



The Air Ambulance Service
SAVING LIVES

Annual summary

2019/20



Our staff, volunteers and supporters rose to the challenges of 2019 and we are pleased to report on what was an excellent year for The Air Ambulance Service.

Welcome from our Chair of Trustees



Our Vision is simple: to ensure children grow into adults, for adults to live longer and for families to stay together, as bereavement through trauma becomes rare.

And, as Chairman of the Charity, I believe we have excelled in pursuit of this shared objective in 2019 by clearly demonstrating our Values of Courage, Creativity and Compassion.

I am delighted the Charity continues to achieve excellence both financially and operationally. This has resulted in continued development of our lifesaving services across our national children's transfer service as well as our Helicopter Emergency Medical Services within our regions. This is only made possible by the wonderful support and generosity of the public together with the dedication, skill and enthusiasm of staff and volunteers in all areas of operation.

The Charity leads the way in the delivery of critical care and inter-hospital transfers, but the hard work is far from over. Every day our charity is tasked with a unique set of missions that our rapid response services work tirelessly towards as they endeavour to save lives and alleviate suffering. We are only able to do this because of the support we receive, and I would like to take this opportunity to thank the public for the difference they have made to tens of thousands of lives the Charity has touched.

A handwritten signature in black ink that reads "Chris Faircliffe".

Chris Faircliffe
Chair of Trustees



Welcome from our Chief Executive



Our purpose is to save lives and we do that by providing the best emergency medical services with rapid response capability by air and land.

We respond to trauma and medical emergencies with our local air ambulances for Warwickshire and Northamptonshire and for Derbyshire, Leicestershire and Rutland and we respond to critical care transfer and retrieval needs for seriously ill children across the UK with our Children's Air Ambulance service.

All of our services are funded entirely by voluntary donations and by the trading and fundraising activities we undertake. This ethos remains at our core, we are here to work alongside and help the NHS and do so without the need for using their available funds. The impact we make with our services is to keep people alive, keep families together, to let children grow and to enable the NHS to carry out more work than they would have been able to without our support. We also impact on our communities by creating jobs, taking actions to improve the environment, bringing people together as volunteers and creating worthwhile training and experience opportunities.

We have had another very successful year and I thank everyone involved in all our Income Generation activities. Yet again we have hit a record high of income and as always, we do three things with this. We invest more into our operational services, more into developing staff and volunteers and more into our future financial stability to protect all the service budget needed for the future.

Andy Williamson
CEO

Your local air ambulance

Warwickshire & Northamptonshire (WNAA)

Derbyshire, Leicestershire & Rutland (DLRAA)

The five counties we cover are served by two AgustaWestland 109 Grand helicopters and two rapid response land vehicles that respond to requests by our NHS Ambulance Trust partners, West Midlands Ambulance Service and East Midlands Ambulance Service to assist with major trauma and medical emergencies.

Both of the helicopters and the cars are crewed with a doctor and paramedic of the highest clinical standards and dedication. The helicopters are leased from Sloane Helicopters based in Northamptonshire who also provide the pilots.

In 2019, across Warwickshire & Northamptonshire, we attended 1,607 missions, 884 by helicopter and 723 by our Critical Care Cars.

Across Derbyshire, Leicestershire & Rutland, in 2019, we attended 2,325 missions, 901 by helicopter and 1,424 by our Critical Care Cars.

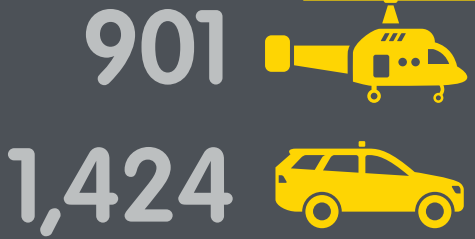
In November, we launched our new Critical Care Cars, the Skoda Kodiaq. As a 4x4, our road handling and off-road capabilities have increased, allowing us to access areas that weren't previously possible. The vehicles have a larger mapping system enabling enhanced navigation. They have brighter lights and louder sirens that have increased our presence and shown improvements through passing traffic.



DLRAA
Missions



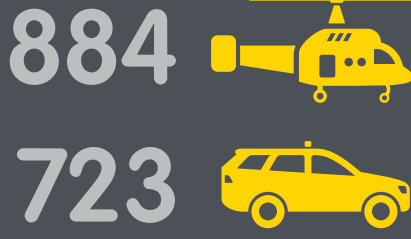
RTC	702
Medical	784
Sports	81
Fall	187
Industrial	25
Other	546



WNAA
Missions



RTC	583
Medical	442
Sports	65
Fall	169
Industrial	19
Other	329





Rosie's story

To mark the second anniversary of being flown by your local air ambulance, 13-year-old Rosie Jeffs climbed to the top of Mount Snowdon to raise funds for the charity she – and her family – credit with saving her life.

Rosie has defied doctors since she was involved in an accident in April 2017 when she was thrown off the back of her dad's motorcycle when he had to brake suddenly. She and her 16-year-old brother, Thomas, often went out for rides with their dad, Jamie, and always wore protective clothing and helmets. But when Rosie was thrown off the back of the motorcycle to the opposite side of the road, she landed with such force, the safety kit wasn't enough to prevent her sustaining horrendous injuries. She suffered 10 breaks and fractures to her right femur, tibia, fibula; her left shoulder; her pelvis and jaw.

Rosie's mum, Syreeta, drove to the scene of the accident after receiving a phone call to say what had happened. She says: "When we got there paramedics from the land ambulance were cutting off Rosie's protective gear. I remember there was a bone sticking out of her leg. After about 10 minutes the air ambulance appeared in the sky and landed in the grounds of a large house nearby.

"Rosie was losing a lot of blood – we found out later that her life expectancy was only about 45 minutes.

"The air ambulance crew sedated Rosie, made her comfortable, and got her into the helicopter. I was able to fly with her and we arrived at Birmingham Children's Hospital in just seven minutes. If she hadn't got to a hospital so quickly, she would have bled to death from her internal injuries."

A medical team were waiting at Birmingham and as soon as the doors of the air ambulance opened, they started treating Rosie. She was taken to intensive care and given a blood transfusion and full-body scan. After a seven-hour surgery on both legs, Rosie was in hospital for a month during which time she had an operation to put plates in her femur, tibia and fibula.

When she was discharged Rosie was in a wheelchair which meant the family had to convert their dining room into a temporary bedroom.

"Everything was difficult, and it was a struggle for us as a family. We had always been very outdoorsy and being confined to the house was very hard for Rosie" says Syreeta.



13 year old Rosie at the summit of Mount Snowdon

Rosie had to undergo two further operations to remove screws and plates when her broken bones healed. Over time she went from being in a wheelchair to using a zimmer frame and then crutches and a walking stick. She's now back to full health: playing hockey, enjoying taking part in dramatic productions and riding.

The Snowdon climb in April was set as a challenge to keep her motivated during her long recovery period and physiotherapy sessions.

"The air ambulance saved my life and I wanted to do something to say thank you. Whenever I see it flying overhead I blow it a kiss" says Rosie.

Children’s Air Ambulance



Children’s Air Ambulance is a national service covering all of the UK, as and when required. It works in partnership with major specialist paediatric intensive care teams based in children’s hospitals across the country.

The role of Children’s Air Ambulance is to ensure the quickest, safest transfer and retrieval of critically ill babies and children and, to ensure the doctors and nurses attending them have the best equipment available to meet their clinical needs.

We operate two AgustaWestland 169 helicopters for this service, based out of Doncaster Sheffield Airport and London Oxford Airport. This enables us to respond to all parts of the UK in rapid time.

The tragic events of October 2018 in Leicester, where a private helicopter was involved in a fatal accident, meant that some availability was lost due to the necessary enforcement of additional safety checks to the aircraft.

In 2019 we attended 124 missions, supporting 10 Clinical Partner Teams.



Edith’s story

When six-year-old Edith needed specialist nursing after an emergency operation to remove her appendix, Children’s Air Ambulance flew her to a paediatric intensive care unit 75 miles away.

Edith had been taken by land ambulance from her home in Canterbury to the Queen Elizabeth The Queen Mother Hospital in Margate with a high temperature and complaining of feeling unwell. It was only a year since she had recovered from meningitis and her family were very worried about her health again.

Initially she was given intravenous fluids, but her condition didn’t stabilise, so she was transferred to the hospital’s high dependency unit where an ultrasound scan revealed that her appendix had burst.

Edith urgently needed an operation and Children’s Air Ambulance was mobilised to fly from the airbase in Oxford to collect colleagues from the South Thames Retrieval Service (STRS) and fly them to Margate to accompany Edith back to King’s College Hospital, London – where there is a specialist paediatric department. But her condition was

rapidly deteriorating, and her kidneys had started to shut down so surgeons at Margate performed an emergency appendectomy. They found that her appendix was gangrenous, which explained Edith’s rapid decline.

The STRS team arrived on the helicopter while Edith was still in surgery. When she came out of the operating theatre, they stabilised her ready for the flight to London.

“Everyone was very reassuring and explained what was going to happen when she came out of the operation. They answered all our questions, and we were relieved to know that she would be in good hands and be taken to the specialist post-operative care she needed as quickly as possible” says Edith’s mum Alex.

Alex was able to see her daughter and give her a kiss before she was put into the helicopter for the 33 minute flight to London. Edith’s dad Jeff travelled in the helicopter with her.

“It took a while for the team to get Edith into the helicopter, but I was told what was happening and kept informed every step of the way until the helicopter took off which was very reassuring. I watched it fly away and then drove to London to join them at the hospital” says Alex.



Edith at our Lambeth Palace event

The road journey took her three hours. Edith was kept in an induced coma at King’s for one and a half weeks while her body recovered from the surgery. After another week in hospital Edith was discharged and had some time resting at home before going back to school. She has made a full recovery and is very proud of her operation scar – which she thinks makes her a superhero!

Ironically a few months before Edith was flown by the Children’s Air Ambulance, Alex and Jeff signed up for the Children’s Air Ambulance lottery which raises funds for the Charity.

“We had no idea then that we would soon get first-hand experience of what the Charity does. We now have a real appreciation of the amazing difference Children’s Air Ambulance makes to families like ours and we will always be grateful” says Alex.

Income Generation

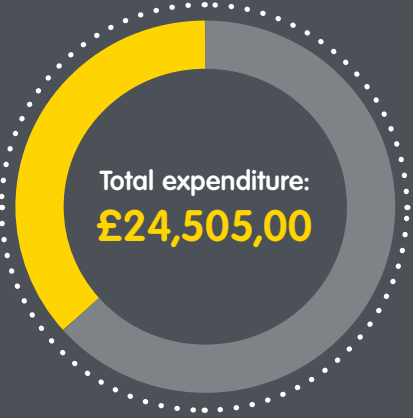
In 2019, we generated a record income of

£28.9m

This represents a superb effort and is a clear validation of the quality of The Air Ambulance Service, the impact we make and the services we provide.



Donations & legacies	£11.97m
Charitable activities	£0
Other trading activities	£16.91m
Investments	£30.00k
Other	£0



Raising funds	£15.53m
Charitable activities*	£8.97m
Other	£0

*cost of running the helicopters and Critical Care Cars

Fundraising

Our children's club
#TheCrew launched and
reached a membership of

250

Successful first event by
the Doncaster Appeal Board
generated

£20,000
from their race day in July.



Mailing campaigns
generated in excess of
£1.25m



Received a donation of
£77,380

from the Delta Academies schools across
Yorkshire and Humberside, this was a fantastic
first effort which is being repeated in 2020.

Hosted a garden party at
Lambeth Palace which raised
£28,000

as well as generating huge broadcast, print
and social media coverage including a
significant spot on daytime TV programme
This Morning which was seen by five million
viewers.

Community fundraising
had an excellent year with
an income of more than
£2.1m

Investment in community fundraising in all
our local air ambulance counties as well as
in London, Oxford, Doncaster, Merseyside and
Cheshire for Children's Air Ambulance.



The formation of a
new appeal board
in Doncaster

Retail and Trading

At the end of 2019 we had
56 shops trading within the
Midlands, London and Yorkshire.

During the year we opened our first two charity
superstores in the UK with Alfreton, Derbyshire
opening on 21st February and Doncaster,
Yorkshire on 22nd October. Both stores include
The Landing Pad Café, children's play areas
and a donation station. Diversifying our
retail proposition, gave us the opportunity to

embed ourselves in the community and offer
an enhanced shopping experience for our
customers.

Our Reuse department continued to thrive,
expanding and growing our textile bank
operation, and building on our asset
recovery and data wiping business. We
were presented with the 'Innovation and
Technology' award by the Charity Retail
Association for this area of growth.

We began to operate closed-loop recycling
of our own plastic bags to help us become
greener and reduce the plastic that ends
up in our fields and waterways. The process
involves our in-house machine that turns our
bags that are used for donations into pellets,
to then be reprocessed into new donation
bags for future use.

The Hanger retail team pictured at the opening
of the new superstore





Our People

Our front line services are all supported by a dedicated team of staff providing the infrastructure and support required to maintain the services free of charge to the NHS and patient.

358
Staff

1,001
volunteers

Our back-office support staff in Finance, HR, Administration, Fundraising, Marketing and Communications, Retail, Reuse and Supporter Care continually strive to make improvements and there is many an unsung hero in these teams who are an integral part of our charity. They work tirelessly in the background ensuring that The Air Ambulance Service meets all of its regulatory compliance, financial management, accurate policies, people provision, training and development and generate income.

We have built on our internal infrastructure within key areas and a heavy focus on our people. At the end of the year, we employed 358 staff and 1,001 volunteers, who regularly commit their time to us in varying roles spanning our organisation.

The Charity has developed new initiatives and strengthened our policies for our people in a number of ways:

- Mental health with the creation of Mental Health First Aiders, and launching our employee wellbeing plan
- Increased Safeguarding policies and regular monitoring
- Introduction of our Green Strategy whereby we have set out our policies and procedures for reducing our environmental impact and operating effectively

- The Trading Company successfully achieved re-accreditation for ISO 14001 Environmental and 9001 Quality Management
- Committed to an 18 month management development programme training our Senior Management Team to level 7 in CMI Strategic Management and our line management to level 5 ILM in Management
- Internal and external communications have been improved with the creation of the staff Our Voice initiative and Just Landed newsletter, use of SharePoint as a staff communication tool and enhanced website and social media output that is relaying the work of the whole charity
- For our volunteer network we have introduced a centralised management team, the Volunteer Hub, as well as a portal to improve communication and accessibility to the Charity's resources.

Our Vision, Mission and Values

Our Vision, Mission and Values are embedded in everything that we do.

We work to ensure that children grow into adults, for adults to live longer and for families to stay together as bereavement through trauma becomes rare. We do this through our rapid response services, who work tirelessly to save lives and alleviate pain and suffering, wherever and whenever needed.

We live and thrive with our three core Values of Compassion, Courage and Creativity. We succeed because we care. We care about our patients, our supporters, our partners and our colleagues. We act with dignity, humility, integrity and respect. We succeed because we dare. We are bold, pioneering and brave enough to ask questions of ourselves and others while actions are taken with responsibility.

We succeed because we innovate. We recognise that new ideas, big and small, are essential for future growth.

We are curious, we embrace change, and we rise to the challenge.



2020 and beyond

Looking forward into 2020 we will continue to deliver on our seven key strategic aims.

- 1. Continuously advance rapid response and critical care services to patients.
- 2. Be recognised as the leading authority on pre-hospital emergency care and paediatric and neonatal transfer services.
- 3. Raise awareness, understanding and engagement with our charity across the country.
- 4. Unite people in our common purpose and create advocates who will enhance the reputation and reach of the Charity.

5. Be the organisation of choice and opportunity for the most talented and driven from diverse backgrounds.

6. Drive best practice across all areas of the organisation, in a sustainable, responsible and ethical manner, to ensure a positive impact on the communities and environments in which we operate.

7. Grow income to £30 million in a diverse and sustainable manner to continue and develop our services.

As we work towards our 40,000th local air ambulance mission milestone, we will continue to work closely with stakeholders within the NHS to identify opportunities to provide enhanced and additional support at no cost to the NHS or patient.

A project will be underway to replace the current local air ambulance fleet of helicopters that will drive our service forward and support future developments in clinical need.

In order to meet our patient needs, our financial targets are substantial which we're confident that we will achieve, together with our supporters.





Registered with
**FUNDRAISING
REGULATOR**



your local
air ambulance

Derbyshire • Leicestershire • Rutland

Warwickshire • Northamptonshire



children's
air ambulance

keeping hope alive

The Air Ambulance Service

Blue Skies House

Butlers Leap

Rugby

Warwickshire

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theairambulanceservice.org.uk

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