



Trustees' Annual Report for the period

From

Period start date

01 July 2022

To

Period end date

30 June 2023

Section A

Reference and administration details

Charity name

STOKE AIR AMBULANCE

Other names charity is known by

HELICOPTER EMERGENCY SERVICE EQUIPMENT

Registered charity number (if any)

1162611

CHARITY COMMISSION
FIRST CONTACT

Charity's principal address

COMMERCE HOUSE

FESTIVAL PARK

STOKE ON TRENT

Postcode

ST1 5BE

23 MAY 2024

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Daniel Moores			
2	Andrew Shaw			
3	Adam Sparkes			
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

PHIL COPELAND – CEO

Section B Structure, governance and management**Description of the charity's trusts**Type of governing document
(eg. trust deed, constitution)

CIO

How the charity is constituted
(eg. trust, association, company)

CIO

Trustee selection methods
(eg. appointed by, elected by)

Selected by experience, knowledge and passion for the charity sector.

Additional governance issues (Optional information)You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

Section C Objectives and activities**Summary of the objects of the charity set out in its governing document**

1.To relieve sickness and to preserve the health of the public generally by providing or assisting in the provision of equipment, facilities and services to charitable organisations which form the air ambulance services in the UK and 2. to preserve and protect the health of the public generally by educating them on matters relating to health and safety, in particular, providing advice and guidance relating to the safe participation in leisure pursuits.

Fundraising

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

Additional details of objectives and activities (Optional information)

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.

Summary of the main achievements of the charity during the year

This period was the initial start of our charity under the new charity name Stoke Air Ambulance and redirection as we are currently raising funds for a new air ambulance helicopter which will serve Stoke On Trent and the surrounding areas.

We currently are on track to deliver this lifesaving, time saving service to the area in the imminent future which we thank the general public and donors for their overwhelming and continued support to the project. A little bit of background into the charity, before Stoke Air Ambulance was born we had been trading as Helicopter Emergency Service Equipment since 2015. However, when the concept had been established to provide Stoke On Trent and surrounding areas with a dedicated air ambulance, it became clear that Stoke Air Ambulance would exceed the plans of Helicopter Emergency Service Equipment. Rather than setup a new charity registration with the charity commission as Stoke Air Ambulance, we all agreed that it would make sense to keep the existing charity Helicopter Emergency Service Equipment but make Stoke Air Ambulance the main charity name given the plans, however keep Helicopter Emergency Service Equipment as a trading name so the charity can still continue the work carried out and recognised under Helicopter Emergency Service Equipment brand.

Although the charity has been established since 2015, Stoke Air Ambulance is new and given the intentions of growth for the charity, we recognise that it is important to put the foundations in place first to protect not just the charity but the donors and the public. This meant spending some of the funds on legal and professional fees as listed in the report. We also spent funds on trademarking the brand to secure and protect the future of Stoke Air Ambulance. We also spent funds on IT to ensure we comply with GDPR and cyber security. We also spent funds on the launch event of Stoke Air Ambulance at the Hilton in Stoke On Trent which was a success in marketing the charity, and establishing who we are.

The initial planned phase of income derives from support from donors via direct debit. We recruited a small team of fundraisers to help establish a presence of Stoke Air Ambulance and help build a regular income into the charity. This achievement has allowed the charity to build a mass of supporters which at the point of critical mass in the near future will give us the accreditation to go to tender with various helicopter suppliers. We also achieved the support from Jason Hill, CEO and Chief Engineer at Hill Helicopters who has offered to support the charity with a HQ / Air Base to house Stoke Air Ambulance. Further ongoing conversations will follow from this in the future as we explore various options at present. We recognise that as well as fundraising for the new air ambulance, we can still be proactive in our work. We have run various campaigns throughout this period which has reached out to thousands of people with our heat stroke/heat exhaustion campaign during summer months, and our road safety campaigns during autumn and winter months. Both campaigns are designed to reduce the need for an air ambulance to attend and improve the overall health of the general public. With heat stroke / heat exhaustion, particularly with the elderly who may not realise they are dehydrated could lead to collapsing with exhaustion or lead to further complications such as a heart attack. The next campaign is designed at making our roads safer by education and making the public aware of current road laws and providing driving tips. We had also installed a defibrillator in a key location with very high footfall in Stoke On Trent continuing some of the work from Helicopter Emergency Service

Section D

Achievements and performance

Equipment.

In the next period we will continue building our support via direct debits. We will continue to invest into technology and continue to expand our policies and practices as the charity grows. Direct debit will continue to be the main source of income into the charity. In the next period once the charity is sustainable we will be looking to develop other fundraising methods such as gifts in wills and holding our own events.

Section E

Financial review

Brief statement of the charity's policy on reserves

Charity does not have a reserves policy at present.

Details of any funds materially in deficit

Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

Section F


Other optional information

Section G

Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)	Daniel Moores	
Position (eg Secretary, Chair, etc)	Trustee	
Date	29/04/2024	



CHARITY COMMISSION
FOR ENGLAND AND WALES

Stoke Air Ambulance CIO

1162611

Receipts and payments accounts

CC16a

For the period
from

7/1/2022

To

6/30/2023

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Fundraising	54,457	-	-	54,457	17,281
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total(Gross income for AR)	54,457	-	-	54,457	17,281
A2 Asset and investment sales, (see table).					
Loans from connected person	-	-	-	-	105
	-	-	-	-	-
Sub total	-	-	-	-	105
Total receipts	54,457	-	-	54,457	17,386
A3 Payments					
Fundraising Costs	10,571	-	-	10,571	1,573
Website Development	-	-	-	-	3,415
Marketing	6,044	-	-	6,044	816
Printing, Postage, Stationery and Computer Supplies	704	-	-	704	-
Memberships and Licences	486	-	-	486	50
Insurance	332	-	-	332	-
Equipment Leasing/Charges	3,360	-	-	3,360	1,178
Administration	1,350	-	-	1,350	155
Equipment	799	-	-	799	963
Bank charges	150	-	-	150	47
Reimbursements of trustees' expenses	1,132	-	-	1,132	737
Employees and Contractors	29,673	-	-	29,673	-
Legal and Professional Fees	5,347	-	-	5,347	-
Accountancy	-	-	-	-	1,890
	-	-	-	-	-
Sub total	59,949	-	-	59,949	10,824
A4 Asset and investment purchases, (see table)					
Loan from connected person repaid	-	-	-	-	288
	-	-	-	-	-
Sub total	-	-	-	-	288
Total payments	59,949	-	-	59,949	11,112
Net of receipts/(payments)	- 5,492	-	-	- 5,492	6,274
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	6,539	-	-	6,539	265
Cash funds this year end	1,047	-	-	1,047	6,539

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Bank Account	1,047	-	-
		-	-	-
		-	-	-
	Total cash funds	1,047	-	-
	(agree balances with receipts and payments account(s))			


	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use	Samsung Tablets		624	-
	Defibrillator and cabinet		799	-
	IT Equipment		1,374	-
			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities	Accountancy Fees		2,142	
	Professional Fees		101	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	Daniel Moores	4/29/2024

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
STOKE AIR AMBULANCE CIO**

I report on the accounts for the year ended 30 June 2023.

Responsibilities and basis of report

As the charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I have examined your charity's accounts as required under section 145 of the Charities Act 2011 ('the Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

My role is to state whether any material matters have come to my attention giving me cause to believe:

1. that accounting records were not kept as required by section 130 of the Act; or
2. that the accounts do not accord with those records; or
3. that the accounts do not comply with the accounting requirements of the Act; or
4. that there is further information needed for a proper understanding of the accounts.

Independent examiner's statement

I have completed my examination and have no concerns in respect of the matters (1) to (4) listed above and, in connection with following the Directions of the Charity Commission I have found no matters that require drawing to your attention.

Jones Harris

Jones Harris Limited
Chartered Accountants
17 St Peters Place
Fleetwood
Lancashire
FY7 6EB

Date: 30 April 2024