



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.

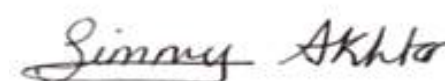
We are proud that our annual campaign, Air Ambulance Week held during September, continues to go from strength to strength which this year included a live morning slot with BBC Radio Two's Zoe Ball with an overall AAUK campaign reach of over 14 million. We also saw inspiring building light-ups across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

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.

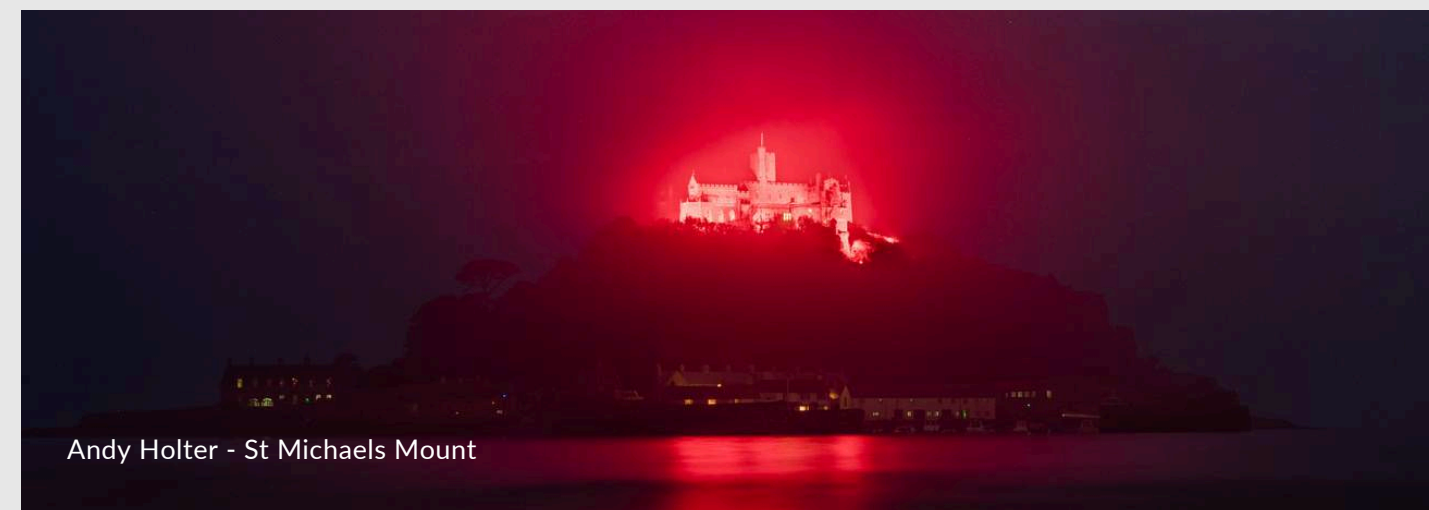


KEY HIGHLIGHTS

- 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 🇬🇧

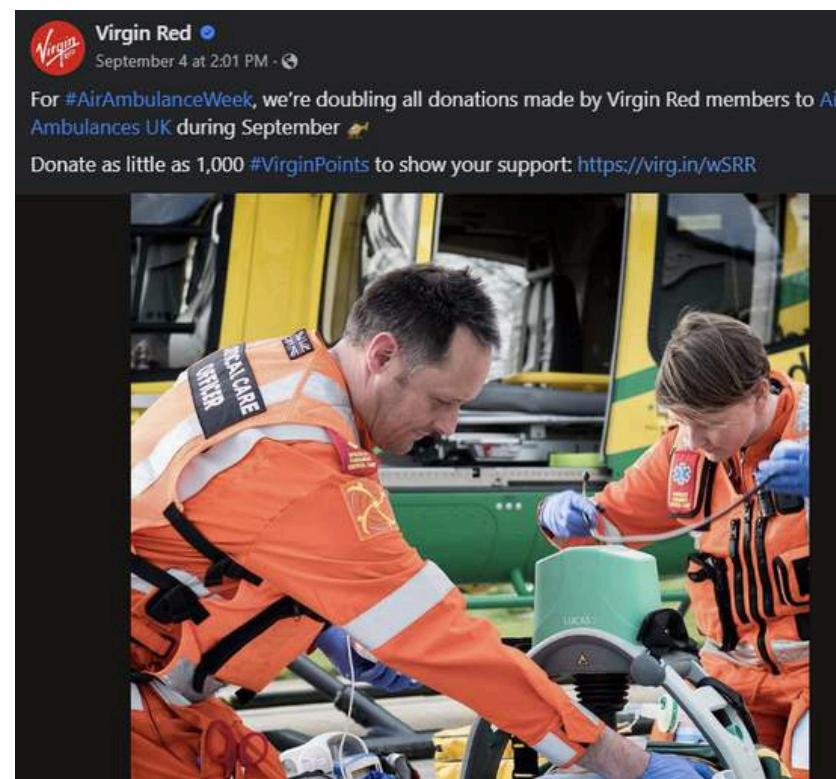
Thank you to all the pilots, paramedics, doctors and staff whose swift response and life-saving efforts make a profound difference in critical moments ❤️

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.

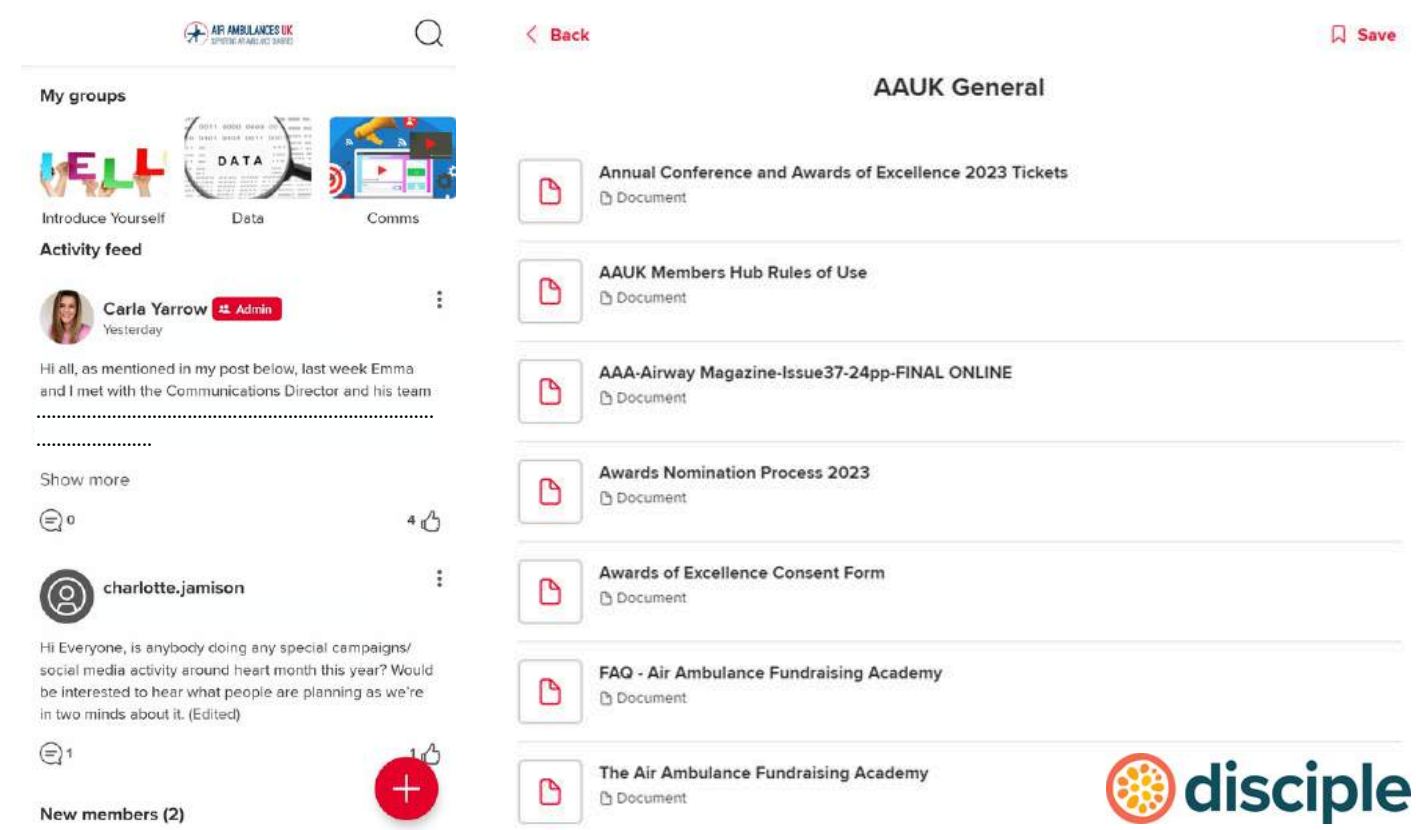
The programme is delivered within the workplace through a combination of one-to-one coaching and online group workshops, ensuring practical application of learning in real-world scenarios. Upon completion, each participant qualifies with a Chartered Institute in Fundraising Level 3 Foundation Certificate.



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
---------	-----------------------

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

Employment costs

	2023	2022
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

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.

NOTES TO THE FINANCIAL STATEMENTS

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

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 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