

**REPORT OF THE TRUSTEES AND  
UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2024  
FOR  
STOKE AIR AMBULANCE CIO**

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

# **STOKE AIR AMBULANCE CIO**

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# **STOKE AIR AMBULANCE CIO**

## **REPORT OF THE TRUSTEES for the year ended 30 June 2024**

The trustees present their report with the financial statements of the charity for the year ended 30 June 2024. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

### **OBJECTIVES AND ACTIVITIES**

#### **Objectives and aims**

The objectives of the charity are as follows -

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.
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.

#### **Significant activities**

During the year, Stoke Air Ambulance focused on laying the foundations for the launch of a helicopter emergency medical service (HEMS) for Stoke-on-Trent and surrounding communities within a 19-mile radius. Our activities included:

##### **Sustained Fundraising Campaigns**

We ran a series of community fundraising events, public engagement initiatives, and donor outreach campaigns to raise awareness and generate financial support.

##### **Public Awareness and Supporter Growth**

We expanded our regional supporter network and built strong public engagement to support our long-term vision.

##### **Organisational Development**

Key work included strengthening our internal systems, governance, and planning processes in preparation for operating a HEMS.

##### **Public Health Advice**

As part of our community engagement, we provided seasonal public safety information through leaflets and social media on the dangers of heatstroke during the summer and road safety during the autumn and winter periods.

### **ACHIEVEMENT AND PERFORMANCE**

#### **Fundraising activities**

Over the reporting period, the charity made significant progress, including:

- A marked increase in public support and recognition across the region.
- Strong growth in our fundraising results, allowing us to earmark substantial funds toward the purchase of a helicopter.
- Development of a clear operational roadmap, with milestones identified for recruitment, infrastructure, and regulatory compliance.
- Effective delivery of public education campaigns around summer and winter health and safety risks.

These achievements have moved the charity closer to launching a critical care air ambulance service.

### **FINANCIAL REVIEW**

#### **Financial position**

The trustees acknowledge that this year included a planned operational deficit due to startup costs and infrastructure development.

## STOKE AIR AMBULANCE CIO

### REPORT OF THE TRUSTEES for the year ended 30 June 2024

#### FUTURE PLANS

Trustees are confident that the deficit will be turned around through:

- Continuing successful fundraising activities, which have shown strong year-on-year growth.
- Introducing new income streams, including Gifts in Wills, regular giving, and corporate partnerships.
- Securing lending against the helicopter asset to spread acquisition costs while maintaining financial control.

The trustees remain committed to prudent financial management and ensuring that donor funds are used effectively.

The trustees are proud of the progress made during this foundational year. Special recognition is given to the dedication of our small team, led by the CEO, and to the positive response from the public, which reinforces the urgent need for a local HEMS.

We aim to begin operational readiness activities in 2025, with the objective of launching emergency helicopter services in the 2025-2026 period.

#### STRUCTURE, GOVERNANCE AND MANAGEMENT

##### Governing document

The charity is controlled by its governing document, a deed of trust and constitutes a charitable incorporated organisation.

#### REFERENCE AND ADMINISTRATIVE DETAILS

##### Registered Charity number

1162611

##### Principal address

Unit 417, Lower Mall  
The Potteries Centre Shopping Centre  
Hanley  
Stoke on Trent  
Staffordshire  
ST1 1PS

##### Trustees

D Moores  
A Sparkes  
A Shaw

##### Independent Examiner

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

Approved by order of the board of trustees on ..... and signed on its behalf by:

.....  
D Moores - Trustee

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

**Independent examiner's report to the trustees of Stoke Air Ambulance CIO**

I report to the charity trustees on my examination of the accounts of Stoke Air Ambulance CIO (the Trust) for the year ended 30 June 2024.

**Responsibilities and basis of report**

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

I report in respect of my examination of the Trust's accounts carried out under Section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under Section 145(5)(b) of the Act.

**Independent examiner's statement**

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a member of the Association of Chartered Certified Accountants, which is one of the listed bodies.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the Trust as required by Section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Stewart Case BA(Hons) FCCA  
The Association of Chartered Certified Accountants

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

Date: .....

**STOKE AIR AMBULANCE CIO**

**STATEMENT OF FINANCIAL ACTIVITIES**  
**for the year ended 30 June 2024**

	Notes	2024 Unrestricted fund £	2023 Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies		331,927	54,457
		<hr/>	<hr/>
<b>EXPENDITURE ON</b>			
Raising funds		316,664	45,533
<b>Charitable activities</b>			
Air ambulance		133	930
Other		36,449	13,486
		<hr/>	<hr/>
<b>Total</b>		353,246	59,949
		<hr/>	<hr/>
<b>NET INCOME/(EXPENDITURE)</b>		(21,319)	(5,492)
<b>RECONCILIATION OF FUNDS</b>			
Total funds brought forward		1,047	6,539
		<hr/>	<hr/>
<b>TOTAL FUNDS CARRIED FORWARD</b>		(20,272)	1,047
		<hr/> <hr/>	<hr/> <hr/>

The notes form part of these financial statements

# STOKE AIR AMBULANCE CIO

## BALANCE SHEET 30 June 2024

		2024 Unrestricted fund £	2023 Total funds £
<b>FIXED ASSETS</b>	Notes		
Tangible assets	6	952	-
<b>CURRENT ASSETS</b>			
Cash at bank		13,128	1,047
<b>CREDITORS</b>			
Amounts falling due within one year	7	(34,352)	-
<b>NET CURRENT ASSETS/(LIABILITIES)</b>		<u>(21,224)</u>	<u>1,047</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		(20,272)	1,047
<b>NET ASSETS</b>		<u>(20,272)</u>	<u>1,047</u>
<b>FUNDS</b>	8		
Unrestricted funds		<u>(20,272)</u>	<u>1,047</u>
<b>TOTAL FUNDS</b>		<u>(20,272)</u>	<u>1,047</u>

The financial statements were approved by the Board of Trustees and authorised for issue on ..... and were signed on its behalf by:

.....  
D Moores - Trustee

## STOKE AIR AMBULANCE CIO

### NOTES TO THE FINANCIAL STATEMENTS for the year ended 30 June 2024

#### 1. ACCOUNTING POLICIES

##### **Basis of preparing the financial statements**

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

##### **Income**

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

##### **Expenditure**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

##### **Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery	- 25% on cost
Computer equipment	- Straight line over 3 years

##### **Taxation**

The charity is exempt from tax on its charitable activities.

##### **Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

##### **Pension costs and other post-retirement benefits**

The charity operates a defined contribution pension scheme. Contributions payable to the charity's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.



# STOKE AIR AMBULANCE CIO

## NOTES TO THE FINANCIAL STATEMENTS - continued for the year ended 30 June 2024

### 2. SUPPORT COSTS

Accountancy fees include £2,180 in respect of Independent Examination fees and £3,232 for accountancy fees for 3 years.

### 3. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 June 2024 nor for the year ended 30 June 2023.

#### Trustees' expenses

Travel expenses of £106 were reimbursed to one trustee during the year.

### 4. STAFF COSTS

	2024	2023
	£	£
Wages and salaries	179,606	24,390
Social security costs	7,903	1,295
Other pension costs	1,141	-
	<u>188,650</u>	<u>25,685</u>

The average monthly number of employees during the year was as follows:

	2024	2023
Management	1	-
Fundraisers	5	-
	<u>6</u>	<u>-</u>

Key management personnel received remuneration of £25,019. No employee received remuneration in excess of £60,000.

### 5. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £
<b>INCOME AND ENDOWMENTS FROM</b>	
Donations and legacies	<u>54,457</u>
<b>EXPENDITURE ON</b>	
Raising funds	45,533
<b>Charitable activities</b>	
Air ambulance	930
Other	<u>13,486</u>
<b>Total</b>	<u>59,949</u>
<b>NET INCOME/(EXPENDITURE)</b>	(5,492)

**STOKE AIR AMBULANCE CIO**

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**for the year ended 30 June 2024**

**5. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued**

	Unrestricted fund £
<b>RECONCILIATION OF FUNDS</b>	
Total funds brought forward	6,539
<b>TOTAL FUNDS CARRIED FORWARD</b>	<u>1,047</u>

**6. TANGIBLE FIXED ASSETS**

	Plant and machinery £	Computer equipment £	Totals £
<b>COST</b>			
Additions	498	868	1,366
<b>DEPRECIATION</b>			
Charge for year	125	289	414
<b>NET BOOK VALUE</b>			
At 30 June 2024	<u>373</u>	<u>579</u>	<u>952</u>
At 30 June 2023	<u>-</u>	<u>-</u>	<u>-</u>

**7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2024 £	2023 £
Trade creditors	3,956	-
Taxation and social security	25,957	-
Other creditors	4,439	-
	<u>34,352</u>	<u>-</u>

**8. MOVEMENT IN FUNDS**

	At 1/7/23 £	Net movement in funds £	At 30/6/24 £
<b>Unrestricted funds</b>			
General fund	1,047	(21,319)	(20,272)
<b>TOTAL FUNDS</b>	<u>1,047</u>	<u>(21,319)</u>	<u>(20,272)</u>

STOKE AIR AMBULANCE CIO

NOTES TO THE FINANCIAL STATEMENTS - continued  
for the year ended 30 June 2024

8. MOVEMENT IN FUNDS - continued

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	331,927	(353,246)	(21,319)
	<hr/>	<hr/>	<hr/>
<b>TOTAL FUNDS</b>	<u>331,927</u>	<u>(353,246)</u>	<u>(21,319)</u>

Comparatives for movement in funds

	At 1/7/22 £	Net movement in funds £	At 30/6/23 £
<b>Unrestricted funds</b>			
General fund	6,539	(5,492)	1,047
	<hr/>	<hr/>	<hr/>
<b>TOTAL FUNDS</b>	<u>6,539</u>	<u>(5,492)</u>	<u>1,047</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	54,457	(59,949)	(5,492)
	<hr/>	<hr/>	<hr/>
<b>TOTAL FUNDS</b>	<u>54,457</u>	<u>(59,949)</u>	<u>(5,492)</u>

A current year 12 months and prior year 12 months combined position is as follows:

	At 1/7/22 £	Net movement in funds £	At 30/6/24 £
<b>Unrestricted funds</b>			
General fund	6,539	(26,811)	(20,272)
	<hr/>	<hr/>	<hr/>
<b>TOTAL FUNDS</b>	<u>6,539</u>	<u>(26,811)</u>	<u>(20,272)</u>

# STOKE AIR AMBULANCE CIO

## NOTES TO THE FINANCIAL STATEMENTS - continued for the year ended 30 June 2024

### 8. MOVEMENT IN FUNDS - continued

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	386,384	(413,195)	(26,811)
<b>TOTAL FUNDS</b>	<u>386,384</u>	<u>(413,195)</u>	<u>(26,811)</u>

### 9. RELATED PARTY DISCLOSURES

During the year the charity paid consulting services totalling £28,038 to Community Concessions Ltd, a company controlled by Daniel Moores (trustee of Stoke Air Ambulance CIO). At 30 June 2024 £1,080 was owed to Community Concessions Ltd.

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## Signature 1

Signed by Daniel Moores using authentication code V0V1fD5pWEwvWE42 at IP address 90.243.116.33, on 2025/05/08 16:26:13 Z.

Daniel Moores's e-mail address is: [daniel.moores@stokeairambulance.org](mailto:daniel.moores@stokeairambulance.org).

## **Trustees' Annual Report for the Year Ending 30<sup>th</sup> June 2024**

**Charity Name:** Stoke Air Ambulance

**Charity Registration Number:** 1162611

**Registered Address:** Unit 417, Lower Mall, Potteries Shopping Centre, Stoke on Trent, ST1 1PS

**Reporting Period:** 01.07.2023 – 30.06.2024

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### **Structure, Governance and Management**

Stoke Air Ambulance is a Charitable Incorporated Organisation (CIO) governed by its constitution. The charity is managed by a board of trustees, who are responsible for setting the strategy and overseeing operations. Day-to-day activities are carried out by a small team of people under the leadership of the CEO.

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### **Objectives and Activities**

The primary objective of Stoke Air Ambulance is to establish and operate a helicopter emergency medical service (HEMS) for the benefit of communities in and around Stoke-on-Trent, as well as the surrounding areas within a 19-mile radius. The charity aims to provide pre-hospital critical care and rapid transport for patients in life-threatening situations.

To achieve this goal, the charity's focus during the reporting year has been on building the financial and operational foundations needed to acquire and run a helicopter service.

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### **Achievements and Performance**

During the year, the charity concentrated on the following key activities:

- **Fundraising Campaigns:**  
We carried out sustained fundraising activities throughout the year, including community engagement, public events, and donor initiatives.
- **Supporter Growth:**  
We significantly expanded our supporter network across the region, increasing public awareness and engagement with our cause.
- **Organisational Development:**  
We focused on developing robust internal systems and planning for the future delivery of a helicopter-based critical care service.

These efforts have positioned the charity strongly for the next stage in its development.

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## **Financial Review**

The charity ended the financial year with a strong financial position, thanks to the success of our fundraising campaigns. These funds are earmarked for the future purchase of a helicopter and the launch of operational services. We continue to prioritise careful financial management and the effective use of donor support.

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## **Plans for the Future**

Looking ahead, our goals include:

- Finalising the purchase of a helicopter
- Establishing our clinical and operational infrastructure
- Recruiting and training key staff
- Preparing for service launch and regulatory readiness
- Continuing to grow public and stakeholder engagement

Our aim is to begin critical care operations during the 2025–2026 period.

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## **Public Benefit**

The trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have due regard to the Charity Commission's guidance on public benefit.

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## **Trustees**

Daniel Moores – Chair / Trustee

Andrew Shaw – Trustee

Adam Sparkes – Trustee