

# ANNUAL REPORT



# 2024



**AIR AMBULANCES UK**  
SUPPORTING AIR AMBULANCE CHARITIES

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

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

Trustees	Mrs A C McLean Mr A D Welch Ms C A Walters Mr A W Hicks Ms B O'Sullivan (Appointed 10 November 2024) Ms S Thewlis (Appointed 3 March 2025) Ms P Wilkinson (Appointed 3 March 2025) Mr M Jones (Appointed 3 March 2025)
Chief Executive Officer	Mr L Boswell
Charity number (England and Wales)	1161153
Charity number (Scotland)	SC051021
Company number	09391251
Registered office	Air Ambulances UK International House   The McLaren Building 46 The Priory Queensway, Birmingham   B4 7LR
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Bankers	NatWest Brampton Road Newcastle-under-Lyme Staffordshire ST5 0QX
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<b>04</b>	Message from our Chair
<b>05 - 07</b>	Patient Stories
<b>08 - 43</b>	Trustees' report
<b>44</b>	Consolidated Statement of Financial Activities
<b>45</b>	Consolidated Balance Sheet
<b>46</b>	Charity Balance Sheet
<b>47</b>	Consolidated Statement of Cashflows
<b>48 - 62</b>	Notes to the Financial Statements
<b>63 - 66</b>	Independent Auditor's Report



## INTRODUCTION

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

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

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

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

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

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

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

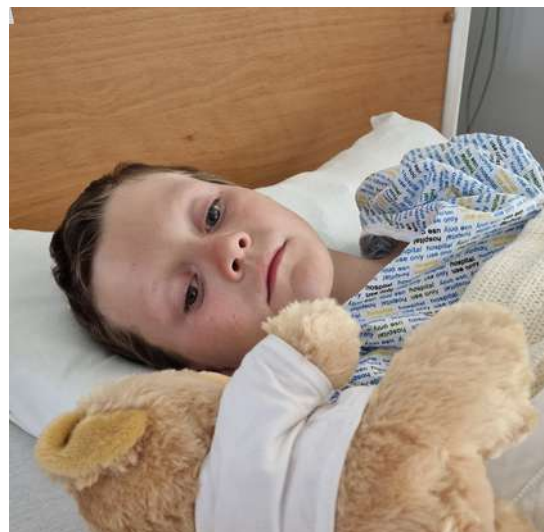
**Sarah Thewlis**  
**Chair of Trustees AAUK**



## RILEY'S STORY

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

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



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

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

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

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

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

# JANE AND ANNA'S STORY

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

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

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

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

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

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

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



# DAVID AND RACHEL'S STORY

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

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

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

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

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

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

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



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

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

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



## OUR VISION

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

## OUR PURPOSE

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

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

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

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





## OUR VALUES



### SERVICE

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



### TRUST

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



### COLLABORATION

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



### INNOVATION

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



### EXCELLENCE

We aspire for excellence in everything we do.

## OUR GOALS



### TO INSPIRE NATIONAL ENGAGEMENT & SUPPORT

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



### TO ADVANCE PATIENT CARE

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



### TO BE A COLLECTIVE VOICE

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



### TO MAXIMISE SECTOR IMPACT & INCOME GENERATION

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



### TO ACHIEVE ORGANISATIONAL EXCELLENCE

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

## PARTNERSHIP WITH KWIK FIT

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

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

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

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

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

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

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

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



## PENINSULA GROUP PARTNERSHIP

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

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

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

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

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



## FUNDRAISING

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

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

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



## FUNDRAISING HIGHLIGHTS

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

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

### National Highways Clothing Collection

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

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



### DPD

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

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



## FUNDRAISING HIGHLIGHTS

### Auto-Cycle Union (ACU)

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

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



### Ageas UK

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

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

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





### JUDE MORRIS RACING FOUNDATION

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

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

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

#### East Anglian Air Ambulance



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

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

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



## JUDE MORRIS RACING FOUNDATION

### Hampshire and Isle of Wight Air Ambulance



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

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

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

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

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





## AMBASSADOR SUPPORT

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

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

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

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

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

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



## ADVENT OF CHANGE

### AAUK'S PARTICIPATION IN ADVENT OF CHANGE

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

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

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





# STRATEGIC GOALS & ACHIEVEMENTS

## Inspiring National Engagement & Support

Air Ambulance Week 2024 9-15 SEPTEMBER

**AIR 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. The aim for the week is to raise national and local awareness of Air Ambulance Week and the air ambulance community.

## KEY HIGHLIGHTS

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



Air Ambulance Week: Charity saves lives on farms



Saving lives: rider thanks crucial air ambulance after rotational fall



## Air Ambulance Charity Engagement Buildings and Monuments

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

Wellington Monument in Somerset and Corfe castle in Dorset

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

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

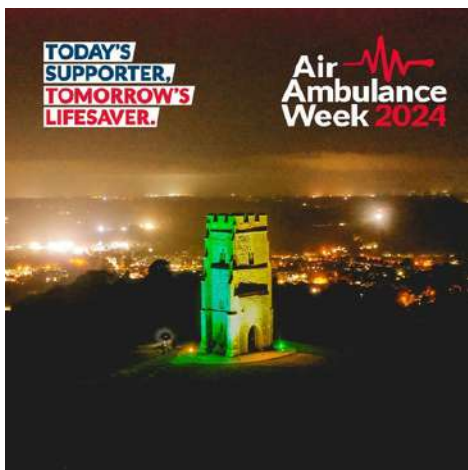
St Michael's Mount in Cornwall

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

## NATIONAL ORGANISATION AND HIGH-PROFILE INPUT

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

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





### NHS NEW HOSPITAL PROGRAMME - HOSPITAL HELIPADS

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

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

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

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



### ONSHORE SAFETY LEADERSHIP GROUP

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

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



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

### INTERCOLLEGIATE BOARD FOR TRAINING IN PRE-HOSPITAL EMERGENCY MEDICINE



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

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

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

### PRE-HOSPITAL RESEARCH AND AUDIT NETWORK

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

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

### SECTOR KEY POLICY ISSUES IN 2024

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

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

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

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

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

## STUDY OF WHOLE BLOOD IN FRONTLINE TRAUMA

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

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

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

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

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

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

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

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



## APPG FOR AIR AMBULANCES



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

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

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

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

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

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

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

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

## AIR AMBULANCES ANNUAL PARLIAMENTARY RECEPTION

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

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

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

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

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



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

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

### BBC Lifeline Appeal

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

#### Presented by Rav Wilding

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



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



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



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





## AAUK ANNUAL CONFERENCE

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

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

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

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

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





## AWARD WINNERS

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

### Young Person of the Year Sponsored by: Sloane Helicopters

**WINNER:** Ethan Ross-Smith

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



### Critical Care Practitioner of the Year Sponsored by: Zoll

**WINNER:** Neil Bizzell, Dorset and Somerset Air Ambulance

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





# AWARD WINNERS

## Breaking Barriers Sponsored by: WEL Medical

**WINNER:** Great Western Air Ambulance Charity

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



## Trustee of the Year Sponsored by: Charisma Charity Recruitment

**WINNER:** Mike Beale, Scotland's Charity Air Ambulance

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



## Charity Staff Member of the Year Sponsored by: Kwik Fit

**WINNER:** Sam Disney, Magpas Air Ambulance

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



## Campaign of the Year Sponsored by: Kwik Fit

**WINNER:** Air Ambulance Charity Kent Surrey Sussex

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





# AWARD WINNERS

## Innovation of the Year Sponsored by: Aeroptimo

**WINNER:** Air Ambulance Charity Kent Surrey Sussex

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



## Charity Supporter of the Year Sponsored by: Tower Lotteries

**WINNER:** Tom Budgett, Dorset & Somerset Air Ambulance

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



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

**WINNER:** Scott Todd, Magpas Air Ambulance

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



## Pilot of the Year Sponsored by: Babcock

**WINNER:** Captain Steve Norris, East Anglian Air Ambulance

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



# AWARD WINNERS

## Charity Team of the Year Sponsored by: Lottery Fundraising Services

**WINNER:** Retail team, Essex & Herts Air Ambulance

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



## Doctor of the Year Sponsored by: Leonardo Helicopters

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

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



## Lifetime Achievement Award Sponsored by: Airbus

**WINNER:** Gillian Bryce, Dorset and Somerset Air Ambulance

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



## Special Recognition Award

**WINNER:** Heléna Holt from Devon Air Ambulance

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



## EVENT ATTENDANCE

### ROTORTECH - 8 - 10 JUNE

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

### BRAKE - AFTER THE CRASH CONFERENCE 14 MAY

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

### EMERGENCY SERVICES SHOW 18 & 19 SEPTEMBER

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

### HELITECH AND EMERGENCY SERVICES 25 SEPTEMBER

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

### EMERGENCY SERVICES MENTAL HEALTH SYMPOSIUM 1 NOVEMBER

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





CORNDEL ACADEMY

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

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

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

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

LEARNER FEEDBACK

Efficiency Breakthrough Example

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

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

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

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





## FUNDRAISING SYMPOSIUM 2024

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

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

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

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

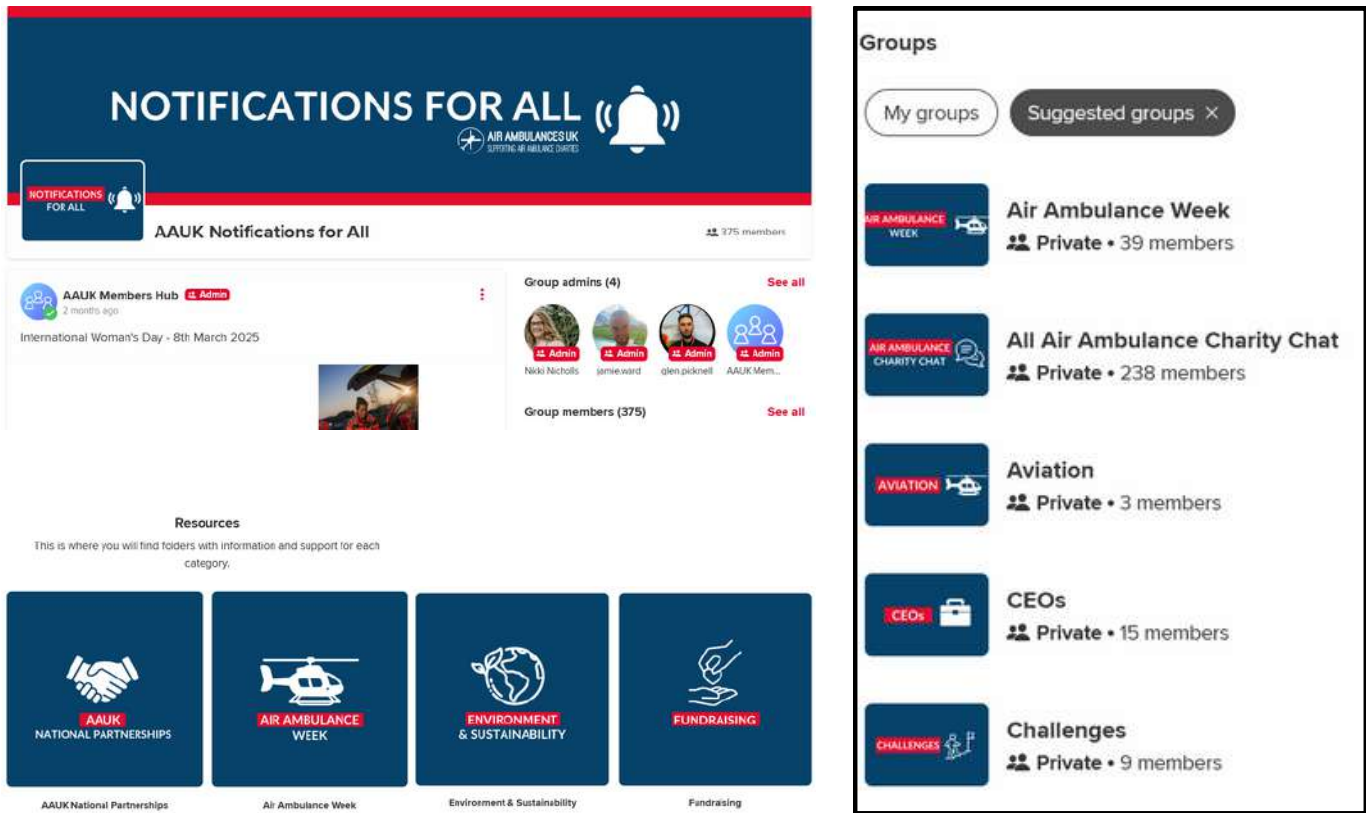


MEMBERSHIP HUB

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

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

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





## DISTRIBUTIONS

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

## DELIVERY OF FORUMS

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

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



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

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

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

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

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

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

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

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

### **Directors and Trustees**

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

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

### **Trustees**

Ms Sarah Thewlis (Chair) - appointed 3 March 2025

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

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

Mr D Brown – resigned 3 March 2025

Ms AL Perry – resigned 3 March 2025

Mrs AC McLean

Mr AD Welch

Ms CA Walters

Dr M Williams – resigned 22 May 2024

Mr AW Hicks

Ms Bernadette O'Sullivan – appointed 10 November 2024

Mr M Jones – appointed 3 March 2025

Ms P Wilkinson – appointed 3 March 2025

# STRATEGIC GOALS & ACHIEVEMENTS

## Achieving Organisational Excellence

### INTERIM CEO

Mr Lindsay Boswell, (Appointed 01 January 2025)

Overall control of the Charitable Company is with Trustees.

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

### Trustee Induction and Training

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

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

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

Disclosure of information to the auditor

In so far as each of the trustees is aware:

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





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

The income in 2024 includes income from donations and legacies of £1,372,454 (2023: £654,185) and other charitable activities from the wholly owned subsidiary AAA Ltd of £248,498 (2023: £244,663). The Charity’s wholly owned subsidiary received a total of £90,504 (2023: 108,150) in Membership income.

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

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

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

Going Concern

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

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

Reserves Policy

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

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

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

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

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

Funds

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

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

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

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

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

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

## 1. Sources of income

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

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

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

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

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

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

## 2. Acceptance of income

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

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

According to the Charity Commission –

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

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

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

### 3. Ordinary distributions

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

Ordinary distributions will be determined as follows:

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

### 4. Extraordinary distributions

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

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

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

### 5. Payment of distributions

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

### 6. Withholding of distributions

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

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

When distributions are withheld it is recommended that for:

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

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

### 7. Conflicts of interest and loyalty

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



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

Introduction

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

Principal Risks

The Risk Register gives an assessment of each risk in terms of its perceived probability and its likely impact on AAUK. It also lists existing mitigation measures and those actions that should be taken to mitigate the risk further. Risks are rated from 1 to 25 and RAG rated yellow, amber, green and red. The Risk Register is brought to the attention of Trustees quarterly or when a risk rated 16-25 is added to the Register. The principal risks, which would fundamentally threaten the effective operation of AAUK or prevent it from meeting its charitable objectives, are shown below.

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

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

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

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

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

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

**Sarah Thewlis**  
**Chair of Trustees AAUK**  
**Date: 1<sup>st</sup> July 2025**



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

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

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

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



# CONSOLIDATED BALANCE SHEET AS AT 31ST DECEMBER 2024



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

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

The financial statements were approved by the Trustees on 1<sup>st</sup> July 2025

**Sarah Thewlis**  
**Chair of Trustees AAUK**  
**Date: 1<sup>st</sup> July 2025**

**Company Registration No: 09391251**

# CHARITY BALANCE SHEET AS AT 31ST DECEMBER 2024



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

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

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

The financial statements were approved by the Trustees on 1<sup>st</sup> July 2025

**Sarah Thewlis**  
Chair of Trustees AAUK  
Date: 1<sup>st</sup> July 2025

Company Registration No: 09391251

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

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



## 1 Accounting policies

### Charity information

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

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

### 1.1 Accounting convention

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

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

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

### 1.2 Going concern

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

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

### 1.3 Basics of consolidation

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

## 1 Accounting policies

(Continued)

### 1.4 Charitable funds

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

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

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

### 1.5 Income

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

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

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

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

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

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

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

### 1.6 Expenditure

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

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

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

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

## 1 Accounting policies

(Continued)

### 1.7 Intangible fixed assets other than goodwill

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

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

Website	5 years straight line
---------	-----------------------

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

### 1.8 Tangible fixed assets

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

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

Computers	3 years straight line
-----------	-----------------------

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

### 1.9 Impairment of fixed assets

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

### 1.10 Cash and cash equivalents

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

### 1.11 Financial instruments

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

### 1.12 Retirement benefits

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

### 1.13 Leases

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

### 1.14 Debtors and creditors receivable/payable within one year

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



## 2 Critical accounting estimates and judgements

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

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

There are no significant accounting estimates.

## 3 Income from donations and legacies

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

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

## 4 Charitable activities

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

### Charitable trading income

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

## 5 Charitable activities

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

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

## 6 Raising funds

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

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

## 7 Support costs allocated to activities

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



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

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

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

## 9 Trustees

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

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

### Grants to connected charities

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

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

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

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

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

## 10 Other expenditure

The average monthly number of employees during the year was:

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

## 11 Employees

The average monthly number of employees during the year was:

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

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

## 11 Employees (continued)

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

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

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

## 12 Taxation

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

## 13 Intangible fixed assets

### Group

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



## 13 Intangible fixed assets (continued)

### Charity

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

## 14 Tangible fixed assets

### Group & charity

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

## 15 Debtors

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

## Charity

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

## 16 Creditors: amounts falling due within one year

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

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

## 17 Retirement benefit schemes

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

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

## 18 Unrestricted funds

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

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

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

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

## 19 Restricted funds

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

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

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



# NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST DECEMBER 2024

## 20 Analysis of net assets between funds

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

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

## Charity

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

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

## 21 Legal status of the charity

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

## 22 Related party transactions

### Remuneration of key management personnel

The remuneration of key management personnel is as follows.

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

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

## 23 Cash generated from operations

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

## 24 Analysis of changes in net funds

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

## 25 Subsidiaries

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

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

The aggregate of assets, liabilities and funds was:

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

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

### **Opinion**

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

In our opinion, the financial statements:

- give a true and fair view of the state of the group's and parent charity's affairs as at 31 December 2024 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006.

### **Basis for opinion**

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

### **Conclusions relating to going concern**

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

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

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

## Other information

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

## Opinions on other matters prescribed by the Companies Act 2006

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

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

## Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' report.

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

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

## Responsibilities of trustees

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



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

## **Auditor's responsibilities for the audit of the financial statements**

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

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

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

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

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

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

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

## Use of our report

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

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



**Chartered Accountants**  
**Statutory Auditor**

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

**Date: 1<sup>st</sup> July 2025**



# AIR AMBULANCES UK

SUPPORTING AIR AMBULANCE CHARITIES

[www.airambulancesuk.org](http://www.airambulancesuk.org)

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

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

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