medal eligibility criteria to include air ambulance emergency first responders including pilots.

We are extremely honoured to have launched our first ever Innovation and Development Fund in memory of the talented Jude Morris who sadly lost his life at a motocross event. This fund invites applications from our air ambulance charity members which demonstrate the impact of the daily patient-focused care they provide by air and road. I would like to thank the Morris family for their continued support and commitment to raising funds for our sector.

Air Ambulance week which is held in September of every year attracted support from a variety of stakeholders for which we are grateful. This is a key week in our sector where we work in collaboration with air ambulance charities to raise awareness of the country's air ambulance charities work by, for example, our social media reach in the range of 4.8 million.

We continued to provide a platform for national projects such as the Pre-hospital Research and Audit Network Data Project and the Study of Whole Blood in Frontline Trauma. Furthermore, our work with NHS England to secure safe access to patient data for air ambulance charities continued to gather pace. We were pleased to work with NHS Blood and Transplant to highlight the need for more blood donors especially so after the pandemic which saw a decrease in blood donors.

It is impossible to include every detail in this report, however, I hope that it provides you with an engaging insight into our work in collaboration with our air ambulance charity colleagues and supporters. I would like to say a huge thank you to all our donors without whom it would not be possible to deliver our support to the sector and I hope you enjoy reading through this report.

Simmy Akhtar

Simmy Akhtar
Chief Executive Officer AAUK

Air Ambulance Northern Ireland: William's Story



William Graham was crushed by a dumper truck at his home in Co Down, Northern Ireland whilst doing maintenance.

William said, "I could feel myself fading and had said goodbye to Emma (my wife) believing I wasn't going to make it, my last memory after that is hearing the helicopter and help arrive".

The Air Ambulance Northern Ireland team arrived at William's home within 12 minutes and carried out advanced pre-hospital care which included placing William in an induced coma as he had significant, life-threatening injuries.

The father of four young children was airlifted to the nearest major trauma centre where he stayed in intensive care for 7 weeks. Due to the extent of his injuries he was intubated for 5 weeks and then spent a further 5 weeks in the surgical ward.

William added: "I owe my life to the service of the Air Ambulance NI and the staff at the RVH and will be eternally grateful. So much of what they do is funded by public donations which undoubtedly has saved countless lives. It really is a most worthy of causes"

Now, almost two years on, William is back to work as an estate agent and welcomed his fifth child, and he is delighted to still be here for his family.

Great Western Air Ambulance Charity: Alfie's Story



When 3-year-old Alfie Farr complained to his parents that he was thirsty, they thought nothing of it however soon after he became unresponsive and lifeless. His Mum, Rebecca called 999, and when an ambulance crew arrived things took a turn for the worst after he started to suffer seizures and stopped breathing.

Due to the severity of Alfie's condition, Great Western Air Ambulance Charity's (GWAAC) Critical Care Team were called and quickly placed him in an induced coma to minimise the impact on his brain as he had been unconscious for over 45 minutes. Due to the advanced care he received from the GWAAC team Alfie was able to go home after four days in hospital. He is now a football crazy ten-year-old who drags his dad out to play at every opportunity!

Hampshire and Isle of Wight Air Ambulance: Dale's Story

Jogging through the streets of Portsmouth on a cloudy New Year's morning, 30-year-old Dale was embracing the start of a new year. As he stepped out to cross the road, his life was about to change forever.

"It was probably the first year as an adult I could manage to go jogging on New Year's Day and not just be hungover. As I stepped out to cross the road, I was hit by an oncoming car."

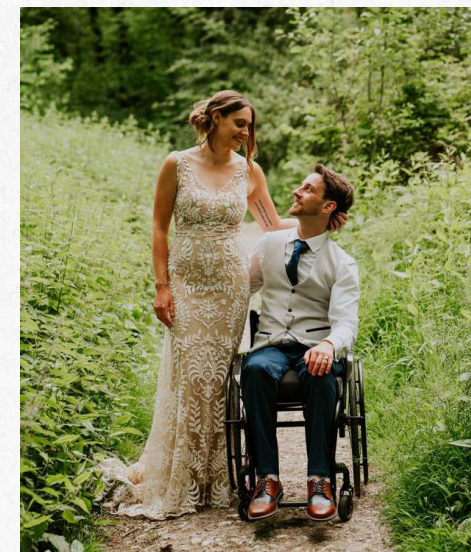
Police units and paramedics arrived on scene, quickly followed by the HIOWAA Critical Care Team. Dale was stabilised at the scene and transported to the region's Major Trauma Centre. Among his injuries were broken bones in his vertebrae, ribs, sternum, scapula and skull, eventually causing two bleeds on the brain, a punctured lung and a bruised liver. "The T12 vertebrae essentially exploded, causing my spinal cord injury, meaning I am now paralysed and have no sensation in the lower half of my body." Dale spent the next 17 days in a coma and a further three weeks in UHS before being transferred to a Spinal Treatment Centre.

When Dale was in hospital that goal was seemingly out of reach, but he was determined to walk again.

"They thought I had a complete injury, meaning I wouldn't get any movement back, but it was only when I started attending private physiotherapy that they found there's a chance I can get movement back and that I should be able to walk again."

At his first hydrotherapy session, Dale regained movement in his leg as he pulled his knee up to his chest. With his wedding fast approaching, Dale's new aim was to stand for the first dance. "We chose Stand by Me by Ben E. King, and we just stood together. It was amazing."

"But without the support and generosity from the public, who knows what might have happened. No one knows who is going to end up needing the Air Ambulance today, tomorrow or the next day. It could be any one of us. And it's not just myself who is eternally grateful, it's my friends and family as well. We all just owe them so much."



Air Ambulances UK (AAUK) champions and supports the vital work of air ambulance charities at a national level.

We are the national charity supporting the lifesaving work of the UK's air ambulance charities, enabling them to save even more lives and improve patient outcomes every day.

AAUK is a national platform for the sector, and we work to raise awareness of the lifesaving work of air ambulance crews and how they make a difference to anyone in need of their specialist care. We raise national funds to invest in the air ambulance community across the UK and act as the voice on issues of national significance.

We launched the new strategy 'Saving More Lives Together 2021-25' in June 2021. The earlier part of 2022 focussed on administration and governance tasks following the acquisition of the Association of Air Ambulances Ltd in 2020 whilst the latter half and into 2022 focussed on preparation and delivery of our strategic goals.

Our Vision



Together we will ensure the best possible chance of survival and patient outcomes for everyone in need of lifesaving pre-hospital care.

Our Purpose



Champion and support the vital work of air ambulance charities, enabling them to save even more lives and improve patient outcomes every day across the UK.



OUR VALUES



TRUST

We foster integrity in all we do, in order to be an ethical and trusted charity.



COLLABORATION

We bring people, organisations and ideas together to maximise impact.



INNOVATION

We focus on innovation in order to continually improve the services we deliver and enable improvements in patient outcomes.



EXCELLENCE

We aspire for excellence in everything we do.



KINDNESS

We treat everyone with the utmost kindness and respect at all times.

OUR GOALS



TO INSPIRE NATIONAL ENGAGEMENT & SUPPORT

We will inspire commitment to the sector through raising funds, generating support and increasing national awareness of our cause.



TO ADVANCE PATIENT CARE

We will support and champion research and good practice in the sector by the delivery of projects and sharing of learning to improve patient outcomes.



TO BE A COLLECTIVE VOICE

We will become the trusted, national collective voice of the sector among central government, peer organisations, media and the public.



TO MAXIMISE SECTOR IMPACT

We will deliver funding which enables air ambulance charity development and become the leading central hub of mutual information exchange, support and advice for the community.



TO ACHIEVE ORGANISATIONAL EXCELLENCE

We will achieve the highest standards of governance and compliance, ensure financial sustainability and will nurture our team, as well as demonstrate our impact.



STRATEGIC GOALS & ACHIEVEMENTS

Inspiring National Engagement and Support

Association of Air Ambulances (charity) Ltd
(Operating as Air Ambulances UK) - Annual report 2022

Fundraising

A special thank you to our supporters and partners who have supported us throughout 2022 by raising key funds for Air Ambulances UK and the 21 air ambulance charities; helping us to save even more lives and improve patient outcomes in communities across the UK.

- Ageas UK
- Barrett Steel
- CSIS Charity Fund
- Haynes Group
- NFU Mutual Charitable Trust
- Porsche Club GB
- Revolution Blackpool
- Road Haulage Association
- Scrap Car Comparison
- The Jude Morris Foundation

Our partners are helping us achieve our strategic goal of saving more lives together and improving patient care across the UK. They help raise vital lifesaving funds and raise the profile of the air ambulance community through their support of campaigns and other engagement activities. At the heart of our partnerships is the belief that together we save lives. Our partners and their employees have ran, drank copious cups of tea as part our Brew for the Crew campaign and abseiled to help air ambulance charities save even more lives.

Team AAGDS - LE20G

In June 2022, a team of intrepid cyclists cycled the 1189 miles from Lands End to John O Groats in just 7 days! Team AAGDS battled a long list of injuries, punctures and snapped spokes to raise £4,459 for Air Ambulances UK and cycled for 64 hours with over 49,000ft of climbing!



STRATEGIC GOALS & ACHIEVEMENTS

Inspiring National Engagement and Support

Fundraising

Henry Carpenter's 300 Miles in 3 days



In October Henry cycled 300 miles in 3 days raising an incredible £6,000 for Air Ambulances UK. Henry wanted to thank the air ambulance community for their support after being airlifted following a traumatic farming injury in 2020. Henry wanted to take the opportunity to share the importance of teen mental health and his recovery by taking on another challenge. Thank you for your support, Henry!

Henry's story is very unique. In April 2020 he was taking a tractor out to fetch sheep in during lambing season. After climbing down from the tractor to close a gate behind him, Henry had knocked the gearstick. This resulted in him being knocked and run over by the tractor. A hydraulics box on the back of the tractor used for transporting ewes and lambs scraped up against Henry's back.

The Midlands Air Ambulance was dispatched from the RAF Cosford base, in Shropshire. After arriving on scene, the crew on-board 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.

In 2021 Henry won the AAUK Awards of Excellence, Young Person of the Year for his amazing fundraising efforts for Midlands Air Ambulance Charity, the charity which saved his life following the terrible farming accident. Although Henry survived, his serious injuries meant that he had a long road to recovery which was hampered by COVID, leaving him in agonising pain, discomfort, and low mood. Despite this, in February 2021, finding every step incredibly painful, he took on the challenge to walk 54 miles in 30 days. Incredibly, he achieved it and managed to raise over £11,400 for the charity.

Viv Crochets with Love

Viv celebrated the Platinum Jubilee in a rather unusual way - crocheting her local post-box to raise money for Air Ambulances UK!



Riders of Charity

Motorcyclist group Riders of Charity, supported Air Ambulances UK through a ride out of The Wild Atlantic Way - Ireland's spectacular coastal route - raising £1,800!



Barrett Steel

After one of their employees was airlifted UK wide Barrett Steel decided to fundraise to support the UK's air ambulances. Teams from across the UK got together and hosted an array of fundraising events including golf days and participating in challenge events raising an incredible £13,979!



STRATEGIC GOALS & ACHIEVEMENTS

Inspiring National Engagement and Support

Fundraising

Ageas Partnership

Ageas is one of the UK's largest personal lines insurers with offices across the country. Employees voted for Air Ambulances UK as their 2022 charity partner with employee fundraising supporting the five air ambulance charities near their UK offices and additional fundraising supporting the remaining air ambulance charities.

The partnership kicked off in January 2022 with employees sharing their personal experiences of air ambulance charities highlighting to the wider staff group why the partnership was so meaningful. Stories included employees being directly airlifted but also witnessing first hand the advanced skills and expertise that air ambulance crews bring to the scene after loved ones unfortunately needed their lifesaving care.

Ageas employees were challenged to think of imaginative ways to support the partnership through events, sponsorship or donations; they rose to the challenge and quite literally scaled new heights! A team of 15 from across the UK tackled the Welsh Three Peaks to celebrate Air Ambulance Week; fearlessly tackling the 7657ft ascent over 24 hours to raise an incredible £8,288. A team of three Ageas team members took part in the South Coast's biggest and best race – the Great South Run, which took runners past iconic Portsmouth landmarks including the Historic Dockyard, HMS Victory and Southsea Castle. As well as active challenges, employees drank copious cups of tea as part of AAUK's 'Brew for the Crew' campaign and taken part in a delicious chocolate raffle!

Ageas also ran a special promotion with some of its price comparison website partners, with money being donated to AAUK for every Ageas policy sold! Ageas also generously sponsored the Special Incident of the Year Award at the Awards of Excellence with Head of ESG Julie Lane presenting the prestigious award to winners from Cornwall's Air Ambulance.

We are delighted that our partnership has been extended to 2023 and look forward to another fun packed year!



Ageas climbers aim high for Air Ambulances UK

“This was a hard challenge but an amazing weekend of hiking with colleagues. The weather was on our side, although it was extremely cold at the summits with disturbingly strong gusts of wind. What made it special was the sheer determination of everyone to reach the finish line, and the sense we did it together.”

Jane Marucci,
Ageas Welsh Three Peaks Challenge participant



STRATEGIC GOALS & ACHIEVEMENTS

Inspiring National Engagement and Support

Air Ambulance Week 2022

5 - 11 September

Air Ambulance Week (AAW) is the national week for the air ambulance community that recognises, celebrates, and raises awareness of the lifesaving work of air ambulance charities in their local communities. AAUK have had ownership of AAW since 2020, making 2022 the third AAW campaign AAUK have delivered. The aim for the week is to raise national and local awareness of Air Ambulance Week and the air ambulance community.

Air Ambulance Week 2022



Members and partners who supported Air Ambulance Week 2022 included:



The campaign received:

476,486

Non - Social
Reach
(blogs, videos,
web etc)



Estimated
social media
reach of
4.8 million



19,852 social
media likes



598 online
mentions



77 web and
news articles



3 blogs and
58 videos

To read a full news article on the support from Scrap Car Comparison copy and paste the link below:
<https://www.airambulancesuk.org/air-ambulances-uk-named-scrap-car-comparisons-charity-of-the-month>

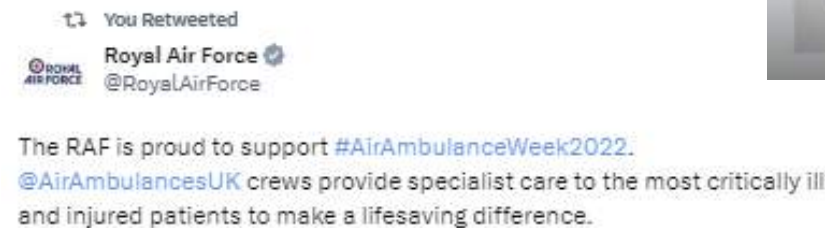
Our Air Ambulance Week video campaign can be viewed by copying and pasting this link: <https://youtu.be/VRkZXcD4ENM>

STRATEGIC GOALS & ACHIEVEMENTS

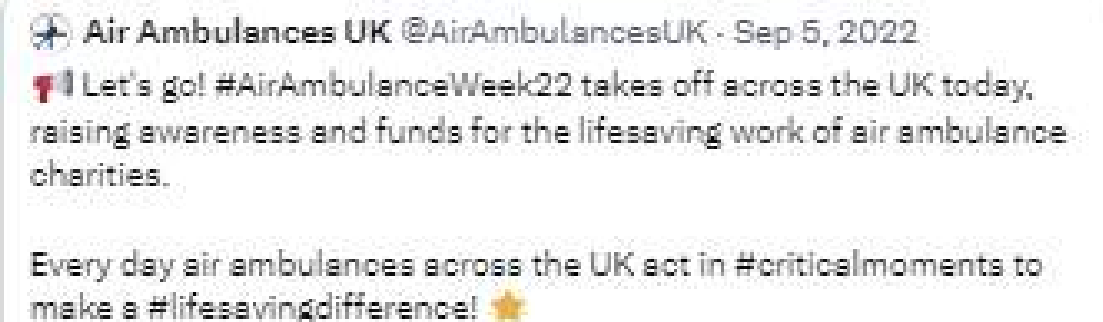
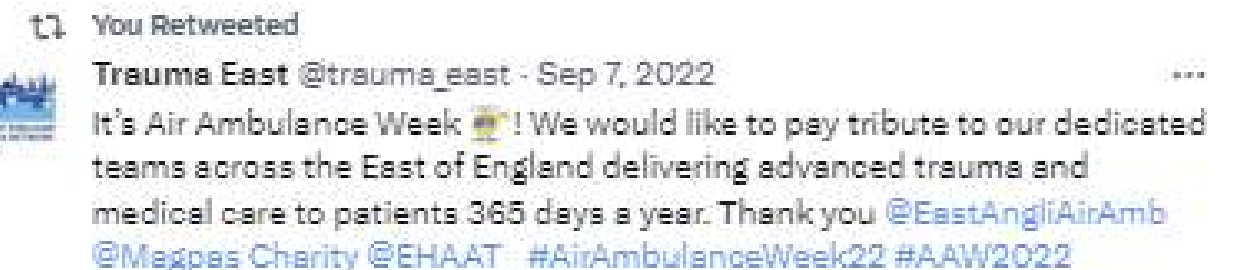
Inspiring National Engagement and Support

AAUK and air ambulance charities also received national support through the social media channels of the following: The Royal Family, The Prince and Princess of Wales, Trauma East College of Paramedics, Royal Air Force, RNLI, Nigel Adkins and Dr Hilary Jones.

Air Ambulance Week 2022



Read more about what RAF Critical Care Air Support Teams do here: bit.ly/3Ref9Mx



Our Air Ambulance Week video campaign can be viewed by copying and pasting this link: <https://youtu.be/VRkZXcd4ENM>

2022 National Campaigns

International Paramedics Day

Launched in 2022, International Paramedics Day takes place on the 8th July every year as this is the birthday of Dominique-Jean Larrey, the man often referred to as the 'father of modern-day ambulance services'. Air Ambulances UK were proud to support the campaign in 2022.



Our International Paramedics Day 2022 video campaign can be viewed by copying and pasting this link:
<https://www.youtube.com/watch?v=iljNgOo2zcY>

Gift of a Lifetime

Leaving a gift in your Will to Air Ambulances UK, no matter how big or small, can make a real difference to the lifesaving work of air ambulances.

Your gift will allow us to continue our work in supporting the UK's lifesaving air ambulances for generations to come. A gift in your Will costs nothing in your lifetime but will give the gift of a lifetime to someone in urgent need of an air ambulances lifesaving care in local communities across the UK. Whether you want to update an existing Will, or you're planning to write your first Will, leaving a gift to charity is simple and easy to do. An up-to-date Will ensures your wishes for your loved ones and any charities you support will be clearly understood and honoured.



Payroll Giving

Payroll Giving, otherwise known as workplace giving or give as you earn is one of the simplest and most efficient ways for you to support Air Ambulances UK. It allows you to automatically give a gift to us each payday before tax is taken out of your pay cheque, so it is also tax efficient for you!

Each pound you donate will cost you less – at least 20% less. You will be helping to save lives every time you are paid!

STRATEGIC GOALS & ACHIEVEMENTS

Advancing Patient Care

PRE HOSPITAL RESEARCH AND AUDIT NETWORK DATA PROJECT (PRANA)

AAUK worked with the PRANA team to raise awareness of their project and engage key stakeholders including air ambulance charities across the UK.

It is estimated that there are 40,000 patients per year treated by NHS ambulance services in England who could benefit from pre-hospital critical care interventions. There is currently no nationally coordinated data collection regarding provision of pre-hospital critical care. Patient specific data is collected by health services across the care pathway but information regarding treatments and their relationship to patients' outcomes is not known, as linkage and subsequent analysis of such data is not currently achieved.

PRANA is based within the University of Southampton and proposes to develop a national clinical audit of pre-hospital critical care to serve as a national collaborative asset. The PRANA team are: Mike Hepburn, James Bachelor, Dr Phil Hyde, Rod Mackenzie, Mike Eddie, Rob Crouch and John Pappachan.

The project leads for the pre-hospital research and audit network (PRANA) said:

"As clinicians, we treat patients every shift and often wonder what happens next, both in hospital and through their whole NHS journey. We wonder if the interventions we made in the pre-hospital environment were useful to the patient, if the patient survived, what treatment they received in hospital, if they got back to optimal functioning. But this information simply hasn't been easily available."

The work that the PRANA team is undertaking now is seeking to bring about exactly that change but on a national scale and, importantly, covering the activity of NHS ambulance services and air ambulances.

"To understand that level of information would be extraordinarily powerful to clinicians as we reflect on how we cared for each of our patients and how their outcomes might influence the care of future patients," add the PRANA project leads.



Blood and Transplant

Dr Phil Hyde presenting the Pre-Hospital Research and Audit Network (PRANA) project at the AAUK 2022 Annual Conference

NHS BLOOD AND TRANSPLANT (NHSBT)

AAUK worked with NHS Blood and Transplant 'Give a Pint, Save a Life' to recruit blood donor heroes as 450 new donors are needed every day to help meet current demands and the needs of patients.

The Daily Mirror reported that more air ambulances are being supplied with blood as evidence mounts on-the-spot transfusions save lives. It comes as one doctor described how he had no option but to attempt open heart surgery on a stab victim lying on the pavement 90 minutes from the nearest major trauma hospital. The woman had been knifed in the heart. Dr Luke Banks opened her chest and reached in to massage the organ while repairing the puncture wound. The patient was given four pints of lifesaving blood and eventually recovered.

Luke, 41, a consultant at Lincs and Notts Air Ambulance, arrived at the scene in the early hours. He recalled: "We were in a very rural area and she needed to be on an operating table very quickly. She was in the process of dying." Luke worked on her injuries while air ambulance paramedic Alex Walker performed an emergency transfusion of the two pints they had with them. Alex continued: "Only 10% of these patients even survive long enough to get to hospital. It's almost unsurvivable. What was kind of unique was we were able to access the patient's heart before it stopped beating."

"You get a lot of information when you are handling a patient's heart because you can feel the strength of it. It was slowing down and not beating properly." The heart restarted 30 minutes after they began surgery. Luke then closed her chest with surgical staples. The air ambulance helicopter had been grounded in Lincolnshire that night due to bad weather.

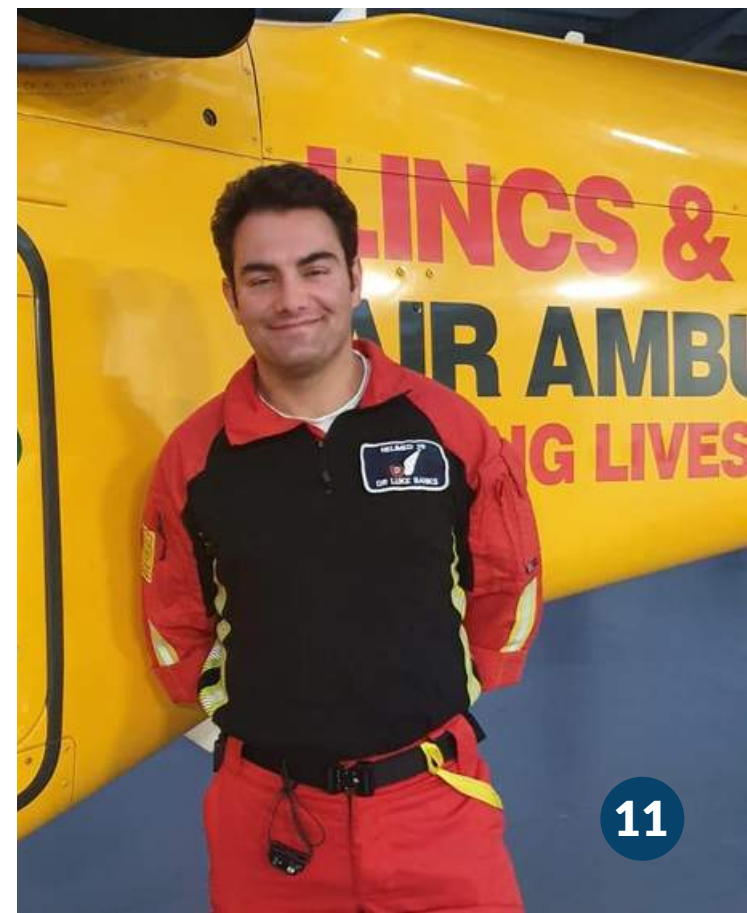
Driving her to a waiting surgical team at Nottingham's Queen's Medical Centre, Luke and Alex realised she needed more blood so a vehicle carrying two more pints met them en-route so Alex could carry out another transfusion. He explained: "The patient had lost an enormous amount of blood. She was really clinging on to life. "Evidence shows emergency transfusions are the right thing to do. The contribution of blood donors can be the difference between life and death." The NHS is 75,000 blood donors short of what it needs to recover from Covid.

Dr Laura Green of NHS Blood and Transplant, said:

"Blood transfusion is an essential part of emergency treatment for severe bleeding. Any delay to transfusion can reduce the chances of survival. "That's why the role of air ambulances in delivering blood transfusions at the scene of an incident is crucial. Air ambulance crews are continually striving to provide even better care to patients."

“Simmy Akhtar, Air Ambulances UK CEO, said "Many of the UK's air ambulances carry blood on board. In 2021, more than 500 people needed emergency lifesaving blood transfusions from an air ambulance critical care team at the scene. Anyone, anywhere in the UK can need the specialist lifesaving skills of an air ambulance. And we would like to extend our grateful thanks to the thousands of people who have donated blood, including throughout the pandemic. This has helped air ambulance crews across the UK use blood products to help patients urgently in need in local communities.”

Dr Luke Banks pictured at the Lincs & Notts Air Ambulance



STRATEGIC GOALS & ACHIEVEMENTS

Advancing Patient Care

SWiFT TRIAL

STUDY OF WHOLE BLOOD IN FRONTLINE TRAUMA

This study will look at whether giving another product instead of red blood cells and plasma will be better at reducing the number of deaths 24 hours after injury, and reduce the need for further large blood transfusions when patients get to hospital. This product is called whole blood (WB). It contains red blood cells, plasma and platelets (which help with clotting) all in one bag. Although there is some evidence of benefit with the use of WB, there have been no studies exploring the clinical and cost effectiveness of pre-hospital administration of WB versus the standard care for bleeding trauma patients in the UK setting.

In 2019, NHS Blood and Transplant carried out a survey of UK Air Ambulance Services and their thoughts about giving WB to patients. In this survey, 82% said that WB would be their preferred blood component, followed by red cells and plasma in one bag (65%), and red blood cells and thawed plasma and platelets (in different bags) (30%). All those who responded said that they would like to see a clinical trial being carried out, before it was given widely in the NHS and would support this work.

Simmy Akhtar, Air Ambulances UK CEO, said "We're proud to support the SWiFT trial in collaboration with NHS Blood and Transplant and the Defence Medical Services. A number of air ambulance charities across the UK are directly involved with this trial and like them our vision aligns with the SWiFT trial, that together we will ensure the best possible chance of survival and patient outcome for everyone in need of lifesaving pre-hospital care. Air ambulance crews are continually striving to provide the highest level of patient care and we hope the results will ultimately improve trauma care."

Dr Laura Green, co-principal investigator for SWiFT and Consultant in Haemostasis and Transfusion Medicine at NHS Blood and Transplant, said: "The role of air ambulances in providing blood transfusions at the scene of an incident is crucial - delivering the most challenging treatments in the most challenging environments.

"Any delay to starting transfusion during traumatic blood loss can reduce the chances of survival. We hope that SWiFT will show there are logistical and procedural benefits in giving a blood transfusion of all of the components in a single bag - and ultimately improved outcomes for patients.

"We are grateful to be working in partnership with air ambulance organisations and the Defence Medical Services to drive innovation and provide even better care to critical patients. We are also incredibly grateful to our O Rh negative donors, whose universal donor blood is critical in trauma transfusion - including in this trial."

Professor Jason Smith, co-principal investigator and Defence Professor of Emergency Medicine for the Defence Medical Services, Ministry of Defence, said: "We have known that blood transfusions save lives in patients with life-threatening haemorrhage for over 100 years, but the exact nature and timing of those transfusions is still not known. This study will hopefully give us the answer as to whether whole blood is better than our current standard care in terms of clinical and cost effectiveness."



This SWiFT trial will look at whether giving another product instead of red blood cells and plasma pre-hospital will:

- Reduce the number of deaths 24 hours after injury
- Reduce the need for further large blood transfusions when patients get to hospital

To find out more about the SWiFT Trial copy the link below:

<https://www.youtube.com/watch?v=J21vmrCSlxc>

To read more about the SWiFT trial copy the link below:

www.nhsbt.nhs.uk/clinical-trials-unit/current-trials-and-studies/swift/



Blood and Transplant



NHS England

SECURE SAFE ACCESS TO PATIENT DATA.

We continue to work closely with NHS England to secure safe access to patient data. This will help air ambulance charities provide the highest level of patient care. It is crucial for charities to have access to patient data once they leave air ambulance care and transfer to NHS services. This data would help air ambulance charities to gain further insight into the full patient pathway and ultimately the patient outcome.



STRATEGIC GOALS & ACHIEVEMENTS

Being a Collective Voice



Stephen Balmer-Walters

ANNUAL CONFERENCE

AAUK hosted the first in person Annual Conference and Awards of Excellence since Covid-19 at Edgbaston Stadium, Birmingham on the 14 November. Keynote speaker Stephen Balmer-Walters delivered the plenary session and spoke about some of the key elements of being an effective leader, including:

- Inspiring people – make people feel good at, and about, their work so they come to work because they want to, not because they have to.
- Nurturing people – offering unique support to every individual to develop in their role and as a person.
- Vulnerability – the more people get to know about you, the more opportunity for connection there is, and the more people will understand why you do what you do, why you work as you work.
- Influence – using your emotional intelligence to influence the business at every level.
- Time – an authentic leader gives time. Reassess your schedule and learn to delegate, so you can focus your time in the right place.
- Environment – create a safer place for people to be able to be genuine and share with each other.
- Culture – what does the organisation stand for? Can everyone be authentic within the organisation? If not, how you can you make it so they can?

Stephen then invited questions from the audience, which included an opportunity to reflect on the very limited diversity in some aspects of the community and how it was time to take some positive steps to address this.

A series of outstanding speakers then took over in breakout rooms, delivering presentations to large, enthusiastic and engaged audiences. Presentations included AAW Partnership's Tobin Aldrich and Imogen Ward, who took a fascinating look at fundraising trends as a whole and within our sector, drawing out some key figures and insights that should help charities as they target their efforts in months and years to come.

Another individual looking at making changes that will benefit the sector long into the future is Dr Phil Hyde, who spoke about the Pre-Hospital Research and Audit Network (PRANA) project, which aims to improve the collection and use of data in pre-hospital care. A huge project with a long list of collaborators, it has the potential to be a genuinely ground-breaking and lifesaving development.

There were 13 further sessions across a wide range of topics, along with meetings for Fundraising Directors, Finance Directors, and Chairs. The afternoon keynote came from Gemma Howlett from the University of Cumbria, who spoke about Equality, Diversity and Inclusion (EDI). She made an excellent presentation full of evidence and ideas and made a very convincing case for air ambulance charities to take EDI seriously.



Simmy Akhtar



Alex Gregg



Imogen Ward



Tobin Aldrich



Dr Phil Hyde



Tim Bunting



Heather Benjamin



Ian Mew



Gemma Howlett



Gill Jolly

STRATEGIC GOALS & ACHIEVEMENTS

Being a Collective Voice

Association of Air Ambulances (charity) Ltd
(Operating as Air Ambulances UK) - Annual report 2022

AWARDS OF EXCELLENCE

Over 250 guests enjoyed an excellent dinner at Edgbaston Stadium on the 14th November and showed their support for each and every award winner. Lenny Brown, from main sponsor Airbus, introduced the evening before Sky Sports' Hayley McQueen and former Olympic athlete Derek Redmond took the reins. They introduced guests to the nominees for the awards before award sponsors opened the gold envelope to reveal the winner.

The first award was for Young Person of the Year, which set the tone for the evening as the crowd showed their vocal appreciation for all five nominated young people, including the beaming winner, Ellie Smyth. The final two awards of the evening saw Patrick Peal receiving the Chair's Award and Nigel Hare receiving the Lifetime Achievement Award.

HERE ARE THE AWARD WINNERS IN NO PARTICULAR ORDER:



Breaking Barriers: Great Western Air Ambulance Charity, Vicki Brown



Campaign of the Year: Devon Air Ambulance



Charity Staff Member of the Year: Sarita Taneja, Air Ambulance Charity Kent Surrey Sussex



Charity Team of the Year: Devon Air Ambulance



Charity Volunteer of the Year: Pino Gianniti, Great Western Air Ambulance Charity



Critical Care Practitioner of the Year: Lee Hilton, Devon Air Ambulance



Doctor of the Year: Ian Mew, Dorset and Somerset Air Ambulance



Innovation of the Year: Essex & Herts Air Ambulance



Operations Support Staff of the Year: Wayne Busby, Dorset and Somerset Air Ambulance



Pilot of the Year: Matthew Wood, Midlands Air Ambulance



Special Incident of the Year: Cornwall Air Ambulance



Young Person of the Year: Ellie Smyth, Air Ambulance Northern Ireland



Lifetime Achievement Award: Nigel Hare, Devon Air Ambulance



Chair's Award: Patrick Peal



“Simmy Akhtar, Air Ambulances UK CEO said “Congratulations to our 2022 Awards of Excellence winners. It has been wonderful to read and hear about all of the nominees and their fantastic contributions. All the nominees in all categories, those shortlisted, and the winners are all part of one community which works together to be there for their local communities at their time of need. A huge thank you to all staff, volunteers and supporters in our innovative lifesaving community.””

STRATEGIC GOALS & ACHIEVEMENTS

Being a Collective Voice

PLATINUM JUBILEE MEDALS

Air Ambulances UK led a coordinated response with air ambulance charities and MPs to request the inclusion of air ambulance crew in the award of the Platinum Jubilee Medal by writing to the Secretary of State for Health and Social Care, Sajid Javid MP.

The Platinum Jubilee Medal is a special commemorative medal that was awarded to serving frontline members of the police, fire, emergency services, prison services and the Armed Forces to mark The Queen's Platinum Jubilee. The medals traditionally act as a token of the nation's thanks.

Air ambulance teams were originally excluded if they did not hold an NHS contract of employment despite them being emergency first responders who worked alongside the NHS with the frontline Covid-19 response.

AAUK were delighted to have successfully lobbied the government for inclusion of air ambulance emergency first responders in the allocation of Platinum Jubilee Medals by changing the eligibility criteria to include air ambulance emergency first responders including pilots.

Simmy Akhtar, Air Ambulances UK CEO said "We would like to thank all MPs and colleagues who have supported us in securing an amendment to the criteria which in effect means that an NHS employment contract for healthcare emergency first responders is not a necessity to receive a Platinum Jubilee Medal. We are absolutely delighted for our colleagues across the UK".



EVENT ATTENDANCE

Helitech

7 & 8 September

Helitech supported Air Ambulances UK as a Headline Partner with AAUK CEO Simmy Akhtar officially opening the event. Taking place over Air Ambulance Week, Helitech the leading business event dedicated to the rotorcraft industry gave AAUK the opportunity to champion the air ambulance community at a key national event for the industry and engage with key stakeholders and members to champion the lifesaving work of air ambulances.



Emergency Services Show

19 & 20 September

Air Ambulances UK attended the Emergency Services Show which is the largest gathering of emergency service organisations with over 450 exhibitors. The event allowed AAUK the opportunity to champion the lifesaving work of the UK's air ambulance charities at the Emergency Services Show, alongside many peer organisations.



Emergency Services Mental Health Symposium

23 & 24 November

The event, which followed on from the hugely successful inaugural symposium hosted last year by The Royal Foundation of The Prince and Princess of Wales, showcased the progress that has been made one year on from when the Chief Officers of the National Police Chiefs' Council, National Fire Chiefs Councils, Association of Ambulance Chief Executives and HM Coastguard all signed the Mental Health at Work Commitment for the Emergency Services and made a public pledge to address the mental health and wellbeing of their respective workforces.

Kerry Penn-Ashman, Critical Care Paramedic at Midlands Air Ambulance Charity presented Trauma Risk Management and how this fits within the organisation.

To view a video highlight of the event copy the link below:
<https://www.instagram.com/reel/CIYTRCujhJW/>



STRATEGIC GOALS & ACHIEVEMENTS

Maximising Sector Impact

THE JUDE MORRIS INNOVATION AND DEVELOPMENT FUND

17 year old Jude Morris was a talented youth motocross rider who lost his life whilst competing in the British Youth Championship in Duns, Scotland in 2021. Scotland's Charity Air Ambulance were called, but unfortunately Jude could not be saved. Jude, who raced as #101, was described by the Auto Cycle Union (ACU) as "one of the leading youth riders within the UK" and was viewed as a rising star by the motocross community. He was also well known in the paddock for his eagerness to help others and was an inspiration to many. Following Jude's death the motocross community came together to fundraise in celebration of Jude's life.

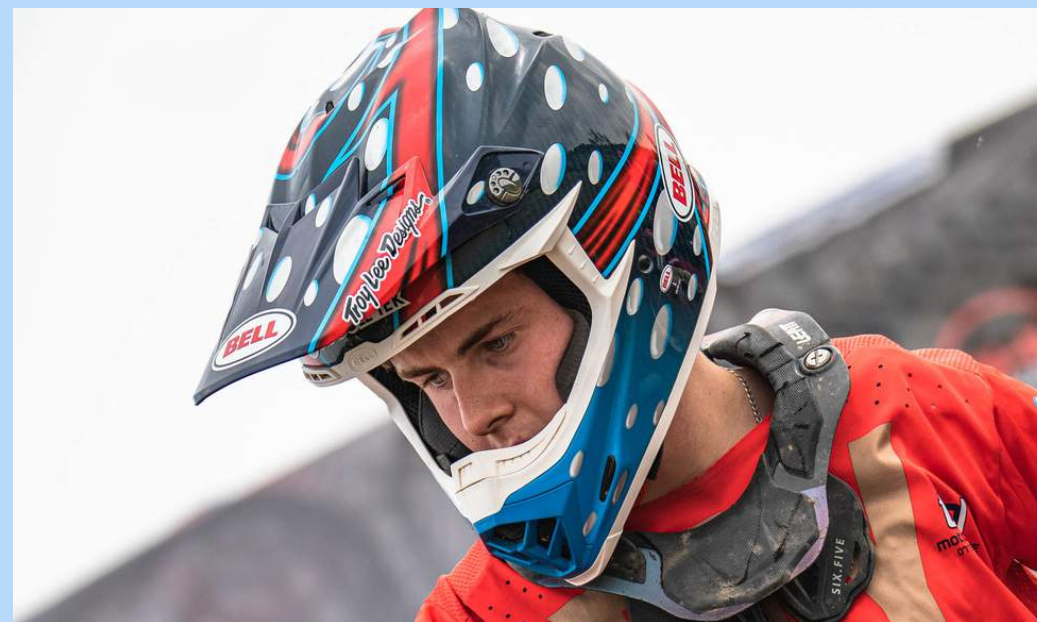
In February 2022 the Morris family established the Jude Morris Racing Foundation to continue to celebrate Jude's legacy. The Foundation was launched by Michelin Chefs Tom Kerridge and Paul Ainsworth at the Michelin MX Nationals with an £84,000 donation to Air Ambulances UK. Working together with Air Ambulances UK, the Jude Morris Innovation and Development Fund has been established to create a lasting legacy for Jude. The fund is committed to saving even more lives, improving patient outcomes and improving service provision through innovative clinical and operational developments through grants to local air ambulance charity members, helping air ambulance charities save lives now and in the future.

We are incredibly grateful to the Morris Family and we would like to thank them and the motocross community for their continued support.

“

“Losing Jude was an absolutely tragedy for us as family, we also now know how much of an impact he had on the MX community, the work we are doing with the foundation and our continued support with Air Ambulances UK is the best legacy we can create for him. We are really proud of the money we have raised and know it will go to the amazing work the crews and air ambulance teams provide to the community.” ”

Mark Morris, Jude's Father.



**101 JUDE MORRIS
RACING FOUNDATION**

“

"We are extremely proud to launch the Jude Morris Innovation and Development Fund to celebrate and honour the life of Jude Morris, creating a lasting legacy in his memory. This fund will allow air ambulance charities to develop and innovate, helping to save even more lives across the UK and we look forward to welcoming applications from our air ambulance charity members. Our thanks go to the Jude Morris Racing Foundation, for their ongoing commitment and support for the air ambulance sector, we are incredibly grateful to the Morris Family for choosing to support us to celebrate Jude's life".

Simmy Akhtar CEO, Air Ambulances UK

”

STRATEGIC GOALS & ACHIEVEMENTS

Maximising Sector Impact

DISTRIBUTION

We distribute funds to the UK's 21 air ambulance charities. Further details can be found on page 28

DELIVERY OF FORUMS

Delivery of air ambulance charity member forums which provide a safe space for sharing of information, networking, inviting external speakers and collaboration opportunities. Membership forums include:



National
CEO Forum



Fundraising
Directors Forum



National
Fundraising
Forum



Legacy
Forum



In Memory
Forum



Community
Fundraising Forum



Corporate
Fundraising Forum



Lottery
Forum



Communications
Forum



Governance,
Risk and
Compliance Forum



Environmental
Sustainability
Committee



Strategic
Innovation
Committee

“ We appreciate the amount of work that AAUK do to achieve such grants and funding. ”

“ Lots of interesting points to be raised and great for someone like me who is pretty new to legacies. ”

“ Really enjoy seeing the faces of my colleagues at the forums, the breakout sessions work well. ”

“ Found the forums excellent and very useful. They really help to build relationships. ”

“ Excellent teamworking opportunities to share ideas and work collaboratively on projects. ”



STRATEGIC GOALS & ACHIEVEMENTS

Achieving Organisational Excellence

We aim to achieve the highest standards of governance and compliance ensuring financial sustainability and to nurture our team and demonstrate our impact. We have been very lucky to ensure we have had no further changes in our Board at this key time which has enabled the Board to work closely together on delivering our service in 2022 (while Covid 19 was still part of the impact and the cost of living crisis was emerging) and building on the visionary and transformative strategic work which has been co-produced with our members.

The Association of Air Ambulances (Charity) Ltd (operating as Air Ambulances UK) is a Company Limited by Guarantee and is registered at the Charity Commission of England Wales and at the Scottish Charity Regulator. It is governed by its Articles of Association.

The Charitable Company was incorporated on 15 January 2015 and registered at the Charities Commission on 1 April 2015.

The maximum number of Directors is nine and the minimum number of Directors is four, of whom four are appointed by the air ambulance members and up to five are appointed by the Board. Each of the five Directors appointed by the Board, including the Chair, shall be Independent Directors. Independent Directors are recruited following a skills audit and all Directors undergo Induction and are required to comply with the Trustee Handbook and Trustee Code of Conduct.

The Board meet quarterly, and extraordinary meetings are scheduled as required. During 2022 these meetings were both virtual and in person. Scrutiny of finances and the risk register is undertaken, and the Delegation of Authority policy allows for delegation of agreed areas to the staff team. The Risk and Audit Committee exists to assist the Board in its duty to supervise the direction and performance of the Charity's financial affairs and oversee the annual financial audit and corporate risk management process. It operates collectively and reports to the Board.

The People, Rewards and Human Resources Committee has been established by the Board to have delegated authority to make decisions related to AAUK staff, their rewards package, staff motivation, retention, training, wellbeing, and any Human Resource.

As of 31 December 2022, the staff team consisted of the Chief Executive Officer, Head of Fundraising and Sustainability, Communications and Marketing Manager, Senior Corporate Fundraising Officer, Data and Digital Officer, Membership and Events Officer and a Fundraising Officer.

Directors and Trustees

The Directors of the charitable company (the charity) are its Trustees for the purpose of charity law.

The Trustees and CEO are considered to be the key management of the charity. The Trustees and officers serving during the year and since year end were as follows:

Trustees

Mr J M Christensen (Appointed 3 December 2019)
Ms A L Perry (Appointed 31 December 2019)
Mr D Brown MBE DL (Appointed 31 December 2019)
Mr T D Howard (Appointed 23 March 2020, resigned 24 March 2023)
Mrs H Benjamin (Appointed 1 April 2020)
Mrs A C McLean (Appointed 1 April 2020)
Mr A D Welch (Appointed 1 April 2020)
Ms C A Walters (Appointed 01 October 2020)
Dr M Williams (Appointed 01 October 2020)
Mr A Hicks (Appointed 16 May 2023)

CEO

Ms S. Akhtar (Appointed 01 March 2021)

Overall control of the Charitable Company is with Trustees.

Related party transactions are disclosed in note 20 to the accounts.

Trustee Induction and Training

The recruitment of Trustees is led by an audit of the skills held by the members of the Board.

In 2022 all Trustees remained with the organisation for the duration of the year.

Any new appointees would be appointed by an open recruitment process using both search and advertisement as appropriate, against an agreed person profile and job specification and a skills audit review. Shortlisted candidates are interviewed by a People, Rewards and Human Resources Committee selected by the Board who make a recommendation to the Board. The Annual General Meeting of the charity confirms all new appointments.

New Trustees undergo a induction process covering, governance, risk management, financial systems and agreed procedures.

Disclosure of information to the auditor

In so far as each of the trustees is aware:

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

H V Benjamin

Mrs H Benhamin
Independent Chair
Date: 27/06/23



The Charity’s income this year is £1,139,114, up from £724,715, in 2021. The pandemic continued to impact fundraising opportunities as many corporate opportunities were affected by the Covid-19 restrictions and is likely to continue to impact the charitable sector for some time to come as many corporates chose to extend existing partnerships. Furthermore, the impact of the cost-of-living crisis which emerged during 2022 continues to be monitored.

The income in 2022 includes income from donations and legacies of £901,986 (2021: £578,043) and other charitable activities from the wholly owned subsidiary AAA Ltd for the third year as a combined entity of £237,128 (2021: £146,672).

The Charity’s wholly owned subsidiary received a total of £101,100 (2021: £100,550) in Membership income.

The total number of members was 27, including 18 air ambulance charities and 8 other air ambulance sector organisations, Associates members included: BMW, Gama Aviation, Specialist Aviation Services, LFS, Tower Lotteries, Airbus Helicopters UK, BHA, Leonardo and affiliate members – Bluestep Solutions, Match Bingo.

Combined total donations and legacies as well as membership income was £1,003,086 (2021: £678,593)

	2022	2021	2020
Funds raised - excl. AAA Ltd membership activities and gift arising on acquisition, but including unpaid voluntary services.	£901,986	£578,043	£6,297,730*
Total Distribution.	£573,367	£112,364	£6,045,633

**To note that £6,000,000 in 2020 was one-off central government funding to support the 21 air ambulance charities through the Covid-19 pandemic.*

Going Concern

The charity has a strong reserve position and has sufficient available resources, as demonstrated by the level of general funds in this report. Trustees have overall responsibility for the timing and distribution of grants in accordance with our Distributions Policy. We have adequate financial resources and are well placed to manage the business risks. Our planning process, including financial projections, has taken into consideration the effects of the Covid-19 and the cost-of-living environments. Our cash deposits can be drawn down should working capital be required. The key risks to our income continue to be the impact of Covid-19 combined with the cost of living crisis that is emerging in 2022.

The trustees have a reasonable expectation that the charity has adequate resources to continue in operation for the foreseeable future. The charity therefore continues to adopt the going concern basis in preparing its financial statements.

Reserves Policy

The charity has developed a free reserves policy as detailed below that identifies and plans for the maintenance of the primary activity, the support of the local air ambulance services, and reflects the risks associated with the charity’s business model, spending commitments, potential liabilities and financial forecasts.

The free reserves of AAUK as an individual charity at 31 December 2022 are £703,279 (2021: £504,544). The free reserves of the group as a whole are £895,311 (2021: £649,268).

Funds

The charity’s total funds at 31 December 2022 were £710,268 (2021: £532,352).

In 2022 a total of £169,905 (2021: £35,734) restricted income was distributed through grants to the 21 local air ambulance charity members as ordinary distributions. There were no extraordinary distributions.

In accordance with our Distributions Policy a further distribution, inclusive of restricted and unrestricted income, representing our 2022 Quarter 4 income will be made once these accounts have been fully approved.

This policy sets out how AAUK will distribute the funds it has raised to its beneficiaries (currently the UK's 21 air ambulance charities).

The receipt of income and the distribution of funds is within the control of the Board of Trustees.

AAUK receives income as donations, as membership fees, and other fees.

AAUK only makes distributions to its beneficiaries from the income it receives as donations. No monies from membership fees and other fees are included in its distribution policy.

- a. **Donations** are received from organisations including corporations and Government, and from individuals. They can be
- Unrestricted** i.e. Trustees are free to decide how they are utilised or distributed, including being used to fund the charity's running costs (fundraising, governance, and support costs). Until utilised or distributed, unrestricted donations are accounted as Unrestricted reserves.
 - Restricted** i.e. the donor has placed restrictions on how the donation is utilised or distributed. The restriction may originate from the donor or may be at the invitation of the Trustees. Until utilised or distributed, restricted donations are accounted as Restricted reserves.

Ordinarily AAUK will distribute funds to its beneficiaries twice per year.

- An **interim** distribution based upon Q1-Q3 (January-September) income will be resolved upon at the Q4 meeting of Trustees.
- A **final** distribution based upon the finalised accounts for the year (Q4) will be resolved upon at the Q2 meeting of Trustees.

Ordinary distributions will be determined as follows –

- Restricted** funds will be distributed as per the restrictions stipulated.
- Unrestricted** funds will be distributed amongst all beneficiaries (currently 21). The **amount** to be distributed will be guided by a consideration of –

- Free reserves (i.e. Unrestricted funds less designated funds and fixed assets)
- Less a provision for six months running costs (fundraising, governance, and support costs). This six-month period may be extended at the full discretion of the Trustees in times that they judge to be difficult fundraising environments
- Less any debtors not yet received at the time of the decision.

Trustees may resolve to make extraordinary distributions outside of the ordinary distribution cycle. This may come from their own volition or at the behest of a potential donor. Extraordinary distributions may differ from ordinary distributions by

- Timing.** Distributions might be made outside of the ordinary cycle as a matter of expediency e.g. in response to the COVID-19 emergency.
- Basis** of distribution. Trustees may resolve to distribute funds other than in equal shares. This may be to meet particular needs and may be on the basis of applications from beneficiaries.

When resolving to make extraordinary distributions Trustees must also consider whether funds are given to beneficiaries with restrictions or without.

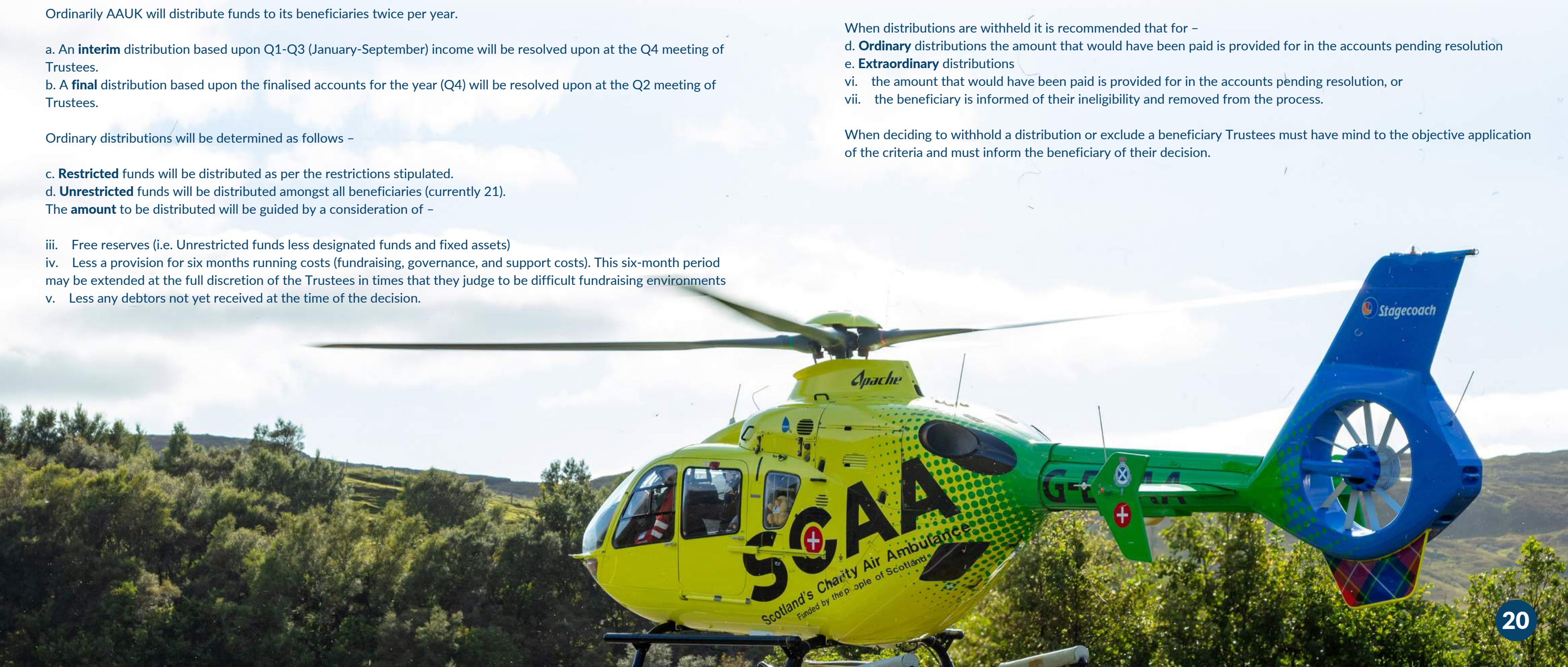
Trustees may decide to withhold distributions from beneficiaries if they are –

- Under-investigation by an official regulator or,
- Receipt of the distribution is judged likely to bring AAUK into disrepute
- Believed not to be adhering to the code of conduct

When distributions are withheld it is recommended that for –

- Ordinary** distributions the amount that would have been paid is provided for in the accounts pending resolution
- Extraordinary** distributions
 - the amount that would have been paid is provided for in the accounts pending resolution, or
 - the beneficiary is informed of their ineligibility and removed from the process.

When deciding to withhold a distribution or exclude a beneficiary Trustees must have mind to the objective application of the criteria and must inform the beneficiary of their decision.



Risks reviewed at our Board evolve during the year and as at 31 December 2022 included:

Introduction

- 1. The statement of recommended practice (SORP), issued by the Charity Commission, requires the inclusion of a statement in the Annual Report confirming the major risks to which the Charity is exposed, as identified by the Trustees, these must be regularly reviewed, and recorded measures are in place to mitigate those risks.
- 2. Day to day risk management and awareness is discharged by the Board of Trustees to the CEO/Senior Management.
- 3. The Risk Register and Board Assurance Framework are used in tandem to judge risk appetite of the board on specific projects and objectives and review progress.

Principal Risks

The principal risks, which would fundamentally threaten the effective operation of AAUK or prevent it from meeting its charitable objectives, are shown in the Risk Register which is included below. The register gives an assessment of the risk in terms of its perceived probability and its likely impact on AAUK. It also lists existing mitigation measures and those actions that should be taken to mitigated the risk further and the person responsible for such action. This register will be brought to Trustees quarterly or when a risk rated 16-25 is added to the register.

Risks are rates from 1 to 25 and RAG rated yellow, amber, green and red.

- R1: Covid-19 Pandemic

R1a: Current economic crisis

R2a: Insufficient funds to meet strategic aims

R2B: Insufficient funds to be a going concern
- R3: Failure to deliver strategic objectives

R4: Loss of key personnel

R5: Loss of members

R6: Reputational damage
- R7: Management accounts

R8: Data protection breach

R9: Fraud

R10: Cyber security
- R11: Loss of Trustees

R12: Regulatory changes

R13: Loss of equipment

R14: Insourcing of financial management



STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees, who are also the directors of Association of Air Ambulances (Charity) Ltd for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the group and the charity and of the incoming resources and application of resources, including the income and expenditure, of the group for that year.

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

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the group and the charity will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the group and the charity and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of the group and the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.



CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES

Association of Air Ambulances (charity) Ltd
(Operating as Air Ambulances UK) - Annual report 2022



CONSOLIDATED BALANCE SHEET

		Unrestricted funds 2022	Restricted funds 2022	Total 2022	Unrestricted funds 2021	Restricted funds 2021	Total 2021
Income from:							
Donations and legacies	3	£751,861	£150,125	£901,986	£516,904	£61,139	£578,043
Charitable activities	4	£237,128	-	£237,128	£146,672	-	£146,672
Total income		£988,989	£150,125	£1,139,114	£663,576	£61,139	£724,715
Expenditure on:							
Raising funds	6	£150,703	-	£150,703	£154,420	-	£154,420
Charitable activities	5	£593,282	£169,905	£763,187	£178,574	£35,734	£214,308
Total expenditure		£743,985	£169,905	£913,890	£332,994	£35,734	£368,728
Net incoming (outgoing) resources before transfers		£245,004	(£19,780)	£225,224	£330,582	£25,405	£355,987
Net incoming (expenditure) for the year/ Net movement in funds		£245,004	(£19,780)	£225,224	£330,582	£25,405	£355,987
Fund balances at 1 January 2022		£651,671	£25,405	£677,076	£321,089	-	£321,089
Fund balances at 31 December 2022		£896,675	£5,625	£902,300	£651,671	£25,405	£677,076

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

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

		2022	2021
Fixed assets			
Intangible assets	12	-	-
Tangible assets	13	£1,364	£2,403
		£1,364	£2,403
Current assets			
Debtors	14	£256,794	£51,923
Cash at bank and in hand		£1,090,054	£716,473
		£1,346,848	£768,396
Creditors: amounts falling due within one year	15	(£445,912)	(£93,723)
Net current assets		£900,936	£674,673
Total assets less current liabilities		£902,300	£677,076
Income funds			
Restricted funds	17	£5,625	£25,405
<u>Unrestricted funds</u>			
Designated funds	16	£79,895	£65,088
Parent charity		£624,748	£441,860
Subsidiary company		£192,032	£144,723
Total unrestricted funds		£896,675	£651,671
Total funds		£902,300	£677,076

The financial statements were approved by the Trustees on 27/06/23

H V Benjamin

Mrs H Benjamin
Chair of Trustees

Company Registration No: 09391251

CHARITY BALANCE SHEET

		2022	2021
Fixed assets			
Tangible assets	13	£1,364	£2,403
Current assets			
Debtors	14	£296,179	£43,426
Cash at bank and in hand		£750,630	£556,231
		£1,046,809	£599,657
Creditors: amounts falling due within one year	15	(£337,905)	(£69,708)
Net current assets		£708,904	£529,949
Total assets less current liabilities		£710,268	£532,352
Income funds			
Restricted funds	17	£5,625	£25,405
<u>Unrestricted funds</u>			
Designated funds	16	£79,895	£65,088
General unrestricted funds		£624,748	£441,859
Total unrestricted funds		£704,643	£506,947
Total funds		£710,268	£532,352

The Company uses the exemption contained in section 408 of the Companies Act 2006 in not preparing a separate Income and Expenditure account for the Charitable Company as a separate entity. The net income for the Charitable Company alone for the year to 31 December 2022 was £207,916 (2021: £311,259)

The financial statements were approved by the Trustees on 27/06/2023

H V Benjamin

Mrs H Benjamin
Chair of Trustees

Company Registration No: 09391251

Association of Air Ambulances (charity) Ltd
(Operating as Air Ambulances UK) - Annual report 2022



CONSOLIDATED STATEMENT OF CASHFLOWS

		2022	2021
Cash flows from operating activities	22	£373,697	£372,599
Cash generated from operations			
Investing activities		(£116)	(£3,110)
Purchase of tangible fixed assets			
Net cash used in investing activities		(£116)	(£3,110)
Net cash used in financing activities		-	-
Net increase in cash and cash equivalents		£373,581	£369,489
Cash and cash equivalents at beginning of year		£716,473	£346,984
Cash and cash equivalents at end of year		£1,090,054	£716,473

NOTES TO THE FINANCIAL STATEMENTS

1 Accounting policies

Charity information

Association of Air Ambulances (Charity) Ltd is a private company limited by guarantee incorporated in England and Wales. The registered office is International House, 126 Colmore Row, Birmingham, B3 3AP.

The Association of Air Ambulances (Charity) Ltd is a facilitator for all air ambulance charities that have contractual rights over a helicopter used for emergency medical missions. It is responsive to donors who wish to donate to multiple air ambulance charities.

1.1 Accounting convention

The financial statements have been prepared in accordance with the Charity's governing document, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended), FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019). The Charity is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the Charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

The Charity's policy is to maintain a strong reserve position and a sufficient level of available resources. Trustees have overall responsibility for the timing and distribution of grants in accordance with the charity's distributions policy. The Charity has adequate financial resources and is well placed to manage the business risks. The planning process of the trustees, including financial projections, takes into consideration the impact of Covid-19 and the cost-of-living environments. Cash deposits can be drawn down should working capital be required.

The trustees have a reasonable expectation that the charity has adequate resources to continue in operation for the foreseeable future. The charity therefore continues to adopt the going concern basis in preparing its financial statements.

1.3 Basics of consolidation

The financial statements consolidate the results of the charity and its wholly owned subsidiary, Association of Air Ambulances Limited, on a line-by-line basis. Transactions and balances between the charity and its subsidiary have been eliminated from the consolidated financial statements. Balances between the two companies are disclosed in the notes of the charity's balance sheet. A separate Statement of Financial Activities and Income and Expenditure Account for the charity has not been presented because the charity has taken advantage of the exemption afforded by section 408 of the Companies Act 2006.

1 Accounting policies

(Continued)

1.4 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Designated funds comprise funds which have been set aside at the discretion of the Trustees for specific purposes. The purposes and uses of the designated funds are set out in the notes to the financial statements.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.5 Income

Income is recognised when the Charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the Charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the Charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

Donated services and assets are recognised at the value of the gift to the Charity which is the amount the Charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market. They are included in the SOFA and balance sheet as appropriate.

Government grants are recognised at the fair value of the asset received or receivable when there is reasonable assurance that the grant conditions will be met and the grants will be received.

A grant that specifies performance conditions is recognised in income when the performance conditions are met. Where a grant does not specify performance conditions it is recognised in income when the proceeds are received or receivable. A grant received before the recognition criteria are satisfied is recognised as a liability.

Membership subscriptions are invoiced annually in advance, and recognised in the period to which they relate, net of VAT.

1.6 Expenditure

All expenditure is included on an accruals basis and is recognised when there is a legal or constructive obligation to pay for expenditure. The Charitable Company is not registered for VAT and accordingly charity expenditure is shown gross of irrecoverable VAT. The subsidiary is VAT registered, therefore trading expenditure is included net of recoverable VAT.

Governance costs include costs associated with meeting the constitutional and statutory requirements of the charity.

Charitable expenditure comprises those costs incurred in the delivery of its activities and services for the beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Grants are accrued when confirmed and paid or are accrued for when a commitment has been agreed to be paid and communicated to a recipient.

1 Accounting policies (Continued)

1.7 Intangible fixed assets other than goodwill

Intangible assets acquired separately from a business are recognised at cost and are subsequently measured at cost less accumulated amortisation and accumulated impairment losses.

Amortisation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Website	2 years straight line
---------	-----------------------

1.8 Intangible fixed assets other than goodwill

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Computers	3 years straight line
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The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.9 Impairment of fixed assets

At each reporting end date, the Charity reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.10 Cash and cash equivalents

Cash and cash equivalents include cash in hand and deposits held at call with banks.

1.11 Financial instruments

The Charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments. The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. The financial instruments are recognised as the amount payable or receivable when the instrument is first recognised together with any subsequent transaction costs but modified in respect of trade debtors for an assessment of potential bad debt.

1.12 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.13 Leases

Rentals payable under operating leases, including any lease incentives received, are charged as an expense on a straight line basis over the term of the relevant lease.

2 Critical accounting estimates and judgments

In the application of the Charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated 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 ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

The principal accounting estimates relate to the valuation of gifts in kind, which are included at the cost price the charity would have paid for the services; the value in the accounts is £2,839 (2021: £nil)

3 Donations and legacies

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2022	2022	2022	2021	2021	2021
Donations and gifts	£408,038	£148,125	£556,163	£232,130	£61,139	£293,269
Legacies receivable	343,823	£2,000	345,823	£284,774	-	£284,774
	£751,861	£150,125	£901,986	£516,904	£61,139	£578,043

There are a number of legacies due to be received by the Charity, but the timings and amounts are as yet uncertain.

4 Charitable activities

	2022	2021
Group membership of Fundraising Regulator	£32,920	£33,289
Membership subscriptions	£101,100	£100,550
Sundry income	-	£10,333
Conference income	£103,108	£2,500
	£237,128	£146,672

Charitable trading income

All of the charitable income above relates to income received by the charity's trading subsidiary, Association of Air Ambulances Limited. These funds are primarily used to fund the annual conference and other expenditure of the trading subsidiary.

NOTES TO THE FINANCIAL STATEMENTS

5 Charitable activities

	Charitable activities 2022	Charitable activities 2021
Staff costs	£40,557	£39,474
Conference expenditure	£72,869	-
	£113,426	£39,474
Grant funding of activities (see note 8)	£473,618	£35,734
Share of support costs (see note 7)	£142,279	£114,220
Share of governance costs (see note 7)	£33,864	£24,880
	£763,187	£214,308
Analysis by fund		
Unrestricted funds	£593,282	£178,574
Restricted funds	£169,905	£35,734
	£763,187	£214,308

Of the charitable expenditure above, £189,819 (including £72,869 of conference expenditure, and £40,557 of staff costs) relates to the costs of the charity's trading subsidiary, Association of Air Ambulances Limited (2021: £101,945). These amounts are entirely paid out of the trading subsidiary's income from memberships, sponsorships and conference ticket income (see note 4 to these financial statements). Any trading profits made are retained for use in future events, or donated to AAUK directly for distribution to the 21 Air Ambulance Charities.

6 Raising funds

	Unrestricted funds 2022	Restricted funds 2022	Total 2022	Unrestricted funds 2021
<u>Fundraising and publicity</u>				
Staff costs	£116,375	-	£116,375	£138,442
Depreciation and impairment	£1,155	-	£1,155	£1,143
Support costs	£33,173	-	£33,173	£14,835
Fundraising and publicity	£150,703	-	£150,703	£154,420
	£150,703	-	£150,703	£154,420

7 Support costs

	Support costs	Governance costs	2022	Support costs	Governance costs	2021
Staff costs	£46,473	-	£46,473	£18,580	-	£18,580
Travel and subsistence	£14,168	-	£14,168	£4,773	-	£4,773
Bank charges	£539	-	£539	£592	-	£592
Advertising and marketing	£36,785	-	£36,785	£21,123	-	£21,123
Printing, stationery and telephone	£6,806	-	£6,806	£9,008	-	£9,008
Legal and professional fees	£44,819	-	£44,819	£45,964	-	£45,964
IT, film and website costs	£17,845	-	£17,845	£7,945	-	£7,945
Insurance	£3,013	-	£3,013	£4,538	-	£4,538
Board and committee meetings	-	-	-	£7,613	-	£7,613
Other staff costs	£1,030	-	£1,030	£6,844	-	£6,844
General expenses	£3,974	-	£3,974	£2,075	-	£2,075
Audit fees	-	£9,420	£9,420	-	£11,070	£11,070
Legal and professional	-	£24,144	£24,144	-	£13,810	£13,810
General governance Costs	-	£300	£300	-	-	-
	£175,452	£33,864	£209,316	£129,055	£24,880	£153,935
Analysed between Fundraising	£33,173	-	£33,173	£14,835	-	£14,835
Charitable activities	£142,279	£33,864	£176,143	£114,220	£24,880	£139,100
	£175,452	£33,864	£209,316	£129,055	£24,880	£153,935

Governance costs payable to the auditors include £9,420 (2021: £11,070) for the audit fees of the group and other related fees.

NOTES TO THE FINANCIAL STATEMENTS

8 Grants payable

	Total 2022	Total 2021
Grants to institutions:		
Air Ambulance Northern Ireland	£21,731	£1,882
Cornwall Air Ambulance Trust	£21,731	£1,031
Devon Air Ambulance Trust	£21,731	£1,030
The Dorset and Somerset Ambulance Charity	£22,865	£1,031
East Anglian Air Ambulance	£21,731	£1,030
Essex and Herts Air Ambulance Trust	£21,731	£1,031
Great North Air Ambulance Service	£21,886	£1,030
Great Western Air Ambulance Charity	£22,866	£1,884
Hampshire and Isle of Wight Air Ambulance	£22,862	£1,030
Air Ambulance Charity Kent Surrey Sussex	£29,431	£9,781
Lincs and Notts Air Ambulance Charitable Trust	£21,731	£1,030
London's Air Ambulance Charity	£22,864	£1,884
Magpas Air Ambulance	£21,731	£1,030
Midlands Air Ambulance Charity	£21,734	£1,531
North West Air Ambulance Charity	£22,859	£2,462
Scotland's Charity Air Ambulance	£21,731	£1,031
The Air Ambulance Service	£21,929	£1,884
Thames Valley Air Ambulance	£25,090	£1,030
Wales Air Ambulance	£21,731	£1,030
Wiltshire Air Ambulance Charitable Trust	£21,731	£1,031
Yorkshire Air Ambulance Limited	£21,922	£1,031
	£473,618	£35,734

Included within the distributions above is £311,671 (2021: £35,734) in grants to the associations listed in relation to the distribution of donations received in 2022 and payable in January 2023, approved by the board of trustees in December 2022.

9 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the Charity during the year.

During the year six trustees were reimbursed travel, stationery and printing costs totalling £2,025 (2021: £1,793).

Grants to connected charities

During the year the Charity made grants to a number of Air Ambulance charities where Trustees are either Trustees of that charity or key management personnel.

Daryl Brown MBE DL who is also CEO of Magpas Air Ambulance which received £21,731 during the year (2021: £1,030).

Amanda Mclean who is also CEO of Thames Valley Air Ambulance which received £25,090 during the year (2021: £1,030).

Anna Perry who is also CEO of Great Western Air Ambulance Charity which received £22,866 during the year (2021: £1,884).

David Welch who is also CEO of Air Ambulance Charity Kent Surrey Sussex which received £29,431 during the year (2021: £9,781).

10 Employees

The average monthly number of employees during the year was:

	2022	2021
	Number	Number
Fundraising staff	3	3
Administrative staff	2	1
Total	5	4

	2022	2021
Employment costs		
Wages and salaries	£181,579	£174,694
Social security costs	£14,441	£15,108
Other pension costs	£7,385	£6,694
	£203,405	£196,496

The number of employees whose annual remuneration was more than £60,000 is as follows:

	2022	2021
	Number	Number
£60,000 - £69,999	1	-

NOTES TO THE FINANCIAL STATEMENTS

11 Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. The charity's trading subsidiary has a tax charge for the year of £nil (2021: £nil)

12 Intangible fixed assets

Group

	Website
Cost	£22,018
At 1 January 2022 and 31 December 2022	
Amortisation and impairment	£22,018
At 1 January 2022 and 31 December 2022	
Carrying amount	-
At 31 December 2022	
At 31 December 2021	-

The intangible fixed assets included above relate to the website costs of the subsidiary, shown within these group accounts.

Charity

The charity has no intangible fixed assets (2021: £nil)

13 Tangible fixed assets

Group & charity

	Computers
Cost	£6,046
At 1 January 2022	£116
Additions	
At 31 December 2022	£6,162
Depreciation and impairment	
At 1 January 2022	£3,643
Depreciation charged in the year	£1,155
At 31 December 2022	£4,798
Carrying amount	
At 31 December 2022	£1,364
At 31 December 2021	£2,403

14 Debtors

Group	2022	2021
Amounts falling due within one year:		
Funds awaiting collection	£153,576	£507
Trade debtors	£71,224	£10,940
Prepayments and accrued income	£31,994	£40,476
Charity	£256,794	£51,923

	2022	2021
Amounts falling due within one year:		
Funds awaiting collection	£153,576	£507
Trade debtors	£1,149	-
Amounts owed by subsidiary undertakings	£140,405	£41,699
Prepayments	£1,049	£1,220
	£296,179	£43,426

15 Creditors: amounts falling due within one year

Group	2022	2021
Other taxation and social security	£17,226	£4,437
Trade creditors	£9,317	£12,555
Amounts committed for distribution	£311,671	£35,734
Accruals and deferred income	£107,698	£40,997
	£445,912	£93,723

Charity	2022	2021
Other taxation and social security	£4,422	£5,144
Trade creditors	£5,565	£11,619
Amounts committed for distribution	£311,671	£35,734
Accruals	£16,247	£17,211
	£337,905	£69,708

NOTES TO THE FINANCIAL STATEMENTS

16 Designated funds

The income funds of the charity and group include the following designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes:

	Movement in funds		Balance at 1 January 2022	Movement in funds		Balance at 31 December 2022
	Incoming resources	Resources expended		Incoming resources	Resources expended	
Jude Morris Innovation and Development Fund	£76,895	(£11,807)	£65,088	£16,826	(£2,019)	£79,895
	£76,895	(£11,807)	£65,088	£16,826	(£2,019)	£79,895

The Jude Morris Innovation and Development Fund is part of the charity's strategy 'Saving More Lives Together' 2021-2025. This fund is accessible to the air ambulance charity members. The purpose of each fund is decided by the board of trustees. The fund is open to applications focussed on emerging technology for PHEM, research which demonstrates an aim to improve patient care, training to develop, support and enable new PHEM interventions for air ambulance crews.

17 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds			Movement in funds		
	Incoming resources	Net distributions	Balance at 1 January 2022	Incoming resources	Net distributions	Balance at 31 December 2022
Road Haulage Association	£5,250	(£5,250)	-	£3,696	(£3,696)	-
Bunzl	£5,260	(£5,250)	-	-	-	-
Savills	£25,000	-	£25,000	£2,813	(£27,813)	-
One off donations	£50	-	£50	-	(£50)	-
Major donation	£12,500	(£12,500)	-	£11,000	(£11,000)	-
In memorium	£435	(£80)	£355	£221	(£576)	-
BMW Airhead fellowship	£944	(£944)	-	-	-	-
UKATTS	£11,700	(£11,700)	-	-	-	-
Ageas	-	-	-	£127,462	(£121,867)	£5,595
Legacies	-	-	-	£2,000	(£2,000)	-
Bedford Car Club	-	-	-	£1,364	(£1,364)	-
Metrics	-	-	-	£875	(£875)	-
Challenge Events	-	-	-	£135	(£105)	£30
Other restricted income	-	-	-	£559	(£559)	-
	£61,139	(£35,734)	£25,405	£150,125	(£169,905)	£5,625

During the year, the charity received restricted income from several supporters. Of the donations received in the year, £126,681 was specified to be distributed equally among the 21 Air Ambulance charities, most of which related to donations received from Ageas, Road Haulage Association and a major donor. All other restricted funds received during the year, totalling £23,444, were restricted to specific Air Ambulance charities.

NOTES TO THE FINANCIAL STATEMENTS

18 Analysis of net assets between funds

Group	Unrestricted Funds 2022	Designated Funds 2022	Restricted Funds 2022	Total 2022
Fund balances at 31 December 2022 are represented by:				
Tangible assets	£1,364	-	-	£1,364
Current assets/(liabilities)	815,416	£79,895	£5,625	900,936
	816,780	£79,895	£5,625	902,300

	Unrestricted Funds 2021	Designated Funds 2021	Restricted Funds 2021	Total 2021
Fund balances at 31 December 2022 are represented by:				
Tangible assets	£2,403	-	-	£2,403
Current assets/(liabilities)	£584,180	£65,088	£25,405	£674,673
	£586,583	£65,088	£25,405	£677,076

Charity	Unrestricted Funds 2022	Designated Funds 2022	Restricted Funds 2022	Total 2022
Fund balances at 31 December 2022 are represented by:				
Tangible assets	£1,364	-	-	£1,364
Current assets/(liabilities)	623,384	£79,895	£5,625	708,904
	624,748	£79,895	£5,625	710,268

	Unrestricted Funds 2021	Designated Funds 2021	Restricted Funds 2021	Total 2021
Fund balances at 31 December 2022 are represented by:				
Tangible assets	£2,403	-	-	£2,403
Current assets/(liabilities)	£439,456	£65,088	£25,405	£529,949
	£441,859	£65,088	£25,405	£532,352

19 Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is restricted to a sum not exceeding £10.

20 Related party transactions

Remuneration of key management personnel

The remuneration of key management personnel is as follows.

	2022	2021
	£64,428	£52,234

Aggregate compensation

All transactions with trustees and other charities of which they are also trustees have been included on note 9 of these financial statements.

21 Subsidiaries

The charitable company is the sole member of Association of Air Ambulances Limited, a company registered in England and Wales, company number 08341197. All activities have been consolidated on a line by line basis in the statement of financial activities. A summary of the results of the subsidiary for the year ended 31 December 2022 is shown below:

Turnover:	£237,127 (2021: £146,674)
Profit/(Loss):	£47,308 (2021: £44,727)

The aggregate of assets, liabilities and funds was:

Assets:	£440,444 (2021: £211,145)
Liabilities:	£248,413 (2021: £66,422)
Funds:	£192,031 (2021: £144,723)

22 Cash generated from operations

	2022	2021
Surplus for the year	225,224	£355,987
Adjustments for:		
Depreciation and impairment of tangible fixed assets	£1,155	£1,143
Movements in working capital:		
(Increase) in debtors	(204,871)	(£24,129)
Increase in creditors	£352,189	£39,598
Cash generated from operations	£373,697	£372,599

23 Analysis of changes in net funds

Neither the group or charity had any debt during the year.

INDEPENDENT AUDITOR'S REPORT

Independent Auditor's Report to the Members and

Trustees of the Association of Air Ambulances (Charity) Ltd (operating as Air Ambulances UK)

Opinion

We have audited the financial statements of the Association of Air Ambulances (Charity) Ltd (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31st December 2022 which comprise the consolidated statement of financial activities, the consolidated balance sheet, the charity balance sheet, the consolidated statement of cashflows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- Give a true and fair view of the state of the group's and parent charitable company's affairs as at 31st December 2022, and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- Have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 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 responsibilities for the audit of the financial statements section of our report. We are independent of the group and parent charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

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

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

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

Other information

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

We have nothing to report in this regard.

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 for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The directors' report included within the trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the 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 trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

- Adequate and sufficient accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- The parent charitable company's financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of directors' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit.; or
- The trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 22, the trustees (who are also the directors of the parent charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

INDEPENDENT AUDITOR'S REPORT

Auditor responsibilities for the audit of the financial statements

We have been appointed auditor under the Companies Act 2006 and section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and report in accordance with / those Acts.

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

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

We obtain and update our understanding of the entity, its activities, its control environment, and likely future developments, including in relation to the legal and regulatory framework applicable and how the entity is complying with that framework. Based on this understanding, we identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion.

In response to the risk of irregularities and non-compliance with laws and regulations, including fraud, we designed procedures which included the following.

- Enquiry of management and those charged with governance around actual and potential litigation and claims.
- Reviewing minutes of meetings of those charged with governance.
- Assessing the extent of compliance with the laws and regulations considered to have a material effect on the financial statements or the operations of the group through enquiry and inspection.
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations.
- Auditing the risk of management override of controls, including through testing journal entries and other adjustments for appropriateness, and evaluating the rationale of significant transactions outside the normal course of activities, and reviewing accounting estimates for indicators of potential bias.

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

A further description of our responsibilities is available on the FRC's website at:

<https://www.frc.org.uk/auditors/audit-assurance/auditor-s-responsibilities-for-the-audit-of-the-fi/description-of-the-auditor%E2%80%99s-responsibilities-for>. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and to the trustees, as a body, in accordance with regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members and its trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members and trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Mark McLean FCA (Senior Statutory Auditor)
For an on behalf of Thomas & Young Limited



Chartered Accountants
Statutory Auditor

Carleton House
266-268 Stratford Rd
Shirley
Solihull
B90 3AD

Date: 27th June 2023



AIR AMBULANCES UK

SUPPORTING AIR AMBULANCE CHARITIES

www.airambulancesuk.org

Follow us @airambulancesuk



 info@airambulancesuk.org

 01564 339958



Registered name and office address:
Association of Air Ambulances (Charity) Ltd
Operating as Air Ambulances UK
International House | 126 Colmore Row | Birmingham | B3 3AP

Incorporated and Registered in England and Wales:
Registered Company Number 9391251 and Registered Charity Number 1161153. Registered in Scotland SC051021

Association of Air Ambulances Ltd is a subsidiary of the Association of Air Ambulances (Charity) Ltd and is Incorporated and Registered in England and Wales:
Registered Company Number 08341197

ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD

England & Wales - Charity number 1161153

Accounts

Charity Registration No. 1161153 (England and Wales)

Charity Registration No. SC051021 (Scotland)

Company Registration No. 09391251 (England and Wales)

ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
ANNUAL REPORT AND CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2021

ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD (OPERATING AS AIR AMBULANCES UK) LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Mr D Brown MBE DL Ms A L Perry Mr J M Christensen (Vice Chair) Mr T D Howard Mrs H Benjamin (Chair) Mrs A C McLean Mr A D Welch Dr M Williams Ms C A Walters
Chief executive officer	Ms. S. Akhtar
Charity number (England and Wales)	1161153
Charity number (Scotland)	SC051021
Company number	09391251
Registered office	International House 126 Colmore Row Birmingham B3 3AP
Auditor	HW Fisher LLP Acre House 11-15 William Road London NW1 3ER
Bankers	Handelsbanken 3 Thomas More Square London E1W 1WY
Legal Advisors	BDB Pitmans One Bartholomew Close London EC1A 7BL Myers & Co Solicitors 33-43 Price Street Stoke-on-Trent Staffordshire ST6 4EN

ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD (OPERATING AS AIR AMBULANCES UK) CONTENTS

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ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD (OPERATING AS AIR AMBULANCES UK) CHAIR'S REPORT

FOR THE YEAR ENDED 31 DECEMBER 2021

My second year as Chair has once again passed very quickly and one where we had to adapt to a changing world as we continued to manage several global uncertainties including inflation, Ukraine /Russian war, and supply chain pressures as well as Covid 19.

In 2021 we made progress in our strategic journey and the green shoots are now starting to appear as we built our team and relationships to ensure we could continue to deliver lifesaving services across the UK. This has required an amazing collaborative approach between members both in the air ambulance community and across a range of stakeholders.

As well as ensuring we delivered our day to day support the board took time to start the journey for implementation in 2021/22 of the different elements in the strategy which will deliver a plan firmly based on collaboration, innovation and achieving excellence. Our purpose remains that by working together we can enable air ambulance charities to deliver the best possible care to save even more lives and continually improve patient outcomes every day across the UK.

Goal One – Inspiring National Engagement and Support

Despite the high workload we continued to strengthen the newly formed organisation to be able to focus on raising funds from more diversified streams to enable charity development and increase national awareness of our cause. We have been busy diversifying our income, adapting to challenges in corporate fundraising to ensure we remain resilient as we emerged from the world which has been impacted by the Covid-19 global pandemic. A special thank you to all our supporters who have collaborated with us to provide key funds and continue to raise the profile of Air Ambulances UK (AAUK).

Goal Two – Advancing Patient Care

We have continued to champion research and capture good practice and learning from each other. These included a campaign with the Civil Aviation Authority in December 2021 to raise awareness of the potential dangers to lifesaving missions when flying drones, and raised the profile of safety risks to air ambulances and crews of the impact of lasers.

A notable contributor has been the Jude Morris Family and continues to be the Jude Morris Racing Foundation. This was launched by Jude's family in his memory and for air ambulances which provide specialist care to support riders across the UK when they need it most. It is supported by Michelin starred chefs Tom Kerridge and Paul Ainsworth. This has enabled us to work towards setting up our first Innovation and Development Fund in 2022 which will be distributing lifesaving funds amongst the members. The Innovation and Development Fund is a core part of our 2021-2025 Saving More Lives Together Strategy which will further demonstrate the outcomes and impact achieved by the air ambulance community. This fund will be accessible to our air ambulance charity members. The purpose of each fund is decided by the Board of trustees and in the case of the Jude Morris Innovation and Development Fund this is in collaboration and agreement with the Morris Family. For example, the latter fund is open to applications focussed on emerging technology for PHEM, research which demonstrates an aim to improve patient care, training to develop, support and enable new PHEM interventions for air ambulance crews.

Simmy Akhtar (AAUK CEO) also attended The Royal Foundation Emergency Services Mental Health Symposium where HRH The Duke of Cambridge announced Blue Light Together, a new package of mental health support for the emergency services [THE DUKE ANNOUNCES LANDMARK 'BLUE LIGHT TOGETHER' COMMITMENT AT EMERGENCY RESPONDER MENTAL HEALTH SYMPOSIUM - Royal Foundation](#).

ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD (OPERATING AS AIR AMBULANCES UK) CHAIR'S REPORT

FOR THE YEAR ENDED 31 DECEMBER 2021

Goal Three - Being a Collective Voice

We continue to raise commitment, support to the sector, and increase national awareness. AAUK have successfully further developed our government and public sector relationships in areas like data sharing with the NHS which harnesses the power of data from across the patient pathway to inform developments in pre-hospital care which is a crucial development for the whole sector. In 2022 we are initiating work for relaunching an All-Party Parliamentary Group Air Ambulances (APPGAA).

We continued to adapt our digital technologies and analytics which have enabled increased engagement in our virtual webinars, forums, and social media presence. Our online Air Ambulance week conference in November 2021 was an enormous success and addressed diverse topics such as environmental sustainability, cardiac arrest survival rates, Facebook fundraising, peer support, etc. We are very much looking forward to having our face-to-face conference and award ceremony in November 2022 (we held the Air Ambulance Awards of Excellence online in 2021).

Goal Four – Maximising Sector Impact

We have continued to build on becoming the leading hub of mutual information exchange, support and advice for the community and increase our membership to organisations in the wider sector. We are also aiming to further build on new exchanges groups, as well as to continue developing forums which have evolved during the last couple of years.

Goal Five – Achieving Organisational Excellence

We aim to achieve the highest standards of governance and compliance ensuring financial sustainability and to nurture our team and demonstrate our impact. We have been very lucky to ensure we have had no further changes in our board at this key time which has enabled the board to work closely together on delivering our service in 2021 (while Covid 19 was still part of the impact) and building on the visionary and transformative strategic work which has been co-produced with our members.

The wealth of experience on the Board ensures we can have challenging discussions but at the same time quick decision making when required, and this has contributed to building an exciting board. I would like to record my thanks for their valuable contributions and excellent leadership in the boardroom over the past year and ensuring ongoing financial resilience. During the year, we strengthened our governance, regularly reviewing our risks and income and expenditure, as well as implementing new policies and procedures as we remained agile in reacting to the challenges of the pandemic. We continued to build on our values and key issues that impact all our lives, including diversity and inclusion. We also did the groundwork for initiating an Environmental Sustainability Strategic Innovation Committee in 2022 to capture best practice for delivering a pragmatic, collective reduction in carbon emissions and roadmaps for the future, including social value perspectives. An AAUK Chairs Forum also addresses key strategic impacts affecting the wider sector.

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
CHAIR'S REPORT**

FOR THE YEAR ENDED 31 DECEMBER 2021

None of this would be possible without continuing to build the team, under Simmy Akhtar's expert leadership as the CEO at AAUK, with the skills sets in the new organisation design which are aligned to the future ambitions for the sector. Their enthusiasm for working across the UK, as a dispersed organisation, and bringing innovative ideas to our boardroom makes this a great organisation to be part of when there is so much happening in the world.

It is a great testament to our generous donors, our highly valued Members, hardworking and enthusiastic team, experienced Board members, and our engaged beneficiaries that we have faced these challenges together, with tenacity and resilience to have achieved such enormous success in this quite extraordinary year.

We have exciting plans for 2022 and 2023 and I am excited about the challenges ahead as we navigate issues across our sector and focus on finding solutions that maximise value linked to the needs of our members and the communities they serve.

I have every confidence in our continued success during 2022.

HV Benjamin

.....
Mrs H Benjamin

Independent Chair of Trustees AAUK

Dated:

08 Sep 2022

ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD (OPERATING AS AIR AMBULANCES UK) TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 DECEMBER 2021

The Trustees present their annual report and financial statements for the year ended 31 December 2021.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's Memorandum and Articles of Association, applicable law and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

Objectives and activities

The charity's objects are specifically restricted to relieving sickness and injury in the UK by:

1. Assisting in the provision of financial and other support to established local air ambulance services, including, but not limited to making grants available to Air Ambulance Charities, NHS Trusts, and ambulance Trusts; and
2. The delivery of related services to improve patient outcomes, including but not limited to the running of conferences and dissemination of information.

The Charity operates under the name Air Ambulances UK (AAUK) and is the national charity supporting the lifesaving work of the UK's air ambulance charities, enabling them to save even more lives every day. AAUK raises national funds to invest in the air ambulance community and acts as the one voice on issues of national significance.

Air ambulance crews bring the Accident and Emergency Department to patients who have suffered a life threatening or life changing trauma or medical emergency; providing advanced critical care at the scene to save lives.

AAUK is a national platform for the sector and works to raise awareness of the lifesaving work of air ambulance doctors and paramedics and how they make a difference to anyone in need of their specialist care.

AAUK Vision

Together we will ensure the best possible chance of survival and patient outcome for everyone in need of lifesaving pre-hospital care.

AAUK Purpose

To champion, support and represent the vital work of air ambulance charities enabling them to save even more lives and improve patient outcomes every day across the UK.

AAUK Five Goals

- **To inspire national engagement and support** – we will inspire commitment to the sector through raising funds, generating support, and increasing national awareness of our cause
- **To advance patient care** – we will support and champion research and good practice in the sector by the delivery of projects and sharing of learning to improve patient outcomes
- **To be a collective voice** – we will become the trusted, national collective voice of the sector among central government, peer organisations, media, and the public
- **To maximise sector impact** – we will deliver funding which enables air ambulance charity development and become the leading central hub of mutual information exchange, support, and advice for the community
- **To achieve organisational excellence** – we will achieve the highest standards of governance and compliance, ensure financial sustainability, and will nurture our team, as well as demonstrate our impact

Public Benefit

The Trustees confirm that they have paid due regard to the guidance given by the Charity Commission on public benefit. AAUK invests the money it collects to the 21 Air Ambulance Charities that use an aircraft to provide emergency medical services to the public. The funds from AAUK enable these charities to continue to improve delivery of services to anyone in the UK who needs them.

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021**

Fundraising activities

AAUK raises funds from the public, from corporates as well as trusts and foundations.

(i) The charity undertakes fund-raising through our own internal resources with two members of staff. We do not commission a professional fund-raiser/commercial participator.

(ii) The charity is registered with the Fundraising Regulator.

(iii) The charity monitors fundraising at quarterly Board meetings.

(iv) The charity received no complaints about activities for the purpose of fundraising in 2021. The charity has a fundraising complaints procedure in place.

(v) The charity has GDPR and safeguarding policies in place.

Achievements and performance

AAUK launched its new strategy 'Saving More Lives Together 2021-25' in June 2021. The earlier part of 2021 focussed on administration and governance tasks following the acquisition of the **Association of Air Ambulances Limited** (AAA Ltd) in 2020. The Covid-19 pandemic continued to impact in person opportunities including fundraising activities.

Summary:

- Delivery of air ambulance charity member forums which provide a safe space for sharing of information, networking, inviting external speakers and collaboration opportunities. Membership forums include:
 - National CEO Forum
 - National Fundraising Directors Forum
 - National Fundraising Forum
 - National Legacy Forum
 - National In Memory Forum
 - National Community Fundraising Forum
 - National Corporate Fundraising Forum
 - National Lottery Forum
 - National Communications Forum
 - National Governance, Risk and Compliance Forum

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021**

- Delivery of Air Ambulance Week 2021 from 6-12 September with a reach of over 650 million and with support from the Royal Family
- Due to the Covid-19 pandemic, we delivered our first 5-day online AAUK Conference week from 8-12 November with over 300 attendees
- Due to the Covid-19 pandemic, we held our first ever online AAUK Awards afternoon which recognised the wonderful lifesaving work of the air ambulance community
- Ed Argar MP, Minister of State for Health at the Department of Health and Social Care, attended our AGM to thank the air ambulance community specifically for their dedication during the Covid-19 pandemic
- Diversification of our national income streams
- Increased our social media presence by 25%
- Partnership working with NHS Digital and NHSx to progress data sharing to continuously improve patient outcomes
- Collaborative working with various stakeholders including The Royal Foundation to support the mental health of emergency first responders. We were honoured to attend The Royal Foundation Emergency Service Mental Health Symposium in November 2021 where the Duke of Cambridge announced the 'Blue Light Together' commitment to support the mental health of emergency services staff. Other external stakeholders were the College of Paramedics, Association of Ambulance Chief Executives, The Ambulance Staff Charity and UK Search and Rescue.
- Launched 'Fly your Drone' safely at Christmas campaign with the Civil Aviation Authority aimed at educating the general public on safer drone usage. The campaign received national press coverage
- National fundraising partnerships launched with Virgin Red, Porsche GB, Frontline Coffee and Raffolux. Unipart continued their support with the Unipart 450 a cycle ride between the Wiltshire Air Ambulance and Cornwall Air Ambulance Trust bases covering 450km
- CSIS Charity Fund and NFU Mutual Charitable Trust continued their support in 2021 with grant funding
- Worked with the family of Jude Morris to develop our first Innovation and Development Fund for 2022
- Collaborative working with our vital partners BMW, Airbus, Specialist Aviation Service, Leonardo, Tower Lotteries, LFS and the British Helicopter Association including a panel during air ambulance week about environmental sustainability
- The recruitment of our first CEO was completed and Simmy Akhtar joined in March 2021
- Restructure of our staff team to focus on fundraising, membership, communications, and campaigns
- Planning our first AAUK bi-annual Chairs Forum for 2022 has started and will include invitations to all air ambulance member charities

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021**

Financial review

The Charity's total income this year is £724,715 down from £6,518,915 in the previous year, 2020. The £6,000,000 in 2020 was one-off central government funding to support the 21 air ambulance charities through the Covid-19 pandemic. The pandemic continued to impact fundraising opportunities as many corporate opportunities were affected by the Covid-19 restrictions and is likely to continue to impact the charitable sector for some time to come.

The income in 2021 includes income from donations and legacies of £578,043 (2020: £6,296,452) and other charitable activities from the wholly owned subsidiary AAA Ltd for the second year as a combined entity of £146,672 (2020: £126,218).

The Charity's wholly owned subsidiary the AAA Ltd, received a total of £100,550 (2020: £94,650) in Membership income.

The total number of Members was 27, including 18 air ambulance charities and 9 other air ambulance sector organisations, namely Airbus, Leonardo UK, Specialist Aviation services, Gama Aviation, BMW, BHA, Tower Lotteries, LFS, and Persys Medical.

Combined total donations and legacies as well as membership income was £678,593 (2020: £6,391,102).

Expenditure on raising charity funds (fundraising and publicity) decreased from £155,541 in 2020 to £154,420 in 2021. Although there was an increase in fundraising staff costs to £138,442 (2020: £103,226) due to the recruitment of a CEO and a Fundraising Officer, a corresponding decrease in fundraising support costs from £48,954 in 2020 to £14,835 has resulted in the small overall decrease in expenditure.

Charitable expenditure decreased to £214,308 from £6,167,568 in 2020, of which £35,734 (2020: £6,007,132) was in the form of grants distributed to Air Ambulance Services. The grants distributed in 2020 were the result of large amount of funding secured from central government to support the charities through the COVID-19 pandemic.

	2021	2020
Funds raised – excl. AAA Ltd membership activities and gift arising on acquisition, but including unpaid voluntary services	£578,043	£6,297,730 *
Total Distribution	£35,734	£6,007,132

* To note that £6,000,000 in 2020 was one-off central government funding to support the 21 air ambulance charities through the Covid-19 pandemic.

Going Concern

The charity has a strong reserve position and has sufficient available resources, as demonstrated by the level of general funds in this report. Trustees have overall responsibility for the timing and distribution of grants in accordance with our Distributions Policy. We have adequate financial resources and are well placed to manage the business risks. Our planning process, including financial projections, has taken into consideration the effects of the Covid-19 and the cost-of-living environments. Our cash deposits can be drawn down should working capital be required. The key risks to our income continue to be the impact of Covid-19 combined with the cost of living crisis that is emerging in 2022.

The trustees have a reasonable expectation that the charity has adequate resources to continue in operation for the foreseeable future. The charity therefore continues to adopt the going concern basis in preparing its financial statements.

Reserves Policy

The Charity has developed a free reserves policy as detailed below that identifies and plans for the maintenance of the primary activity, the support of the local air ambulance services, and reflects the risks associated with the Charity's business model, spending commitments, potential liabilities and financial forecasts.

The free reserves of AAUK as an individual charity at 31 December 2021 are £504,544. The free reserves of the group as a whole are £649,268.

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021**

Funds

The Charity's total funds at 31st December 2021 were £677,076 (2020: £321,089).

In 2021 a total of £35,734 restricted income was distributed through grants to the 21 local air ambulance charity members as ordinary distributions.

There were no extraordinary distributions.

In accordance with our Distributions Policy a further distribution, inclusive of restricted and unrestricted income, representing our 2021 Quarter 4 income will be made once these accounts have been fully approved.

Distribution Policy

This policy sets out how Air Ambulances UK (AAUK) will distribute the funds it has raised to its beneficiaries (currently the UK's 21 PHEMS air ambulance charities)

The receipt of income and the distribution of funds is within the control of the Board of Trustees.

AAUK receives income as donations, as membership fees, and other fees.

AAUK only makes distributions to its beneficiaries from the income it receives as donations. No monies from membership fees and other fees are included in its distribution policy.

- a. **Donations** are received from organisations including corporations and Government, and from individuals. They can be
 - i. **Unrestricted** i.e. Trustees are free to decide how they are utilised or distributed, including being used to fund the charity's running costs (fundraising, governance, and support costs). Until utilised or distributed, unrestricted donations are accounted for as Unrestricted reserves.
 - ii. **Restricted** i.e. the donor has placed restrictions on how the donation is utilised or distributed. The restriction may originate from the donor or may be at the invitation of the Trustees. Until utilised or distributed, restricted donations are accounted for as Restricted reserves.

Ordinarily AAUK will distribute funds to its beneficiaries twice per year.

- a. An **interim** distribution based upon Q1-Q3 (January-September) income will be resolved upon at the Q4 meeting of Trustees.
- b. A **final** distribution based upon the finalised accounts for the year (Q4) will be resolved upon at the Q2 meeting of Trustees.

Ordinary distributions will be determined as follows –

- c. **Restricted** funds will be distributed as per the restrictions stipulated.
- d. **Unrestricted** funds will be distributed amongst all beneficiaries (currently 21). The amount to be distributed will be guided by a consideration of –
 - iii. Free reserves (i.e. Unrestricted funds less designated funds and fixed assets)
 - iv. Less a provision for six months running costs (fundraising, governance, and support costs). This six-month period may be extended at the full discretion of the Trustees in times that they judge to be difficult fundraising environments
 - v. Less any debtors not yet received at the time of the decision.

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021**

Trustees may resolve to make extraordinary distributions outside of the ordinary distribution cycle. This may come from their own volition or at the behest of a potential donor. Extraordinary distributions may differ from ordinary distributions by

- a. **Timing.** Distributions might be made outside of the ordinary cycle as a matter of expediency e.g. in response to the COVID-19 emergency.
- b. **Basis** of distribution. Trustees may resolve to distribute funds other than in equal shares. This may be to meet particular needs and may be on the basis of applications from beneficiaries.

When resolving to make extraordinary distributions Trustees must also consider whether funds are given to beneficiaries with restrictions or without.

Trustees may decide to withhold distributions from beneficiaries if they are –

- a. Under-investigation by an official regulator or,
- b. Receipt of the distribution is judged likely to bring AAUK into disrepute
- c. Believed not to be adhering to the code of conduct

When distributions are withheld it is recommended that for -

- d. **Ordinary** distributions the amount that would have been paid is provided for in the accounts pending resolution
- e. **Extraordinary** distributions

- vi. the amount that would have been paid is provided for in the accounts pending resolution, or
- vii. the beneficiary is informed of their ineligibility and removed from the process.

When deciding to withhold a distribution or exclude a beneficiary Trustees must have mind to the objective application of the criteria and must inform the beneficiary of their decision.

AAUK will continue to focus on the delivery of its strategy 'Saving More Lives Together 2021-25' in 2022.

Ordinarily AAUK will distribute funds to its beneficiaries twice per year.

An interim distribution based upon Q1-Q3 (January-September) income will be resolved upon at the Q4 meeting of Trustees.

A final distribution based upon the finalised accounts for the year (Q4) will be resolved upon at the following Q2 meeting of Trustees.

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021**

Risk Management

The Trustees review the risks facing the Charity and the steps needed to mitigate them. The Board has a risk policy and a risk register with control systems designed to respond to and mitigate risk.

The risk register is reviewed at each board meeting and the trustees assess whether new risks have emerged or whether any of the identified risks have changed in severity.

The Trustees consider that the formulated plans to deal with such risks are appropriate at present.

The current major risks identified by the Charity with mitigation and management plans in place are:

- Covid-19
- Insufficient funds to meet strategic aims
- Failure to deliver strategic objectives
- Loss of key personnel
- Loss of members
- Reputational damage
- Data Protection Breach
- Fraud
- Cyber security
- Loss of Trustees
- Regulatory changes

Plans for future periods

The trustees aim to grow the organisation's ambitions further during 2022 and provide a wider range of beneficial opportunities to support an improvement in the service Air Ambulance Charities deliver to patients and their families.

- Becoming the respected and trusted 'one voice' for the air ambulance sector
- Increasing the level of national fundraising support to the sector and broadening income channels to increase our fundraising and achieve the best possible consistent ROI
- Building even closer relationships with our 21 beneficiary Air Ambulance Charities to achieve more through UK-wide collaborative projects, including with the NHS
- Developing membership offer of the charity to organisations critical to the delivery of an optimum service to patients to build closer, mutually beneficial relationships
- Bringing Members together to collaborate on national operational and clinical development innovation projects such as national service evaluation
- Further improving our use of digital technology to enable even more sharing of good practice, swift real-time exchange of information and expertise and learnings across the UK via virtual Members' Forums, meetings, and webinars
- Effectively build Government relationships on key issues affecting our members through the reforming of our All-Party Parliamentary Group Air Ambulances
- Raising the national profile of Air Ambulances UK and the work of the whole Air Ambulance sector through campaigns and PR initiatives
- Holding our first face to face national conference and awards
- Bringing the latest news to the sector by better promoting the work of all our Members on the AAUK website, our social and other media and other engagement activities
- Ensuring the Charity adheres to the highest standards of Governance, ensuring the confidence of donors and our beneficiary Air Ambulance Charities

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021**

Structure, governance and management

The Association of Air Ambulances (Charity) Ltd (operating as Air Ambulances UK) is a company limited by guarantee and is registered at the Charity Commission of England Wales and registered at the Scottish Charity Regulator in June 2021. This registration further reflects that we are a UK charity and are inclusive of the devolved nations. The Charity is governed by its Memorandum and Articles of Association.

The Charitable Company was incorporated on 15 January 2015 and registered at the Charity Commission of England and Wales on 1 April 2015. The liability of each member is restricted to a sum not exceeding £10.

Constitution

The maximum number of Directors is nine and the minimum number of Directors is four, of whom four are appointed by the air ambulance members and up to five are appointed by the Board. Each of the five Directors appointed by the Board, including the Chair, shall be Independent Directors. Independent Directors are recruited following a skills audit and all Directors undergo Induction and are required to comply with the Trustee Handbook and Trustee Code of Conduct.

The Board meet quarterly, and extraordinary meetings are scheduled as required. During 2021 these meetings were both virtual and in person. Scrutiny of finances from its contracted accountants and members of staff and the risk register is undertaken, and the Delegation of Authority policy allows for delegation of agreed areas to the staff team. The Risk and Audit Committee exists to assist the Board in its duty to supervise the direction and performance of the Charity's financial affairs and oversee the annual financial audit and corporate risk management process. It operates collectively and reports to the Board. The Board of Trustees agrees annually the budget of the Charity.

The People, Rewards and Human Resources Committee has been established by the Board to have delegated authority to make decisions related to AAUK staff, their rewards package, staff motivation, retention, training, wellbeing and any Human Resource issues which may arise.

As of 31 December 2021, the staff team consisted of the Chief Executive Officer appointed in 2021, Head of Fundraising and Sustainability, Head of Membership, Communications and Campaigns, Fundraising Officer and Finance and Administration Manager.

We would like to thank Miriam Brain for her contributions as Finance Manager, who left the organisation in September 2021.

Directors and Trustees

The Directors of the Charitable Company (the Charity) are its Trustees for the purpose of charity law.

The Trustees and CEO are considered to be the key management of the Charity. The Trustees and officers serving during the year and since the year end were as follows:

Chair of Trustees

Mrs H Benjamin (Appointed 1 April 2020)

Trustees

Mr J M Christensen (Appointed 3 December 2019)

Ms A L Perry (Appointed 31 December 2019)

Mr D Brown MBE DL (Appointed 31 December 2019)

Mr T D Howard (Appointed 23 March 2020)

Mrs A C McLean (Appointed 1 April 2020)

Mr A D Welch (Appointed 1 April 2020)

Ms C A Walters (Appointed 01 October 2020)

Dr M Williams (Appointed 01 October 2020)

CEO

Ms S. Akhtar (Appointed 01 March 2021)

Overall control of the Charitable Company is with Trustees.

Related party transactions are disclosed in note 23 to the accounts.

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021**

Trustee induction and training

The recruitment of Trustees is led by an audit of the skills held by the members of the Board.

In 2021 all Trustees remained with the organisation for the duration of the year.

Any new appointees would be appointed by an open recruitment process using both search and advertisement as appropriate, against an agreed person profile and job specification and a skills audit review. Shortlisted candidates are interviewed by a Nominations Committee selected by the Board who make a recommendation to the Board. The AGM of the Charity confirms all new appointments.

New Trustees undergo a formal induction process covering, governance, risk management, financial systems and agreed procedures.

Disclosure of information to auditor

In so far as each of the trustees is aware:

- there is no relevant audit information of which the Charitable Company's auditor is unaware; and
- each trustee has taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

HV Benjamin

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Mrs H Benjamin
Independent Chair

Date: 08.Sep.2022.....

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
STATEMENT OF TRUSTEES' RESPONSIBILITIES
FOR THE YEAR ENDED 31 DECEMBER 2021**

The Trustees, who are also the directors of Association of Air Ambulances (Charity) Ltd for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the group and the charity and of the incoming resources and application of resources, including the income and expenditure, of the group for that year.

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

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

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the group and the charity and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of the group and the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD (OPERATING AS AIR AMBULANCES UK) INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS AND TRUSTEES OF ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD

Opinion

We have audited the financial statements of the Association of Air Ambulances (Charity) Ltd (the 'parent charity') and its subsidiaries (the 'group') for the year ended 31 December 2021 which comprise the consolidated statement of financial activities, the consolidated balance sheet, the charity balance sheet, the consolidated statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the group's and parent charity's affairs as at 31 December 2021 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended).

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 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 ability of the parent charity or group to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

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

Other information

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

We have nothing to report in this regard.

ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD (OPERATING AS AIR AMBULANCES UK) INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE MEMBERS AND TRUSTEES OF ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD

Opinions on other matters prescribed by the Companies Act 2006

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

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

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and parent charity and their environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the Trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) require us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept by the parent charity, 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; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the Trustees' report and from the requirement to prepare a strategic report.

Responsibilities of Trustees

As explained more fully in the statement of Trustees' responsibilities, the Trustees, who are also the directors of the charity for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the Trustees are responsible for assessing the group and parent 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 cease the operations of the group or parent charity or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

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.

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
INDEPENDENT AUDITOR'S REPORT (CONTINUED)**

**TO THE MEMBERS AND TRUSTEES OF ASSOCIATION OF AIR AMBULANCES
(CHARITY) LTD**

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.

As part of our planning process;

- We enquired of management the systems and controls the group has in place, the areas of the financial statements that are most susceptible to the risk of irregularities and fraud, and whether there was any known, suspected or alleged fraud. The charity did not inform us of any known, suspected or alleged fraud.
- We obtained an understanding of the legal and regulatory frameworks applicable to the group. We determined that the following were most relevant: the Charity SORP, FRS 102, Charities Act 2011, Companies Act 2006, the Charities and Trustees (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended).
- We considered the incentives and opportunities that exist in the group, including the extent of management bias, which present a potential for irregularities and fraud to be perpetuated, and tailored our risk assessment accordingly.
- Using our knowledge of the group, together with the discussions held with the charity at the planning stage, we formed a conclusion on the risk of misstatement due to irregularities including fraud and tailored our procedures according to this risk assessment.

The key procedures we undertook to detect irregularities including fraud during the course of the audit included:

- Identifying and testing journal entries and the overall accounting records, in particular those that were significant and unusual.
- Reviewing the financial statement disclosures and determining whether accounting policies have been appropriately applied.
- Assessing the extent of compliance, or lack of, with the relevant laws and regulations.
- Assessing the validity of the classification of income, expenditure, assets and liabilities between unrestricted and restricted funds
- Obtaining third-party confirmation of material bank balances.
- Documenting and verifying all significant related party balances and transactions.
- Reviewing documentation such as the charity board minutes, correspondence with solicitors, for discussions of irregularities including fraud
- Testing all material consolidation adjustments

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements even though we have properly planned and performed our audit in accordance with auditing standards. The primary responsibility for the prevention and detection of irregularities and fraud rests with those charged with governance of the entity.

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

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
INDEPENDENT AUDITOR'S REPORT (CONTINUED)**

**TO THE MEMBERS AND TRUSTEES OF ASSOCIATION OF AIR AMBULANCES
(CHARITY) LTD**

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and to the trustees, as a body, in accordance with regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company, the charitable company's members as a body, and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Carol Rudge

**Carol Rudge (Senior Statutory Auditor)
for and on behalf of HW Fisher LLP**

**Chartered Accountants
Statutory Auditor**

**Acre House
11-15 William Road
London
NW1 3ER
United Kingdom**

08 Sep 2022
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**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2021**

		Unrestricted funds 2021 £	Restricted funds 2021 £	Total Unrestricted funds 2021 £	Restricted funds 2020 £	Total 2020 £
Notes						
<u>Income and endowments from:</u>						
Donations and legacies	3	516,904	61,139	578,043	229,351	6,296,452
Charitable activities	6	146,672	-	146,672	126,218	126,218
Investments	4	-	-	-	532	532
Gift arising on acquisition of Association of Air Ambulances Limited	5	-	-	-	94,967	94,967
Other income	7	-	-	-	746	746
Total income		663,576	61,139	724,715	6,067,101	6,518,915
<u>Expenditure on:</u>						
Raising funds	8	154,420	-	154,420	93,097	155,541
Charitable activities	9	178,574	35,734	214,308	6,007,132	6,167,568
Total expenditure		332,994	35,734	368,728	6,069,576	6,323,109
Net incoming resources before transfers		330,582	25,405	355,987	(2,475)	195,806
Gross transfers between funds		-	-	-	2,444	-
Net income for the year/ Net movement in funds		330,582	25,405	355,987	(31)	195,806
Fund balances at 1 January 2021		321,089	-	321,089	31	125,283
Fund balances at 31 December 2021		651,671	25,405	677,076	-	321,089

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
CONSOLIDATED BALANCE SHEET**

AS AT 31 DECEMBER 2021

	Notes	2021 £	£	2020 £	£
Fixed assets					
Intangible assets	15		-		-
Tangible assets	16		2,403		436
			<u>2,403</u>		<u>436</u>
Current assets					
Debtors	17	51,923		27,794	
Cash at bank and in hand		716,473		346,984	
		<u>768,396</u>		<u>374,778</u>	
Creditors: amounts falling due within one year	18	(93,723)		(54,125)	
Net current assets			674,673		320,653
Total assets less current liabilities			<u>677,076</u>		<u>321,089</u>
Income funds					
Restricted funds	20		25,405		-
<u>Unrestricted funds</u>					
Parent charity		506,948		221,093	
Subsidiary company		<u>144,723</u>		<u>99,996</u>	
			651,671		321,089
			<u>677,076</u>		<u>321,089</u>

The financial statements were approved by the Trustees on 08 Sep 2022...

HV Benjamin

**Mrs H Benjamin
Trustee**

Company Registration No. 09391251

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
CHARITY BALANCE SHEET
AS AT 31 DECEMBER 2021**

	Notes	2021 £	£	2020 £	£
Fixed assets					
Tangible assets	16		2,403		436
Current assets					
Debtors	17	43,571		7,822	
Cash at bank and in hand		556,231		246,188	
		599,802		254,010	
Creditors: amounts falling due within one year	18	(69,853)		(33,353)	
Net current assets			529,949		220,657
Total assets less current liabilities			532,352		221,093
Income funds					
Restricted funds			25,405		
Unrestricted funds			506,947		221,093
			532,352		221,093

The Company uses the exemption contained in section 408 of the Companies Act 2006 in not preparing a separate Income and Expenditure account for the Charitable Company as a separate entity. The net income for the Charitable Company alone for the year to 31 December 2021 was £311,259 (2020: £95,810)

The financial statements were approved by the Trustees on .08.Sep.2022...

HV Benjamin

**Mrs H Benjamin
Trustee**

Company Registration No. 09391251

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
CONSOLIDATED STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2021**

	Notes	2021 £	£	2020 £	£
Cash flows from operating activities					
Cash generated from operations	25		372,599		56,376
Investing activities					
Purchase of tangible fixed assets		(3,110)		(329)	
Proceeds on disposal of tangible fixed assets		-		746	
Investment income received		-		532	
Net cash (used in)/generated from investing activities			(3,110)		949
Net cash used in financing activities			-		-
Net increase in cash and cash equivalents			369,489		57,325
Cash and cash equivalents at beginning of year			346,984		289,659
Cash and cash equivalents at end of year			716,473		346,984

ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD (OPERATING AS AIR AMBULANCES UK)

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

1 Accounting policies

Charity information

Association of Air Ambulances (Charity) Ltd is a private company limited by guarantee incorporated in England and Wales. The registered office is International House, 126 Colmore Row, Birmingham, B3 3AP.

The Association of Air Ambulances (Charity) Ltd is a facilitator for all air ambulance charities that have contractual rights over a helicopter used for emergency medical missions. It is responsive to donors who wish to donate to multiple air ambulance charities.

1.1 Accounting convention

The financial statements have been prepared in accordance with the Charity's governing document, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended), FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019). The Charity is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the Charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

The charity's policy is to maintain a strong reserve position and a sufficient level of available resources. Trustees have overall responsibility for the timing and distribution of grants in accordance with the charity's distributions policy. The charity has adequate financial resources and is well placed to manage the business risks. The planning process of the trustees, including financial projections, takes into consideration the impact of Covid-19 and the cost-of-living environments. Cash deposits can be drawn down should working capital be required.

The trustees have a reasonable expectation that the charity has adequate resources to continue in operation for the foreseeable future. The charity therefore continues to adopt the going concern basis in preparing its financial statements.

1.3 Basis of consolidation

The financial statements consolidate the results of the charity and its wholly owned subsidiary Association of Air Ambulances Limited on a line-by-line basis. Transactions and balances between the charity and its subsidiary have been eliminated from the consolidated financial statements. Balances between the two companies are disclosed in the notes of the charity's balance sheet. A separate Statement of Financial Activities and Income and Expenditure Account for the charity has not been presented because the charity has taken advantage of the exemption afforded by section 408 of the Companies Act 2006.

1.4 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.5 Income

Income is recognised when the Charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021**

1 Accounting policies

(Continued)

Cash donations are recognised on receipt. Other donations are recognised once the Charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the Charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

Donated services and assets are recognised at the value of the gift to the Charity which is the amount the Charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market. They are included in the SOFA and balance sheet as appropriate.

Government grants are recognised at the fair value of the asset received or receivable when there is reasonable assurance that the grant conditions will be met and the grants will be received.

A grant that specifies performance conditions is recognised in income when the performance conditions are met. Where a grant does not specify performance conditions it is recognised in income when the proceeds are received or receivable. A grant received before the recognition criteria are satisfied is recognised as a liability.

Membership subscriptions are invoiced annually in advance, and recognised in the period to which they relate, net of VAT.

1.6 Expenditure

All expenditure is included on an accruals basis and is recognised when there is a legal or constructive obligation to pay for expenditure. The Charitable Company is not registered for VAT and accordingly charity expenditure is shown gross of irrecoverable VAT. The subsidiary is VAT registered, therefore trading expenditure is included net of recoverable VAT.

Governance costs include costs associated with meeting the constitutional and statutory requirements of the charity.

Charitable expenditure comprises those costs incurred in the delivery of its activities and services for the beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Grants are accrued when confirmed and paid or are accrued for when a commitment has been agreed to be paid and communicated to a recipient.

1.7 Intangible fixed assets other than goodwill

Intangible assets acquired separately from a business are recognised at cost and are subsequently measured at cost less accumulated amortisation and accumulated impairment losses.

Amortisation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Website	2 years straight line
---------	-----------------------

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021**

1 Accounting policies (Continued)

1.8 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Computers	3 years straight line
-----------	-----------------------

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.9 Impairment of fixed assets

At each reporting end date, the Charity reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.10 Cash and cash equivalents

Cash and cash equivalents include cash in hand and deposits held at call with banks.

1.11 Financial instruments

The Charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments. The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. The financial instruments are recognised as the amount payable or receivable when the instrument is first recognised together with any subsequent transaction costs but modified in respect of trade debtors for an assessment of potential bad debt.

1.12 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.13 Leases

Rentals payable under operating leases, including any lease incentives received, are charged as an expense on a straight line basis over the term of the relevant lease.

2 Critical accounting estimates and judgements

In the application of the Charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated 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 ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

The trustees do not consider there to be any critical estimates or judgements applied in preparing the financial statements.

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021**

3 Donations and legacies

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2021 £	2021 £	2021 £	2020 £	2020 £	2020 £
Donations and gifts	232,130	61,139	293,269	168,145	67,101	235,246
Legacies receivable	284,774	-	284,774	40,894	-	40,894
Government grants receivable	-	-	-	-	6,000,000	6,000,000
Donated goods and services	-	-	-	20,312	-	20,312
	<u>516,904</u>	<u>61,139</u>	<u>578,043</u>	<u>229,351</u>	<u>6,067,101</u>	<u>6,296,452</u>

There are a number of legacies due to be received by the Charity, but the timings and amounts are as yet uncertain.

Grants receivable for core activities

Department for Health and Social Care - Covid-19 grant

-	-	-	-	6,000,000	6,000,000
<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>6,000,000</u>	<u>6,000,000</u>

4 Investments

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2021 £	2021 £	2021 £	2020 £	2020 £	2020 £
Interest receivable	-	-	-	532	-	532
	<u>-</u>	<u>-</u>	<u>-</u>	<u>532</u>	<u>-</u>	<u>532</u>

5 Gift arising on acquisition of Association of Air Ambulances Limited

The charity became the sole member of the Association of Air Ambulances on 1 January 2020. The net assets of the subsidiary at the acquisition date, of £94,967, have been gifted to the group, and are showing within income on the consolidated Statement of Financial Activities in the comparative figures.

ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

6 Charitable activities

	2021 £	2020 £
Group membership of Fundraising Regulator	33,289	31,308
Membership subscriptions	100,550	94,650
Sundry income	12,833	260
	<u>146,672</u>	<u>126,218</u>

7 Other income

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2021 £	2021 £	2021 £	2020 £	2020 £	2020 £
Net gain on disposal of tangible fixed assets	-	-	-	746	-	746
	<u>-</u>	<u>-</u>	<u>-</u>	<u>746</u>	<u>-</u>	<u>746</u>

8 Raising funds

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2021 £	2021 £	2021 £	2020 £	2020 £	2020 £
<u>Fundraising and publicity</u>						
Seeking donations, grants and legacies	-	-	-	-	2,400	2,400
Staff costs	138,442	-	138,442	48,825	54,401	103,226
Depreciation and impairment	1,143	-	1,143	961	-	961
Support costs	14,835	-	14,835	43,311	5,643	48,954
	<u>154,420</u>	<u>-</u>	<u>154,420</u>	<u>93,097</u>	<u>62,444</u>	<u>155,541</u>
Fundraising and publicity	154,420	-	154,420	93,097	62,444	155,541
	<u>154,420</u>	<u>-</u>	<u>154,420</u>	<u>93,097</u>	<u>62,444</u>	<u>155,541</u>

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021**

9 Charitable activities

	Charitable activities 2021 £	Charitable activities 2020 £
Staff costs	39,474	43,058
Depreciation and impairment	-	272
Management charge	-	271
	39,474	43,601
Grant funding of activities (see note 10)	35,734	6,007,132
Share of support costs (see note 11)	114,220	86,988
Share of governance costs (see note 11)	24,880	29,847
	214,308	6,167,568
Analysis by fund		
Unrestricted funds	178,574	160,436
Restricted funds	35,734	6,007,132
	214,308	6,167,568

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021**

10 Grants payable

	Total 2021	Total 2020
	£	£
Grants to institutions:		
Air Ambulance Northern Ireland	1,882	185,081
Cornwall Air Ambulance Trust	1,031	522,581
Devon Air Ambulance Trust	1,030	142,716
The Dorset and Somerset Ambulance Charity	1,031	183,716
East Anglian Air Ambulance	1,030	142,631
Essex and Herts Air Ambulance Trust	1,031	142,581
Great North Air Ambulance Service	1,030	522,631
Great Western Air Ambulance Charity	1,884	378,591
Hampshire and Isle of Wight Air Ambulance	1,030	142,716
Air Ambulance Kent Surrey Sussex	9,781	381,192
Lincs and Notts Air Ambulance Charitable Trust	1,030	183,581
London's Air Ambulance Charity	1,884	256,716
MAGPAS	1,030	522,581
Midlands Air Ambulance Charity	1,531	255,081
North West Air Ambulance Charity	2,462	378,456
Scotland's Charity Air Ambulance	1,031	183,631
The Air Ambulance Service	1,884	185,131
Thames Valley Air Ambulance	1,030	142,716
Wales Air Ambulance	1,030	522,631
Wiltshire Air Ambulance Charitable Trust	1,031	377,091
Yorkshire Air Ambulance Limited	1,031	255,081
	<u>35,734</u>	<u>6,007,132</u>

Included within the distributions above is £35,734 in grants to the associations listed in relation to the distribution of donations received in 2021 and payable in January 2022.

ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

11 Support costs

	Support costs	Governance costs	2021 Support costs	Governance costs	2020
	£	£	£	£	£
Staff costs	18,580	-	18,580	-	-
Travel and subsistence	4,773	-	4,773	5,068	5,068
Bank charges	592	-	592	1,829	1,829
Advertising and marketing	21,123	-	21,123	21,783	21,783
Printing, stationery and telephone	9,008	-	9,008	3,530	3,530
Legal and professional fees	45,964	-	45,964	50,186	50,186
IT, film and website costs	7,945	-	7,945	14,256	14,256
Insurance	4,538	-	4,538	2,583	2,583
Board and committee meetings	7,613	-	7,613	9,235	9,235
Other staff costs including interim finance consultant	6,844	-	6,844	16,662	16,662
General expenses	2,075	-	2,075	10,810	10,810
Audit fees	-	11,070	11,070	-	14,500
Legal and professional	-	13,810	13,810	-	17,747
	<u>129,055</u>	<u>24,880</u>	<u>153,935</u>	<u>135,942</u>	<u>168,189</u>
Analysed between					
Fundraising	14,835	-	14,835	48,954	51,354
Charitable activities	114,220	24,880	139,100	86,988	116,835
	<u>129,055</u>	<u>24,880</u>	<u>153,935</u>	<u>135,942</u>	<u>168,189</u>

Governance costs payable to the auditors include £11,070 for the audit fees of the group (2020: £8,100), £nil (2020: £4,000) for accountancy advice and £nil (2020: £2,400) in respect of grant assurance work

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021**

12 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the Charity during the year.

During the year six trustees were reimbursed travel, stationery and printing costs totalling £1,793 (2020: £448).

Grants to connected charities

During the year the Charity made grants to a number of Air Ambulance charities where Trustees are either Trustees of that charity or key management personnel.

Daryl Brown MBE DL who is also CEO of MAGPAS which received £1,030 during the year (2020: £552,581).

Amanda Mclean who is also CEO of Thames Valley Air Ambulance which received £1,030 during the year (2020: £ 142,716).

Anna Perry who is also CEO of Great Western Air Ambulance Charity which received £1,884 during the year (2020: £378,591).

David Welch who is also CEO of Air Ambulance Kent Surrey Sussex which received £9,781 during the year (2020: £381,192).

13 Employees

The average monthly number of employees during the year was:

	2021 Number	2020 Number
Fundraising staff	3	2
Administrative staff	1	1
Total	4	3

Employment costs

	2021 £	2020 £
Wages and salaries	174,694	133,198
Social security costs	15,108	9,327
Other pension costs	6,694	3,759
	196,496	146,284

The number of employees whose annual remuneration was more than £60,000 is as follows:

	2021 Number	2020 Number
£60,000 - £69,999	-	1

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021**

13 Employees

(Continued)

Pension contributions in respect of higher paid employees was £Nil (2020: £1,910)

The key management personnel of the Charity comprise the Trustees and Chief Executive Officer. The total amount of employee benefits inclusive of employer pension costs and employers national insurance was £58,118 (2020: £Nil)

14 Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. The charity's trading subsidiary has a tax charge for the year of £nil (2020: £nil)

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021**

15 Intangible fixed assets

Group

**Website
£**

Cost

At 1 January 2021 and 31 December 2021

22,018

Amortisation and impairment

At 1 January 2021 and 31 December 2021

22,018

Carrying amount

At 31 December 2021

-

At 31 December 2020

-

The intangible fixed assets included above relate to the website costs of the subsidiary, shown within these group accounts.

Charity

The charity has no intangible fixed assets (2020: £nil)

16 Tangible fixed assets

Group

**Computers
£**

Cost

At 1 January 2021

2,936

Additions

3,110

At 31 December 2021

6,046

Depreciation and impairment

At 1 January 2021

2,500

Depreciation charged in the year

1,143

At 31 December 2021

3,643

Carrying amount

At 31 December 2021

2,403

At 31 December 2020

436

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021**

16	Tangible fixed assets	(Continued)	
	Charity		Computers £
	Cost		
	At 1 January 2021		2,936
	Additions		3,110
	At 31 December 2021		6,046
	Depreciation and impairment		
	At 1 January 2021		2,500
	Depreciation charged in the year		1,143
	At 31 December 2021		3,643
	Carrying amount		
	At 31 December 2021		2,403
	At 31 December 2020		436
17	Debtors		
	Group		
		2021	2020
	Amounts falling due within one year:	£	£
	Funds awaiting collection	507	5,000
	Trade debtors	10,940	-
	Other debtors	-	80
	Prepayments and accrued income	40,476	22,714
		51,923	27,794
	Charity		
		2021	2020
	Amounts falling due within one year:	£	£
	Funds awaiting collection	507	5,000
	Amounts owed by subsidiary undertakings	41,844	2,589
	Prepayments	1,220	233
		43,571	7,822

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021**

18 Creditors: amounts falling due within one year

Group	2021 £	2020 £
Other taxation and social security	4,437	2,290
Trade creditors	12,555	1,798
Amounts committed for distribution	35,734	16,089
Accruals and deferred income	40,997	33,948
	<u>93,723</u>	<u>54,125</u>
Charity	2021 £	2020 £
Other taxation and social security	5,144	3,932
Trade creditors	11,619	1,438
Amounts committed for distribution	35,734	16,089
Other creditors	145	145
Accruals	17,211	11,749
	<u>69,853</u>	<u>33,353</u>

19 Retirement benefit schemes

Defined contribution schemes

The group operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the group in an independently administered fund.

The charge to profit or loss in respect of defined contribution schemes was £6,694 (2020 - £3,759).

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021**

20 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Balance at 1 January 2020	Movement in funds			Movement in funds			Movement in funds			Balance at 31 December 2021
		Incoming resources	Net distributions	Expenditure	Transfers from unrestricted funds	Balance at 1 January 2021	Incoming resources	Net distributions	Incoming resources	Net distributions	
	£	£	£	£	£	£	£	£	£	£	£
Anonymous donation	31	1,051	(1,082)	-	-	-	-	-	-	-	-
Material individual fund	-	4,000	(4,000)	-	-	-	-	-	-	-	-
VPLOUGH	-	350	(350)	-	-	-	-	-	-	-	-
Department for Health and Social Care -											
Covid-19 funds	-	6,000,000	(5,940,000)	(62,444)	2,444	-	-	-	-	-	-
Anonymous grant	-	50,000	(50,000)	-	-	-	-	-	-	-	-
Road Haulage Association	-	4,200	(4,200)	-	-	-	5,250	(5,250)	5,250	(5,250)	-
Bunzl	-	7,500	(7,500)	-	-	-	5,260	(5,260)	5,260	(5,260)	-
Savills	-	-	-	-	-	-	25,000	-	25,000	-	25,000
One off donations	-	-	-	-	-	-	50	-	50	-	50
Major donation	-	-	-	-	-	-	12,500	(12,500)	12,500	(12,500)	-
In memorium	-	-	-	-	-	-	435	(80)	435	(80)	355
BMW Airhead fellowship	-	-	-	-	-	-	944	(944)	944	(944)	-
UKATTS	-	-	-	-	-	-	11,700	(11,700)	11,700	(11,700)	-
	31	6,067,101	(6,007,132)	(62,444)	2,444	-	61,139	(35,734)	61,139	(35,734)	25,405

During the year, the charity received restricted income from several supporters. Donations from Savills (£25,000), UK Air Traffic Controllers Travel Section (£11,700), The Road Haulage Association (£5,250), and The BMW Airhead Fellowship (£944) were distributed equally or will be distributed equally between the UK's air ambulance charities. Bunzl Healthcare choose to restrict their donations throughout the year to the air ambulance charities whose operations covered their regional offices. All other restricted funds received during the year were restricted to specific air ambulance charities.

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021**

21 Analysis of net assets between funds

Group

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £
Fund balances at 31 December 2021 are represented by:						
Tangible assets	2,403	-	2,403	436	-	436
Current assets/(liabilities)	649,268	25,405	674,673	320,653	-	320,653
	<u>651,671</u>	<u>25,405</u>	<u>677,076</u>	<u>321,089</u>	<u>-</u>	<u>321,089</u>

Charity

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £
Fund balances at 31 December 2021 are represented by:						
Tangible assets	2,403	-	2,403	436	-	436
Current assets/(liabilities)	504,544	25,405	529,949	220,657	-	220,657
	<u>506,947</u>	<u>25,405</u>	<u>532,352</u>	<u>221,093</u>	<u>-</u>	<u>221,093</u>

22 Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is restricted to a sum not exceeding £10.

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021**

23 Related party transactions

Transactions with related parties

Group

During the year the group did not enter into any transactions with related parties outside of the group.

Charity

At the year end, the charity owed £145 (2020: £145) to Association of Air Ambulances Limited, a subsidiary company

All transactions with Trustees and other charities of which they are also trustees have been included on note 12 of these financial statements.

24 Subsidiaries

The charitable company is the sole member of Association of Air Ambulances Limited, a company registered in England and Wales, company number 08341197. All activities have been consolidated on a line by line basis in the statement of financial activities. A summary of the results of the subsidiary for the year ended 31 December 2021 is shown below:

Turnover:	£146,674	(2020: £127,766)
Profit/(Loss):	£44,727	(2020: £5,029)

The aggregate of assets, liabilities and funds was:

Assets:	£211,290	(2020: £125,435)
Liabilities:	£66,567	(2020: £25,439)
Funds:	£144,723	(2020: £99,996)

The charity became the sole member of the Association of Air Ambulances on 1 January 2020. The net assets of the subsidiary at the acquisition date were £94,967.

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021**

25	Cash generated from operations	2021 £	2020 £
	Surplus for the year	355,987	195,806
	Adjustments for:		
	Investment income recognised in statement of financial activities	-	(532)
	Gain on disposal of tangible fixed assets	-	(746)
	Depreciation and impairment of tangible fixed assets	1,143	1,233
	Movements in working capital:		
	(Increase)/decrease in debtors	(24,129)	6,702
	Increase/(decrease) in creditors	39,598	(146,087)
	Cash generated from operations	372,599	56,376
26	Analysis of changes in net funds		
	The Group had no debt during the year.		

ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD

England & Wales - Charity number 1161153

Accounts

Charity Registration No. 1161153

Company Registration No. 09391251 (England and Wales)

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)**

**ANNUAL REPORT AND CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020**

ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD (OPERATING AS AIR AMBULANCES UK) LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Mr D Brown	
	Ms A L Perry	
	Mr J M Christensen	
	Mr T D Howard	(Appointed 23 March 2020)
	Mrs H Benjamin (Chair of Trustees)	(Appointed 1 April 2020)
	Mrs A C McLean	(Appointed 1 April 2020)
	Mr A D Welch	(Appointed 1 April 2020)
	Dr M Williams	(Appointed 1 October 2020)
	Ms C Ashby Walters	(Appointed 1 October 2020)
Charity number	1161153	
Company number	09391251	
Registered office	One Bartholomew Close London EC1A 7BL	
Auditor	HW Fisher LLP Acre House 11-15 William Road London NW1 3ER	
Bankers	Handelsbanken 3 Thomas More Square London E1W 1WY	
	Lloyds Bank (due to be closed during 2021) 9-11 Poplar Road Solihull West Midlands B91 3AN	
Legal Advisors	BDB Pitmans One Bartholomew Close London EC1A 7BL	

ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD (OPERATING AS AIR AMBULANCES UK) CONTENTS

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**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
CHAIRMAN'S STATEMENT
FOR THE YEAR ENDED 31 DECEMBER 2020**

As I reflect on 2020, it is difficult to imagine a more extraordinary year for our Charity, but one which has drawn together all in the sector and facilitated an extensive collaboration between members, government representatives and a range of stakeholders.

We began the year celebrating our successful acquisition of the former professional trade body, the Association of Air Ambulances, which became a wholly owned subsidiary of AAUK, with effect from 01 January 2020.

While our small but highly effective team began working together, much detailed governance work continued at pace to combine the management and activities of both organisations. This culminated with the appointment of myself as the new independent Chair, and a new Board of Trustees being ratified by the Charity's AGM on 01 April 2020, signalling the start of a whole new era.

During this period, it was not only our world that was changing; the arrival of the COVID-19 global pandemic, meant that the whole world was also changing around us. Little did we know just how monumental and far-reaching the ramifications would be 12 months hence, and the enormous challenges that this would present for AAUK and the air ambulance sector, both in terms of service delivery and in the fundraising environment.

During the early days of the pandemic, AAUK successfully built central Government relationships to secure £6M in vital emergency funding to support the UK's 21 air ambulance charities through the immediate challenges around increased operational cost and loss of fundraising income due to the pandemic.

By quickly adapting to new digital technologies, we also crucially enabled more engagement and sharing of information across the sector than has ever been experienced before through establishing virtual meetings, forums and webinars encompassing all areas of expertise across air ambulance charity team members. This has included our highly successful CEO forum whereby the CEOs of our air ambulance charity Members virtually meet fortnightly to discuss issues, share learning and exchange information for the benefit of all.

Responding to the effect of the pandemic on mental health, we entered into a partnership with 87% to introduce the first-ever wellbeing app available to all air ambulance charity team members across the UK. The highly successful app provides its users with a means to track, monitor and understand their own wellbeing and easily access support where required. The partnership is also enabling the sector to better understand the wellbeing trends of the sector and identify priority areas for support.

I must thank my fellow Trustees for all the additional meetings which were required to support our ability to lead through the many challenges we were facing and the diversity of thought which came into the boardroom to enable quick decision making to support the members.

During the course of the year we also continued to focus on governance, regularly reviewing our risks and income and expenditure, as well as implementing new policies and procedures as we remained agile in reacting to the challenges of the pandemic. This included amendments to our reserves policy and the closure of our head office in Warwickshire, moving to an entirely home-based working structure, as part of ensuring our ongoing financial resilience.

We continued to research and develop our national fundraising pipeline, particularly adapting to the challenges in corporate fundraising through diversifying and growing some of our other income channels.

In total we raised £6,296,452 in fundraising income during 2020, including £6M in central Government funding and a further £276,140 in other grants, donations and legacies.

We made distributions to our beneficiary 21 air ambulance charities totalling £6,007,132 during the course of 2020, the highest delivered in the history of the Charity.

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
CHAIRMAN'S STATEMENT
FOR THE YEAR ENDED 31 DECEMBER 2020**

AAUK welcomed five new Trustees: three independent of association to an air ambulance charity, Claire Walters, Tim Howard and Matthew Williams as well as two elected members who are current serving CEOs of an air ambulance charity, Amanda McLean and David Welch. We have been lucky to have had continuity from John Christensen who was appointed as Senior independent Director and two elected members from the previous Air Ambulance Association board, Anna Perry and Daryl Brown. All bring a wealth of experience to the Board across operations and marketing, finance and clinical expertise, charitable governance, management, fundraising and delivery of air ambulance services.

We also said goodbye to our former Chair Liz Campbell and Trustees Jane Gurney, Patrick Peal, Martin Jeffrey and Adam Fawsitt. I would like to record my thanks for their valuable contributions to the Board over the past few years.

This year we also embarked upon the development of our new five-year strategy. This visionary and transformative piece of work was led by a team consisting of our Operations and Marketing Director Nikki Wright and elected Trustee David Welch, and supported by a consultant.

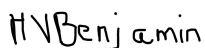
The framework of the strategy has been co-produced in continuous consultation with key stakeholders, ensuring throughout that it is aligned to the needs and priorities of our Members and beneficiaries and our exciting ambitions for the future.

The framework received widespread support from across our key stakeholders and will deliver a plan firmly based on collaboration, innovation and achieving excellence so that by working together we can enable air ambulance charities to deliver the best possible care in order to save even more lives and continually improve patient outcomes every day across the UK.

Another milestone step on this journey is the appointment of the Charity's first CEO in December 2020. Simmy Akhtar joined the team in 2021 and will be leading the delivery of the new five-year strategy and building on the great success that the Charity has achieved so far.

It is great testament to our hard working and passionate team, our experienced Board members, our generous donors, our highly valued Members, and our engaged beneficiaries that we have faced these challenges together, with tenacity and resilience in order to have achieved such great success this year in this quite extraordinary year

I am incredibly excited about the challenges ahead and have every confidence in our continued success during 2021.



Mrs H Benjamin
Independent Chair of Trustees AAUK
Dated: 8 June 2021

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)
FOR THE YEAR ENDED 31 DECEMBER 2020**

The Trustees present their report and financial statements for the year ended 31 December 2020.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with the Charity's Articles of Association, the Companies Act 2006, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019)".

Objectives and activities

As part of the Charity's 2020 acquisition with the former professional trade membership body, the Association of Air Ambulance Ltd, its Memorandum and Articles, incorporated 15/01/2015, were amended on 31 December 2019 and 01 April 2020 to reflect the wider remit of its activities encompassing membership services.

Charitable objects

As amended 01 April 2020

The Charity's objects (Objects) are specifically restricted to relieving sickness and injury in the UK by: 1 assisting in the provision of financial and other support to established local air ambulance services, including, but not limited to making grants available to Air Ambulance Charities, NHS Trusts and ambulance Trusts; and 2 the delivery of related services to improve patient outcomes, including but not limited to the running of conferences and dissemination of information.

Public Benefit

The Trustees confirm that they have paid due regard to the guidance given by the Charity Commission on public benefit. The Charity distributes the money it collects to the 21 Air Ambulance Charities that use an aircraft to provide emergency medical services to the public. The funds from the AAUK enable these charities to continue to improve delivery of services to anyone in the UK who needs them.

Fundraising activities

Air Ambulances UK raises funds from the public, from corporates as well as trusts and foundations.

- The charity undertakes fund-raising through our own internal resources with two members of staff, the Fundraising and Communications Manager throughout 2020 as well as the Head of Fundraising and Communications until March 2020, temporarily acting up into the role of Operations and Marketing Director as of April 2020. We do not commission a professional fund-raiser but have one commercial participator as a publishing group who abides by the Fundraising Regulator's Code of Fundraising Practice.
- The charity is registered with the Fundraising Regulator.
- The charity monitors fund-raising via quarterly Board meetings.
- The charity received no complaints about activities for the purpose of fund-raising in 2020. The charity has a fundraising complaints procedure in place.
- The charity has GDPR and safeguarding policies in place.
- The charity had support from a volunteer for 6 weeks during 2020, helping with fundraising administration. Our volunteers are subject to a Volunteer Agreement.

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020**

Grant making policy

The Charity has reviewed its grant making policy this year to ensure it achieved its object for the public benefit to improve lifesaving emergency services and to improve transparency.

As envisaged by the object, the Directors' intention is primarily to support the local air ambulance services.

The Directors consider that the most efficient and effective way of furthering this purpose is by making grants to organisations registered with the Charity Commission for England and Wales, the Office of the Scottish Charity Regulator or the Charity Commission for Northern Ireland which operate a free helicopter emergency service and are tasked by one or more NHS Ambulance Trusts for that purpose ('Air Ambulance Charities').

No grants will be distributed to beneficiaries unless they are Air Ambulance Charities.

AAUK works closely with these recognised Air Ambulance Charities of the UK which deliver the UK Air Ambulance prehospital advanced critical care services.

Donors can state whether they wish their donation to be distributed equally between all Air Ambulance Charities, to the Air Ambulance Charities in a specific region, or to one or many individually named Air Ambulance Charities.

In the absence of a donor instruction, the donation will be distributed equally between all Air Ambulance Charities, subject to the due diligence provisions below.

Trustees may decide to withhold distributions from beneficiaries if they are –

- a. Under-investigation by an official regulator or,
- b. Receipt of the distribution is judged likely to bring AAUK into disrepute
- c. Believed not to be adhering to the code of conduct

When distributions are withheld it is recommended that for –

- a. **Ordinary** distributions the amount that would have been paid is provided for in the accounts pending resolution
- b. **Extraordinary** distributions
 - i. the amount that would have been paid is provided for in the accounts pending resolution, or
 - ii. the beneficiary is informed of their ineligibility and removed from the process.

When deciding to withhold a distribution or exclude a beneficiary Trustees must have mind to the objective application of the criteria and must inform the beneficiary of their decision.

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the Charity should undertake.

Achievements and performance

During its first full year as a combined entity delivering both funding and membership services to the air ambulance sector, the Charity has achieved great success.

It has been instrumental in supporting its air ambulance charity Members through the COVID-19 pandemic, delivering more funding and collaboration across the sector than has perhaps been seen before.

ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD (OPERATING AS AIR AMBULANCES UK) TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2020

Some key highlights across the year include:

- Raising and distributing a total of over £6,000,000 in funding across our 21 air ambulance charity beneficiaries
- Attracting highly valued Members including 18 air ambulance charities, Airbus, Leonardo, BMW, British Helicopter Association and Specialist Aviation Services
- Enabling the highest-ever level of engagement across the air ambulance sector through harnessing technology to introduce virtual meetings, forums and webinars for ambulance charities to exchange information and share learning and advice across the UK for the benefit of all
- Increasing the profile of the air ambulance sector through launching the first-ever UK-wide integrated Air Ambulance Week campaign engaging millions around the country, supported by HRH Duke of Cambridge
- Introducing 'Webinar Week' with sector and industry-leading speakers bringing knowledge, insight and learnings to the air ambulance community
- Spearheading projects with Child Bereavement UK and 87% helping to support non-mandatory training and wellbeing of teams across the UK
- Beginning the process of achieving enhanced service evaluation with our collaborative NHS Digital project
- Liaising with other stakeholders across the UK in peer organisations to share experiences, including Maritime Coastguard agency, UKSAR, British Helicopter Association, National Ambulance Resilience Unit, Royal Air Force and Civil Aviation Authority
- Continuing to build our fundraising pipeline with a range of partnerships, particularly focussing on those with a national perspective, for which the individual charities are not eligible/do not meet criteria
- Continuing to build our profile and increase engagement levels across our website and social media channels
- Developing an exciting robust five-year strategy, coproduced with key stakeholders focussed on collaboration and innovation to enable air ambulance charities to save even more lives and continually improve patient outcomes

Although some of our other previous usual events and activities were unfortunately curtailed due to COVID-19, such as the face-to-face Members' Forums, our national conference and awards and national Operational and Clinical committees, we nonetheless saw an incredibly powerful step-change in the level of engagement and support. We will review how these events will evolve and learn from the new experiences we had to adapt during the Covid 19 pandemic experience.

Our achievements during the first year operating as a unified membership and fundraising charity for the air ambulance sector have been warmly welcomed by our Members, beneficiaries and partners.

Financial review

The Charity's total income has increased this year to £6,518,915 from £400,173 in the previous year. The income in 2020 includes income from donations and legacies (£6,296,452), other charitable activities from the wholly owned subsidiary Association of Air Ambulances Limited (AAA Ltd) for the first year as a combined entity (£126,218), the gift arising on acquisition of AAA Ltd (£94,967) as well as other income (£1,278).

The Charity's total fundraising income from donations and legacies this year was £6,296,452 rising significantly from the previous year (2019: £399,622).

This was as a result of securing £6M in central Government funding to support the UK's 21 air ambulance charities through the COVID-19 pandemic, alongside an additional £50,000 COVID-19 grant and a further £226,140 received in other grants, donations and legacies. There were also £20,312 donated goods and services (Air Ambulance Campaign and a webinar talk).

Of the £6M in Government funding, AAUK received a 1% share totalling £60,000 to support its operation through the challenges of COVID-19. Funds were used to deliver COVID-19 support to the air ambulance charities as well as associated COVID increased costs such as legal, insurance and audit activities.

The Charity's wholly owned subsidiary the AAA Ltd, received a total of £94,650 in Membership income.

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020**

The total number of Members was 27, including 18 air ambulance charities and nine other air ambulance sector organisations including Airbus, Leonardo, BMW, Specialist Aviation Services, Lottery Fundraising Services, Tower Lotteries and British Helicopter Association, NHS Partnership and Aeroptimo.

Combined total donations and legacies as well as membership income was £6,391,102.

Expenditure on raising charity funds (fundraising and publicity) increased from £109,857 in 2019 to £155,541 in 2020. Most of this increase is due to staff costs of £103,226 (2019: £80,936) resulting from a full year of the Fundraising and Communications Manager costs and the addition of a Finance Manager in October 2020, and additional support costs of unpaid voluntary services of £20,312 of Air Ambulance Campaign and a webinar talk.

Charitable activity costs of AAA Ltd of £123,483 with £43,058 staff costs as well as £80,153 support costs as main categories were added in 2020 following the acquisition.

Charitable expenditure increased to £6,167,568 from £271,090 in 2019, of which £6,007,132 was in the form of grants distributed to Air Ambulance Services. This was the result of the large amount of funding secured from central Government to support the charities through COVID-19. Before the acquisition, charitable activity costs referred to grants payable and a proportion of support and governance costs, whereas in 2020 this also includes the charitable activity costs of AAA Ltd

	2020	2019
Funds raised – excl. AAA Ltd charitable activities and gift arising on acquisition, but including unpaid voluntary services	£6,297,730	£400,173
Total distribution	£6,007,132	£232,939

Funds

The Charity's total funds at 31st December 2020 were £321,089 (2019: £125,283).

In 2020 a total of £6,007,132 restricted income was distributed through one ordinary and three extraordinary distributions.

Extraordinary distributions

May 2020 £50,000 COVID-19 Trust emergency grant
July 2020 £2,940,000 COVID-19 Government grant (Wave 1)
August 2020 £3,000,000 COVID-19 Government grant (Wave 2)

All restricted funds received in 2020 were distributed.

The balance of £321,089 (2019: £125,252) therefore represents the Charity's free reserves.

Reserves Policy

The Charity has developed a reserves policy that identifies and plans for the maintenance of the primary activity, the support of the local air ambulance services, and reflects the risks associated with the Charity's business model, spending commitments, potential liabilities and financial forecasts.

The Board reviews the reserves policy at the end of every financial year in order to assess its validity in light of current circumstances.

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020**

Ordinarily AAUK will distribute funds to its beneficiaries twice per year.

- a. An **interim** distribution based upon Q1-Q3 (January-September) income will be resolved upon at the December meeting of Trustees.
- b. A **final** distribution based upon the finalised accounts for the year (Q4) will be resolved upon at the following May/June meeting of Trustees.

Ordinary distributions will be determined as follows –

- a. **Restricted** funds will be distributed as per the restrictions stipulated.
- b. **Unrestricted** funds will be distributed amongst all beneficiaries (currently 21). The **amount** to be distributed will be guided by a consideration of –
 - i. Free reserves (i.e. Unrestricted funds less designated funds and fixed assets)
 - ii. Less a provision for six months running costs (fundraising, governance, and support costs). This six-month period may be extended at the full discretion of the Trustees in times that they judge to be difficult fundraising environments
 - iii. Less any debtors not yet received at the time of the decision.

Reference and administrative details

Charity number: 01161153

Company number: 09391251

Registered Office: One Bartholomew Close, London EC1A 7BL

Our advisors

Auditors: HW Fisher LLP

Legal: BDB Pitmans, One Bartholomew Close, London EC1A 7BL

Bankers: Handelsbanken, 3 Thomas More Square, London E1W 1WY

Lloyds Bank, 9-11 Poplar Road, Solihull, West Midlands B91 3AN

Risk assessment, audit and management

The Trustees review the risks facing the Charity and the steps needed to mitigate them.

The Board has a risk policy and identified risk register with control systems designed to respond to and mitigate risk.

The risk register is reviewed at each board meeting and the trustees assess whether new risks have emerged or whether any of the identified risks have changed in severity.

The Trustees consider that the formulated plans to deal with such risks are appropriate at present.

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020**

The current major risks facing the Charity are:

1. COVID-19 pandemic

Hazards

Loss of key staff
Loss of income
Loss of members
Regulatory changes

Mitigating measures

Staff have home working ability
Key business process shared
Monthly monitoring of finances
Direct dialogue with Government departments and MPs
Monthly member CEO and Director level meetings

2. Insufficient funds

Hazards

Income drops below target
Costs exceed budget

Mitigating measures

Quarterly board review of finances
Pipeline for fundraising initiatives in place
Follow the AAUK reserves policy
Reduction of distribution of funds to members
Reduce costs through dialogue with the AAUK Board of Directors

3. Loss of key personnel

Hazards

1. Short term efficiency impaired

Mitigating measures

Trustees instigate recruitment of new key personnel with Senior Manager
Review Insurance provision, make claim as necessary
Ensure AAUK Board of Directors review employee terms and conditions of employment
Organisational Development plan underway

Going Concern

The Charity has a strong reserve position and has sufficient available resources, as demonstrated by the level of general funds above. We have adequate financial resources and are well placed to manage the business risks. Our planning process, including financial projections, has taken into consideration the current economic climate including the effect of the Covid-19 outbreak and its potential impact on the various sources of income and planned expenditure. We have prudently trimmed our spending plans to buffer an element of the Covid-19 funding impact. Our cash deposits could easily be drawn down should working capital be required. We believe that there are no material uncertainties that call into doubt the Charity's ability to continue. The accounts have therefore been prepared on the basis that the Charity is a going concern.

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020**

Future Developments

With the delivery of a successful acquisition of the Association of Air Ambulances Ltd the trustees aim to grow the organisation's ambitions further during 2021 and provide a wider range of beneficial opportunities to support an improvement in the service Air Ambulance Charities deliver to patients and their families. These will include:

- Becoming the respected and trusted 'one voice' for the air ambulance sector
- Increasing the level of national fundraising support to the sector and broadening income channels in order to increase our fundraising and achieve the best possible consistent ROI
- Building even closer relationships with our 21 beneficiary Air Ambulance Charities in order to achieve more through UK-wide collaborative projects, including NHS Digital
- Offering membership of the charity to organisations critical to the delivery of an optimum service to patients to build closer, mutually beneficial relationships
- Bringing Members together to collaborate on national operational and clinical development innovation projects such as national service evaluation
- Further improving our use of digital technology to enable even more sharing of good practice, swift real-time exchange of information and expertise and learnings across the UK via virtual Members' Forums, meetings and webinars
- Effectively build Government relationships on key issues affecting our Members through the reforming of our All Party Parliamentary Group
- Raising the national profile of Air Ambulances UK and the work of the whole Air Ambulance sector through campaigns and PR initiatives
- Holding a virtual national conference and awards
- Bringing the latest news to the sector by better promoting the work of all our Members on the AAUK website, our social and other media and other engagement activities
- Ensuring the Charity adheres to the highest standards of Governance, ensuring the confidence of donors and our beneficiary Air Ambulance Charities

ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD (OPERATING AS AIR AMBULANCES UK) TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2020

Structure, governance and management

The Association of Air Ambulances (Charity) Ltd is a Company Limited by Guarantee registered at the Charity Commission for England and Wales. It is governed by its Memorandum and Articles of Association.

Constitution

The Charitable Company was incorporated on 15 January 2015 and registered at the Charities Commission on 1 April 2015. The liability of each member is restricted to a sum not exceeding £10.

The Board of Trustees meets quarterly receiving reports from its contracted accountants and members of staff. In 2020 we adopted additional virtual meetings due to the pandemic.

During these meetings the Risk Audit, Management Accounts, Activities and Reports are presented and debated with Trustees taking decisions as needed.

A policy of delegated authority exists which allows the day-to-day running of the Charity to be managed between the staff and independent Trustees. Decisions are made after discussions and consultations in their meetings.

The Board of Trustees agrees annually the budget of the Charity.

Following the acquisition in 2020, the Head of Fundraising and Communications temporarily acted-up into the role of Operations and Marketing Director, pending the appointment of the Charity's first CEO.

In October 2020 a Finance Manager was appointed.

In December 2020 the Charity went out for recruitment for its first CEO.

During 2020 the core team increased from three to four persons as part of a strategy to provide a focussed team on a permanent basis rather than several interim arrangements to ensure corporate memory can be maintained.

We would like to thank our Bookkeeper, Diane Scriven, who left at the end of December 2020 for all her contributions and support to the organisation.

Directors and Trustees

The Trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

Ms F E Campbell	(Appointed 1 January 2020 and resigned 1 April 2020)
Ms S J Gurney	(Appointed 1 January 2020 and resigned 1 April 2020)
Mr P G Peal	(Appointed 1 January 2020 and resigned 1 April 2020)
Mr A Fawsitt	(Appointed 1 January 2020 and resigned 8 June 2020)
Mr M P Jeffery	(Appointed 1 January 2020 and resigned 30 September 2020)
Mr D Brown	
Ms A L Perry	
Mr J M Christensen	
Mr T D Howard	(Appointed 23 March 2020)
Mrs H Benjamin (Chair of Trustees)	(Appointed 1 April 2020)
Mrs A C McLean	(Appointed 1 April 2020)
Mr A D Welch	(Appointed 1 April 2020)
Dr M Williams	(Appointed 1 October 2020)
Ms C Ashby Walters	(Appointed 1 October 2020)

Overall control of the Charitable Company is with Trustees

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020**

Trustee induction and training

The recruitment of Trustees is led by an audit of the skills held by the members of the Board.

In 2020 six new members of the Board were appointed by the Charity; a new independent Chair, three independent Trustees and two elected Trustees.

Directors and the Chairman are appointed by an open recruitment process using both search and advertisement as appropriate, against an agreed person profile and job specification and a skills audit review. Shortlisted candidates are interviewed by a Nominations Committee selected by the Board who make a recommendation to the Board. The AGM of the Charity confirms all new appointments.

Following the review of the Articles for the new merged organisation four member nominated Directors representatives were confirmed at the AGM in 2020. At the same time all Independent Trustees and the Independent Chair of Trustees were also ratified by the membership.

New Trustees undergo a formal induction process covering, governance, risk management, financial systems and agreed procedures.

Disclosure of information to auditor

In so far as the trustees are aware:

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

The Trustees' report was approved by the Board of Trustees.

H Benjamin

Mrs H Benjamin

Independent Chair

Dated: 8 June 2021

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
STATEMENT OF TRUSTEES' RESPONSIBILITIES
FOR THE YEAR ENDED 31 DECEMBER 2020**

The Trustees, who are also the directors of Association of Air Ambulances (Charity) Ltd for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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

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

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

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Companies Act 2006 and the Charities Act 2011. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD (OPERATING AS AIR AMBULANCES UK) INDEPENDENT AUDITOR'S REPORT

TO THE TRUSTEES OF ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD

Opinion

We have audited the consolidated financial statements of the Association of Air Ambulances (Charity) Ltd (the 'parent charity') and its subsidiaries ('the group') for the year ended 31 December 2020 which comprise the consolidated statement of financial activities, the consolidated balance sheet, the charity balance sheet, the consolidated statement of cash flows and the notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including 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 Parent charitable company's affairs as at 31 December 2020 and of the Group's incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the 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 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 contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
INDEPENDENT AUDITOR'S REPORT (CONTINUED)
TO THE TRUSTEES OF ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD**

Opinions on other matters prescribed by the Companies Act 2006

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

- the information given in the Trustees' report, which includes 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 directors' report included within the Trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and the parent charity and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the trustees' 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 charity, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the Trustees' report and from the requirement to prepare a strategic report.

Responsibilities of Trustees

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

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
INDEPENDENT AUDITOR'S REPORT (CONTINUED)
TO THE TRUSTEES OF ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD**

As part of our planning process:

- We enquired of management the systems and controls the parent charity has in place, the areas of the financial statements that are most susceptible to the risk of irregularities and fraud, and whether there was any known, suspected or alleged fraud. The charity did not inform us of any known, suspected or alleged fraud.
- We obtained an understanding of the legal and regulatory frameworks applicable to the company. We determined that the following were most relevant: the Charity SORP, FRS 102, Charities Act 2011, Companies Act 2006.
- We considered the incentives and opportunities that exist in the charity, including the extent of management bias, which present a potential for irregularities and fraud to be perpetuated, and tailored our risk assessment accordingly.
- Using our knowledge of the charity, together with the discussions held with the charity at the planning stage, we formed a conclusion on the risk of misstatement due to irregularities including fraud and tailored our procedures according to this risk assessment.

The key procedures we undertook to detect irregularities including fraud during the course of the audit included:

- Identifying and testing journal entries and the overall accounting records, in particular those that were significant and unusual.
- Reviewing the financial statement disclosures and determining whether accounting policies have been appropriately applied.
- Reviewing and challenging the assumptions and judgements used by management in their significant accounting estimates, in particular in relation to gifts in kind
- Assessing the extent of compliance, or lack of, with the relevant laws and regulations.
- Assessing the validity of the classification of income, expenditure, assets and liabilities between unrestricted and restricted funds.
- Obtaining third-party confirmation of material bank and loan balances.
- Documenting and verifying all significant related party and consolidated balances and transactions.
- Reviewing documentation such as the charity board minutes for discussions of irregularities including fraud.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements even though we have properly planned and performed our audit in accordance with auditing standards. The primary responsibility for the prevention and detection of irregularities and fraud rests with the trustees of the charity.

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

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
INDEPENDENT AUDITOR'S REPORT (CONTINUED)**

TO THE TRUSTEES OF ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD

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 charitable company's members those matters we are required to state to them in an auditors' 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.

HW Fisher LLP

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Sailesh Mehta (Senior Statutory Auditor)
for and on behalf of HW Fisher LLP

Chartered Accountants
Statutory Auditor
Acre House
11-15 William Road
London
NW1 3ER
United Kingdom

8 June 2021

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES
INCLUDING INCOME AND EXPENDITURE ACCOUNT
FOR THE YEAR ENDED 31 DECEMBER 2020**

		Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £	Unrestricted funds 2019 £	Restricted funds 2019 £	Total 2019 £
Notes							
Income and endowments from:							
Donations and legacies	3	229,351	6,067,101	6,296,452	376,306	23,316	399,622
Charitable activities	4	126,218	-	126,218	-	-	-
Investments	5	532	-	532	551	-	551
Gift arising on acquisition of Association of Air Ambulances Limited	6	94,967	-	94,967	-	-	-
Other income	7	746	-	746	-	-	-
Total income		451,814	6,067,101	6,518,915	376,857	23,316	400,173
Expenditure on:							
Raising funds	8	93,097	62,444	155,541	109,857	-	109,857
Charitable activities	9	160,436	6,007,132	6,167,568	240,142	30,948	271,090
Total resources expended		253,533	6,069,576	6,323,109	349,999	30,948	380,947
Net incoming/ (outgoing) resources before transfers		198,281	(2,475)	195,806	26,858	(7,632)	19,226
Gross transfers between funds		(2,444)	2,444	-	-	-	-
Net income/(expenditure) for the year/ Net movement in funds		195,837	(31)	195,806	26,858	(7,632)	19,226
Fund balances at 1 January 2020		125,252	31	125,283	98,394	7,663	106,057
Fund balances at 31 December 2020		321,089	-	321,089	125,252	31	125,283

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
CONSOLIDATED BALANCE SHEET
AS AT 31 DECEMBER 2020

	Notes	2020 £	£	2019 £	£
Fixed assets					
Intangible assets	15	-	-	-	-
Tangible assets	16	436	436	1,340	1,340
Current assets					
Debtors	17	27,794		34,496	
Cash at bank and in hand		346,984		289,659	
		374,778		324,155	
Creditors: amounts falling due within one year	18	(54,125)		(200,212)	
Net current assets			320,653		123,943
Total assets less current liabilities			321,089		125,283
Income funds					
Restricted funds	20	-	-	31	31
Unrestricted funds		321,089	321,089	125,252	125,252
			321,089		125,283

The financial statements were approved by the Trustees on 8 June 2021

H Benjamin

Mrs H Benjamin
Trustee

Company Registration No. 09391251

ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
CHARITY BALANCE SHEET
AS AT 31 DECEMBER 2020

	Notes	2020 £	£	2019 £	£
Fixed assets					
Tangible assets	16		436		1,340
Current assets					
Debtors	17	7,822		34,496	
Cash at bank and in hand		246,188		289,659	
		<u>254,010</u>		<u>324,155</u>	
Creditors: amounts falling due within one year	18	<u>(33,355)</u>		<u>(200,212)</u>	
Net current assets			220,655		123,943
Total assets less current liabilities			<u>221,091</u>		<u>125,283</u>
Income funds					
Restricted funds	20		-		31
Unrestricted funds			221,091		125,252
			<u>221,091</u>		<u>125,283</u>

The Charitable Company uses the exemption contained in section 408 of the Companies Act 2006 in not preparing a separate Income and Expenditure account for the Charitable Company as a separate entity. The net income for the Charitable Company alone for the year to 31 December 2020 was £95,810 (2019: £19,226)

The financial statements were approved by the Trustees on 8 June 2021

H Benjamin

Mrs H Benjamin
Trustee

Company Registration No. 09391251

ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
CONSOLIDATED STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2020

	Notes	2020 £	£	2019 £	£
Cash flows from operating activities					
Cash generated from/(absorbed by) operations	25		56,376		(160,423)
Investing activities					
Purchase of tangible fixed assets		(329)		(530)	
Proceeds on disposal of tangible fixed assets		746		-	
Investment income received		532		551	
Net cash generated from investing activities			949		21
Net cash used in financing activities			-		-
Net increase/(decrease) in cash and cash equivalents			57,325		(160,402)
Cash and cash equivalents at beginning of year			289,659		450,061
Cash and cash equivalents at end of year			346,984		289,659

ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD (OPERATING AS AIR AMBULANCES UK) NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

1 Accounting policies

Charity information

Association of Air Ambulances (Charity) Ltd is a private company limited by guarantee incorporated in England and Wales. The registered office is One Bartholomew Close, London, EC1A 7BL.

The Association of Air Ambulances (Charity) Ltd is a facilitator for all air ambulance charities that have contractual rights over a helicopter used for emergency medical missions. It is responsive to donors who wish to donate to multiple air ambulance charities.

1.1 Accounting convention

The financial statements have been prepared in accordance with the Charity's governing document, the Companies Act 2006, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The Charity is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the Charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

The Trustees have considered the effect of the ongoing global Covid-19 pandemic. The Trustees consider that the pandemic is likely to continue to cause a significant diminution of the Charity's income and attenuation of the Charity's activities. Membership receipts due to The Association of Air Ambulances Ltd, acquired at the start of the year, are largely as expected. Extensive revisions have been made to the expenditure plans of the combined organisation. At the time of approving the financial statements, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Group financial statements

The financial statements consolidate the results of the charity and its wholly owned subsidiary Association of Air Ambulances Limited on a line-by-line basis. Transactions and balances between the charity and its subsidiary have been eliminated from the consolidated financial statements. Balances between the two companies are disclosed in the notes of the charity's balance sheet. A separate Statement of Financial Activities and Income and Expenditure Account for the charity has not been presented because the charity has taken advantage of the exemption afforded by section 408 of the Companies Act 2006

1.4 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.5 Income

Income is recognised when the Charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020**

1 Accounting policies

(Continued)

Cash donations are recognised on receipt. Other donations are recognised once the Charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the Charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

Donated services and assets are recognised at the value of the gift to the Charity which is the amount the Charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market. They are included in the SOFA and balance sheet as appropriate.

Government grants are recognised at the fair value of the asset received or receivable when there is reasonable assurance that the grant conditions will be met and the grants will be received.

A grant that specifies performance conditions is recognised in income when the performance conditions are met. Where a grant does not specify performance conditions it is recognised in income when the proceeds are received or receivable. A grant received before the recognition criteria are satisfied is recognised as a liability.

1.6 Expenditure

All expenditure is included on an accruals basis and is recognised when there is a legal or constrictive obligation to pay for expenditure. The Charitable Company is not registered for VAT and accordingly charity expenditure is shown gross of irrecoverable VAT. The subsidiary is VAT registered, therefore trading expenditure is included net of recoverable VAT.

Governance costs include costs associated with meeting the constitutional and statutory requirements of the charity.

Charitable expenditure comprises those costs incurred in the delivery of its activities and services for the beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Grants are accrued when confirmed and paid or are accrued for when a commitment has been agreed to be paid to a recipient.

1.7 Intangible fixed assets other than goodwill

Intangible assets acquired separately from a business are recognised at cost and are subsequently measured at cost less accumulated amortisation and accumulated impairment losses.

Amortisation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Website	2 years straight line
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**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020**

1 Accounting policies (Continued)

1.8 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Fixtures and fittings	3 years straight line
Computers	3 years straight line

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in net income/(expenditure) for the year.

1.9 Impairment of fixed assets

At each reporting end date, the Charity reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.10 Cash and cash equivalents

Cash and cash equivalents include cash in hand and deposits held at call with banks.

1.11 Financial instruments

The Charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments. The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Except for fixed assets and investments, basic financial instruments are recognised as the amount payable or receivable when the instrument is first recognised together with any subsequent transaction costs but modified in respect of trade debtors for an assessment of potential bad debt.

1.12 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.13 Leases

Rentals payable under operating leases, including any lease incentives received, are charged as an expense on a straight line basis over the term of the relevant lease.

2 Critical accounting estimates and judgements

In the application of the Charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated 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 ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

The principal accounting estimates relate to the valuation of gifts in kind, which are included at the cost price the charity would have paid for the services; the value in the accounts is £20,312.

ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020

3 Donations and legacies

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2020	2020	2020	2019	2019	2019
	£	£	£	£	£	£
Donations and gifts	168,145	67,101	235,246	185,486	23,316	208,802
Legacies receivable	40,894	-	40,894	190,820	-	190,820
Government grants receivable	-	6,000,000	6,000,000	-	-	-
Donated goods and services	20,312	-	20,312	-	-	-
	<u>229,351</u>	<u>6,067,101</u>	<u>6,296,452</u>	<u>376,306</u>	<u>23,316</u>	<u>399,622</u>

There are a number of legacies due to be received by the Charity, but the timings and amounts are as yet uncertain.

Grants receivable for core activities

Department for Health and Social Care - Covid-19 grant

-	6,000,000	6,000,000	-	-	-
<u>-</u>	<u>6,000,000</u>	<u>6,000,000</u>	<u>-</u>	<u>-</u>	<u>-</u>

4 Charitable activities

	2020	2019
	£	£
Fundraising regulator	31,308	-
Membership subscriptions	94,650	-
Sundry income	260	-
	<u>126,218</u>	<u>-</u>

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020**

5 Investments

	Unrestricted funds	Unrestricted funds
	2020	2019
	£	£
Interest receivable	532	551

6 Gift arising on acquisition of Association of Air Ambulances Limited

The charity became the sole member of the Association of Air Ambulances on 1 January 2020. The net assets of the subsidiary at the acquisition date, of £94,967, have been gifted to the group, and are showing within income on the consolidated Statement of Financial Activities.

7 Other income

	Unrestricted funds	Total
	2020	2019
	£	£
Net gain on disposal of tangible fixed assets	746	-

8 Raising funds

	Unrestricted funds	Restricted funds	Total	Unrestricted funds
	2020	2020	2020	2019
	£	£	£	£
<u>Fundraising and publicity</u>				
Seeking donations, grants and legacies	-	2,400	2,400	-
Staff costs	48,825	54,401	103,226	80,936
Depreciation and impairment	961	-	961	886
Support costs	43,311	5,643	48,954	28,035
	<u>93,097</u>	<u>62,444</u>	<u>155,541</u>	<u>109,857</u>

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020**

9 Charitable activities

	Charitable activities 2020 £	Charitable activities 2019 £
<u>Charitable activities</u>		
Staff costs	43,058	-
Depreciation and impairment	272	-
Management charge	271	8,927
	43,601	8,927
Grant funding of activities (see note 10)	6,007,132	232,939
Share of support costs (see note 11)	86,988	16,482
Share of governance costs (see note 11)	29,847	12,742
	6,167,568	271,090
Analysis by fund		
Unrestricted funds	160,436	240,142
Restricted funds	6,007,132	30,948
	6,167,568	271,090

ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020

10 Grants payable

	Total 2020	Total 2019
	£	£
Grants to institutions:		
Air Ambulance Northern Ireland	185,081	9,959
Cornwall Air Ambulance Trust	522,581	9,959
Devon Air Ambulance Trust	142,716	12,040
The Dorset and Somerset Ambulance Charity	183,716	12,040
East Anglian Air Ambulance	142,631	9,959
Essex and Herts Air Ambulance Trust	142,581	10,113
Great North Air Ambulance Service	522,631	9,959
Great Western Air Ambulance Charity	378,591	12,040
Hampshire and Isle of Wight Air Ambulance	142,716	12,040
Air Ambulance Kent Surrey Sussex	381,192	19,038
Lincs and Notts Air Ambulance Charitable Trust	183,581	9,959
London's Air Ambulance Charity	256,716	12,040
MAGPAS	522,581	9,959
Midlands Air Ambulance Charity	255,081	9,959
North West Air Ambulance Charity	378,456	9,959
Scotland's Charity Air Ambulance	183,631	9,959
The Air Ambulance Service	185,131	12,040
Thames Valley Air Ambulance	142,716	9,959
Wales Air Ambulance	522,631	9,959
Wiltshire Air Ambulance Charitable Trust	377,091	12,040
Yorkshire Air Ambulance Limited	255,081	9,959
	<u>6,007,132</u>	<u>232,939</u>

The trustees have decided to include within the distributions above £17,132 in grants to the associations listed in relation to the distribution of donations received in 2020 and payable in April 2021. This includes £1,043 which has effectively been distributed in advance due to an over-distribution in the prior year. The balance of £16,089 will be paid in April 2021.

ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020

11 Support costs

	Support costs	Governance costs	2020	Support costs	Governance costs	2019
	£	£	£	£	£	£
Travel and subsistence	5,068	-	5,068	9,344	-	9,344
Bank charges	1,829	-	1,829	637	-	637
Advertising and marketing	21,783	-	21,783	7,967	-	7,967
Printing, stationery and telephone	3,530	-	3,530	1,396	-	1,396
Legal and professional fees	50,186	-	50,186	4,960	-	4,960
IT, film and website costs	14,256	-	14,256	12,420	-	12,420
Insurance	2,583	-	2,583	1,088	-	1,088
Board and committee meetings	9,235	-	9,235	846	-	846
Other staff costs including interim finance consultant	16,662	-	16,662	2,547	-	2,547
General expenses	10,810	-	10,810	3,312	-	3,312
Audit fees	-	14,500	14,500	-	4,300	4,300
Legal and professional	-	17,747	17,747	-	8,442	8,442
	<u>135,942</u>	<u>32,247</u>	<u>168,189</u>	<u>44,517</u>	<u>12,742</u>	<u>57,259</u>
Analysed between						
Fundraising	48,954	2,400	51,354	28,035	-	28,035
Charitable activities	86,988	29,847	116,835	16,482	12,742	29,224
	<u>135,942</u>	<u>32,247</u>	<u>168,189</u>	<u>44,517</u>	<u>12,742</u>	<u>57,259</u>

Governance costs payable to the auditors include £8,100 for audit fees of the group (2019: charity only £4,300), £4,000 (2019: Nil) for accountancy advice and £2,400 (2019: Nil) in respect of grant assurance work.

**ASSOCIATION OF AIR AMBULANCES (CHARITY) LTD
(OPERATING AS AIR AMBULANCES UK)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020**

12 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the Charity during the year.

During the year, expenses were reimbursed to Liz Campbell for the total amount of £182 (2019: £325) for travel costs.

During the year, expenses were reimbursed to Anna Perry for the total amount of £89 (2019: £nil) for travel costs.

During the year, expenses were reimbursed to Daryl Brown for the total amount of £61 (2019: £nil) for travel costs.

During the year, expenses were reimbursed to Heather Benjamin for the total amount of £105 (2019: £nil) for stationery and printing costs.

During the year, expenses were reimbursed to John Christensen for the total amount of £193 (2019: £154) for travel costs.

Grants to connected charities

During the year the Charity made grants to a number of Air Ambulance charities where Trustees are either Trustees of that charity or key management personnel.

Daryl Brown who is also CEO of MAGPAS which received £522,581 during the year (2019: £9,959).

Amanda Mclean who is also CEO of Thames Valley Air Ambulance which received £142,716 during the year (2019: £ 9,959).

Anna Perry who is also CEO of Great Western Air Ambulance Charity which received £378,591 during the year (2019: £12,040).

David Welch who is also CEO of Air Ambulance Kent Surrey Sussex which received £381,192 during the year (2019: £19,038).

Jane Gurney who is also CEO of Essex and Herts Air Ambulance Trust which received £142,581 during the year (2019: £10,113).

Patrick Peal who is also CEO of East Anglian Air Ambulance which received £142,631 during the year (2019: £9,959).

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13 Employees

The average monthly number of employees during the year was:

Group & Charity	2020 Number	2019 Number
Fundraising staff	2	2
Administrative staff	1	-
Total	3	2

Employment costs	2020 £	2019 £
Wages and salaries	133,198	70,760
Social security costs	9,327	7,786
Other pension costs	3,759	2,390
	146,284	80,936

The number of employees whose annual remuneration was £60,000 or more were:

	2020 Number	2019 Number
£60,000 - £70,000	1	-

14 Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. The charity's trading subsidiary has a tax charge for the year of £nil (2019: £nil)

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15 Intangible fixed assets

Group

	Website £
Cost	
At 1 January 2020 and 31 December 2020	22,018
Amortisation and impairment	
At 1 January 2020 and 31 December 2020	22,018
Carrying amount	
At 31 December 2020	-
At 31 December 2019	-

The intangible fixed assets included above relate to the intangible assets of the subsidiary, shown within these group accounts.

Charity

The charity has no intangible fixed assets (2019: £nil)

16 Tangible fixed assets

Group

	Fixtures and fittings £	Computers £	Total £
Cost			
At 1 January 2020	-	2,879	2,879
Additions	272	57	329
Disposals	(272)	-	(272)
At 31 December 2020	-	2,936	2,936
Depreciation and impairment			
At 1 January 2020	-	1,539	1,539
Depreciation charged in the year	272	961	1,233
Eliminated in respect of disposals	(272)	-	(272)
At 31 December 2020	-	2,500	2,500
Carrying amount			
At 31 December 2020	-	436	436
At 31 December 2019	-	1,340	1,340

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16 Tangible fixed assets

(Continued)

Charity

	Fixtures and fittings	Computers	Total
	£	£	£
Cost			
At 1 January 2020	-	2,879	2,879
Additions	-	57	57
	<u>-</u>	<u>2,936</u>	<u>2,936</u>
At 31 December 2020	-	2,936	2,936
	<u>-</u>	<u>2,500</u>	<u>2,500</u>
Depreciation and impairment			
At 1 January 2020	-	1,539	1,539
Depreciation charged in the year	-	961	961
	<u>-</u>	<u>2,500</u>	<u>2,500</u>
At 31 December 2020	-	2,500	2,500
	<u>-</u>	<u>436</u>	<u>436</u>
Carrying amount			
At 31 December 2020	-	436	436
	<u>-</u>	<u>1,340</u>	<u>1,340</u>
At 31 December 2019	-	1,340	1,340
	<u>-</u>	<u>1,340</u>	<u>1,340</u>

17 Debtors

Group

	2020	2019
	£	£
Amounts falling due within one year:		
Funds awaiting collection	5,000	33,000
Other debtors	80	1,043
Prepayments and accrued income	22,714	453
	<u>27,794</u>	<u>34,496</u>

Charity

	2020	2019
	£	£
Amounts falling due within one year:		
Funds awaiting collection	5,000	33,000
Other debtors	-	1,043
Prepayments and accrued income	2,822	453
	<u>7,822</u>	<u>34,496</u>

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020

18 Creditors: amounts falling due within one year

Group

	2020	2019
	£	£
Other taxation and social security	2,290	2,057
Trade creditors	1,798	1,491
Amounts committed for distribution	16,089	187,983
Other creditors	-	256
Accruals and deferred income	33,948	8,425
	<u>54,125</u>	<u>200,212</u>

Charity

	2020	2019
	£	£
Other taxation and social security	3,934	2,057
Trade creditors	1,438	1,491
Amounts committed for distribution	16,089	187,983
Other creditors	145	256
Accruals and deferred income	11,749	8,425
	<u>33,355</u>	<u>200,212</u>

19 Retirement benefit schemes

Defined contribution schemes

The group operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the group in an independently administered fund.

The charge to profit or loss in respect of defined contribution schemes was £3,759 (2019 - £2,390).

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20 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds				Movement in funds				
	Balance at 1 January 2019	Incoming resources	Net distributions	Balance at 1 January 2020	Incoming resources	Net distributions	Expenditure	Transfers from unrestricted funds	Balance at 31 December 2020
	£	£	£	£	£	£	£	£	£
Anonymous donation	7,663	16,161	(23,793)	31	1,051	(1,082)	-	-	-
Material individual fund	-	7,000	(7,000)	-	4,000	(4,000)	-	-	-
Allianz	-	155	(155)	-	-	-	-	-	-
VPLOUGH	-	-	-	-	350	(350)	-	-	-
Department for Health and Social Care - Covid-19 funds	-	-	-	-	6,000,000	(5,940,000)	(62,444)	2,444	-
Anonymous grant	-	-	-	-	50,000	(50,000)	-	-	-
Road Haulage Association	-	-	-	-	4,200	(4,200)	-	-	-
Bunzl	-	-	-	-	7,500	(7,500)	-	-	-
	<u>7,663</u>	<u>23,316</u>	<u>(30,948)</u>	<u>31</u>	<u>6,067,101</u>	<u>(6,007,132)</u>	<u>(62,444)</u>	<u>2,444</u>	<u>-</u>

During the year, the charity received a government grant of £6m, over two instalments, in relation to supporting the air ambulance charities with the additional pressures and requirements of dealing with the Covid-19 pandemic across the UK. £2.94m of this was to be distributed equally between the 21 air ambulance charities, £60,000 was for use by the association to cover their costs in supporting the charities, and the remaining £3m was to be distributed to the 21 charities on a need-assessed basis. All funds were required to be spent and distributed by 31 October 2020.

The grant classified as anonymous of £50k received during the year was distributed in an extraordinary distribution as an emergency grant between the 21 air ambulance charities in May 2020. The donation of Road Haulage Association of £4,200 was also to be distributed equally between the 21 air ambulance charities. All other restricted funds received during the year were restricted to specific air ambulance charities.

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21 Analysis of net assets between funds

Group

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £	Unrestricted funds 2019 £	Restricted funds 2019 £	Total 2019 £
Fund balances at 31 December 2020 are represented by:						
Tangible assets	436	-	436	1,340	-	1,340
Current assets/ (liabilities)	320,653	-	320,653	123,912	31	123,943
	<u>321,089</u>	<u>-</u>	<u>321,089</u>	<u>125,252</u>	<u>31</u>	<u>125,283</u>

Charity

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £	Unrestricted funds 2019 £	Restricted funds 2019 £	Total 2019 £
Fund balances at 31 December 2020 are represented by:						
Tangible assets	436	-	436	1,340	-	1,340
Current assets/ (liabilities)	220,655	-	220,655	123,912	31	123,943
	<u>221,091</u>	<u>-</u>	<u>221,091</u>	<u>125,252</u>	<u>31</u>	<u>125,283</u>

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22 Related party transactions

Transactions with related parties

Group

During the year the group entered into the following transactions with related parties:

	Purchase of goods	
	2020	2019
	£	£
Other related parties with a shared director	-	1,060
	<u> </u>	<u> </u>

Charity

At the year end, the charity owed £145 (2019: £256) to Association of Air Ambulances Limited, a subsidiary company.

All transactions with Trustees and other charities of which they are also trustees have been included on note 12 of these financial statements.

23 Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £10.

24 Subsidiaries

The charitable company is the sole member of Association of Air Ambulances Limited, a company registered in England. All activities have been consolidated on a line by line basis in the statement of financial activities. A summary of the results of the subsidiary for the year ended 31 December 2020 is shown below:

Turnover: £127,766
Profit/(Loss): £5,029

The aggregate of assets, liabilities and funds was:

Assets: £125,435
Liabilities: £25,439
Funds: £99,996

The charity became the sole member of the Association of Air Ambulances on 1 January 2020, therefore no comparative figures are included in these financial statements for the trading subsidiary. The net assets of the subsidiary at the acquisition date were £94,967.

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
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25 Cash generated from operations

	£	£
Surplus for the year	195,806	19,226
Adjustments for:		
Investment income recognised in statement of financial activities	(532)	(551)
Gain on disposal of tangible fixed assets	(746)	-
Depreciation and impairment of tangible fixed assets	1,233	886
Movements in working capital:		
Decrease/(increase) in debtors	6,702	(22,555)
(Decrease) in creditors	(146,087)	(157,429)
Cash generated from/(absorbed by) operations	<u>56,376</u>	<u>(160,423)</u>

26 Analysis of changes in net funds

The Group had no debt during the year.