

Welsh Air Ambulance Charitable Trust

ANNUAL REPORT AND ACCOUNTS

1 August 2023 - 31 July 2024



Elusen
Ambiwlans
Awyr
CYMRU

WALES
Air
Ambulance
Charity

COMPANY NO: 4036600
CHARITY NO: 1083645

FOREWORD

This Annual Report covers the 12 months between 1 August 2023 and 31 July 2024, a period during which I assumed the role of Chair of Trustees. In April 2024, the Charity's previous Chair, Dave Gilbert OBE, stepped down after ten successful years at the helm. Under Dave's leadership, Wales Air Ambulance has evolved into one of the most advanced operations in the world (see page 14). For this, we owe him a huge debt of gratitude.

I am very grateful to have been voted in as Chair by my trustee colleagues. As a former emergency medicine consultant and air ambulance medic, I hope to continue using my knowledge and experience to further enhance the Charity and the service.

Our aim is, and always will be, to deliver the best possible care, with the resources available to us, to people across Wales – wherever they are and whenever they need it. This includes improving equitable access to our high level of care 24 hours a day and increasing the number of life or limb-threatened patients we attend.

Over the past 24 years, through your support and trust, the passion of our employees and volunteers, and the stewardship of our trustees, the Charity has delivered the largest air ambulance service in the UK and one of the most medically advanced in the world.

This has been achieved through extensive evidence-based decision-making. We will always work with our medical partners to continually improve our lifesaving service for patients.

With that at the forefront of our minds, in April 2024 we welcomed an NHS Wales decision to move forward with improvements to the service we provide – a development that will save even more lives across the country (see page 26).

The importance of what we do is vividly highlighted through the stories of Sinead (page 6) and Josh (page 12). Without our service, and all those who contribute to it, it is possible that these young parents would not be with us today. Sinead and Josh are part of the 50,000-plus missions we have attended since our inception in 2001, a milestone we reached in June 2024 (see page 10).

As a Board, we do not underestimate the fiscal challenges that lie ahead – something impacting all sectors and industries. The ongoing global increase in costs relating to goods and services not only affects us directly but also indirectly, with people being hit hard in their pockets and finding it increasingly difficult to contribute to charitable causes. This is something we have been preparing for, and our strategy (referenced on page 16) has focused on the diversification of our income streams. We have a robust plan in place to maintain our existing service levels while ensuring that we are making the

most effective use of our funds and increasing the number of patients we can attend (see Service Review on page 26).

That said, charitable donations from individuals, communities and organisations remain vital for us to continue saving lives.

This reporting period was the first time in our history that we transferred to a new aviation partner. In December 2023, Gama Aviation took over as our new aviation provider following a complex but impeccably planned and executed transition process. You can read more about this on page 24.

As always, we owe an enormous debt of gratitude to our employees, Trustees, volunteers, supporters and partners. Without their dedication, passion and flexibility the Wales Air Ambulance Charity would not exist. It is because of them, and you, that we are able to serve Wales and save lives.

As I embark on my role as Chair, I am under no illusion as to the responsibility I have to you, the people of Wales, ensuring that we continue our journey of improvement. I hope I will make you proud.

On behalf of the Trustees, I present to you this report with the financial statements of the Charity for the year ending 31 July 2024.

Dr Kyle Jacques
Chair of Trustees, Wales Air Ambulance Charity



Elusen Ambiwylans
Awyr Cymru

**Wales Air Ambulance
Charity**

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SINEAD'S STORY

In the blink of an eye, Sinead Williams's life changed forever, but thanks to the Wales Air Ambulance Charity and the Emergency Medical Retrieval Transfer Service (EMRTS), Sinead was reunited with her family.

In August 2021, Sinead was involved in a catastrophic road traffic collision on Swansea Road in Pontlliw in the early hours of the morning. She was a passenger in a car when the driver lost control and crashed into a lamppost.

The driver was lucky to escape with minimal injuries, but Sinead was left fighting for her life. A 999 call was made and it caught the attention of the EMRTS Critical Care Practitioner working on the Critical Care Hub.

The Critical Care Hub, also known as 'the desk', is a vital part of the Wales Air Ambulance and EMRTS service. 24 hours a day, every 999 call is monitored by a critical care practitioner and allocator, to identify where critical care interventions will be required.

Dan Jenkins, the Critical Care Practitioner working on 'the desk' that night, said: "It was the early hours of the morning, and I noticed the 999 call for Sinead's accident. I spent some time interrogating the call and finding out more information about the incident.

"From the details I had, it was clear that Sinead was going to need critical care interventions at the scene, so I tasked our overnight team from Cardiff, who decided to go by air.

"The team were able to take the emergency department to Sinead, giving her the best possible care and chance of survival."

The Welsh Ambulance Service arrived on scene first, followed by Wales Air Ambulance.

The crew onboard were Critical Care Consultant Dr Tom Rennison and Critical Care Practitioner Steffan Simpson. Upon arrival, Sinead was unconscious and not breathing.

Dr Tom Rennison said: "Sinead had a very weak pulse and was very seriously injured, with extensive head, chest and abdominal injuries. We put her in a pelvic binder and had to administer a general anaesthetic and use all the blood products we had with us. She also needed a large central line placed into her veins so that the blood transfusion could be provided rapidly."

After the anaesthetic was given, the team was able to ventilate her by placing a tube down her throat, which enabled them to take over her breathing. She also required surgical procedures to her chest, to relieve some of the pressure, known as a thoracostomy.

The advanced critical care treatments Sinead received at the roadside would usually only be available within a hospital emergency department setting. Thanks to the unique partnership between the Wales Air Ambulance Charity and EMRTS, Sinead had access to pre-hospital care which ultimately saved her life.



Once stable, the team was ready to transport Sinead to the University Hospital of Wales in Cardiff.

Critical Care Practitioner, Steffan Simpson, said: “Due to the severity of Sinead’s injuries, we decided that it would be best to transport her via road. She had already received the vital treatments she required at scene, and I joined her in the road ambulance to monitor her.

Sinead spent the next three months in hospital and received 140 units of blood. She also underwent nine separate operations.

Sinead said: “I can’t remember much of it but I know how serious my injuries were. I had broken so many bones and had multiple organ failure. I had a brain injury and collapsed lungs – they were blown up at the side of the road by the crew.”

Sinead suffered fractures to her pelvis, thigh, arms, and back, two collapsed lungs, internal bleeding, injuries to her liver, pancreas, and a kidney, and bleeding on the brain.

The EMRTS consultants who work on board the Wales Air Ambulance Charity vehicles also work in hospitals across Wales.

Critical Care Consultant Dr Chris Hingston said: “Like all my consultant colleagues working with Wales Air Ambulance, I also work in a hospital.

“I was the consultant on call when Sinead arrived with us at the University Hospital of Wales, and she

was taken straight to theatre. At that point, I really thought she wasn’t going to survive. She was so unwell and remained in a coma for three weeks.

“It was only after three weeks that we were able to start to wake her up and see how her brain was. We still didn’t know whether she was going to recover from a neurological point of view.”

Sinead suffered a stroke which has impaired her mobility but against the odds has continued to thrive.

A thankful Sinead said: “I never imagined I would need Wales Air Ambulance. You see them flying, but you never think it’ll be you who needs their help.”

Sinead went on to receive support from the Charity’s Aftercare Service and was introduced to Patient Liaison Nurse, Jo Yeoman, whose role is to support patients and their families after what is usually a life-altering and sudden traumatic event.

Jo said: “I visited Sinead in hospital, and she was understandably very confused.

“She spent three months in hospital, and once discharged I also visited her at home, which is usually a difficult time for patients as they’re adjusting to a new way of life.

“I was also able to provide her with a timeline of what happened and explain the care that our critical care team gave her. This seemed to

help her come to terms with why it was taking her a while to recover. The injuries she sustained were very serious but she was always very determined, and she has recovered remarkably well.

Once a bit stronger, Sinead paid a visit to the Charity’s Llanelli base where she was reunited with one of her “heroes”, Critical Care Practitioner Steffan Simpson.

Jo continued: “The visit was very emotional, there wasn’t a dry eye in the house when Sinead was reunited with the team who saved her life. It was important for Sinead to have that moment to say thank you to the team, but it was also really important for the crew to see her remarkable recovery and to see how the treatments they gave her had saved her life, enabling her to be reunited with her daughter and family.”

Reflecting on Sinead’s care, Dr Tom Rennison said: “It’s been incredibly rewarding to hear how Sinead has progressed following incredibly severe injuries. She was in an extremely perilous condition and is memorable to all of us.”

Sinead still has some hurdles ahead but has recently returned to work.

She said: “I’m still undergoing rehab and I still have some more surgery to go, but I have no doubt that I would not have survived without the attention of the Wales Air Ambulance Charity and EMRTS – their care was faultless. All I can say is thank you.”

WHO WE ARE AND WHAT WE DO

Our Mission

To deliver lifesaving, advanced medical care to people across Wales, whenever and wherever they need it.

Our Vision

To improve the lives of patients and their families by being a world leader in advanced, time-critical care.

About Wales Air Ambulance

Launched on St. David's Day 2001, Wales Air Ambulance delivers advanced lifesaving medical care to people across Wales, 24/7. We are the only air ambulance charity, based in, and dedicated to, the people of Wales and rely entirely on your charitable donations to raise £11.2 million every year to keep the helicopters in the air and rapid response vehicles on the road.

We are on standby to attend those suffering a life or limb-threatening injury or illness, with some of the most advanced air ambulances and rapid response vehicles in the UK. Our Charity is delivered via a unique Third Sector and Public Sector Partnership. The Emergency Medical Retrieval and Transfer Service (EMRTS) supplies highly skilled NHS consultants and critical care practitioners who work on board our vehicles.

We bring the emergency department to the patient

With bases across Wales, the highly skilled crew on board can carry out medical procedures which would usually only be available within a hospital setting. They can deliver blood transfusions, administer anaesthesia and undertake emergency operations at the scene of an incident, before taking the patient directly to specialist care. For the patient, this can mean hours saved in receiving the appropriate treatment when compared to standard care.

Our Operation

Wales Air Ambulance bases are in the following locations and operate during the stated hours. We are a valuable but scarce critical care resource that offers a specialised service. Therefore, the crews operate pan-Wales. Regardless of where they are based, they travel the length and breadth of our nation to deliver emergency care.

Caernarfon 8am - 8pm ☀️

Welshpool 8am - 8pm ☀️

Cardiff 24 hours a day ☀️🌙

Llanelli 7am - 7pm ☀️

OUR VALUES

Our new values, developed in collaboration with our Employee Forum in 2023, continue to be embedded through our enhanced recruitment processes and our updated appraisal process where we focus on how we work and our behaviours alongside performance.



Trustworthy

We act with uncompromising integrity in everything that we do.



Passionate

We are heartfelt in our commitment to delivering the best possible outcomes for the people of Wales and believe in everything that we do and say.



Ambitious

We look beyond the present to deliver future value.



Responsible

We care about doing the right thing and taking ownership of our actions and our results.

50,000 MISSIONS

June 2024 was a poignant month for our Charity, as we attended our 50,000th mission.

This would not have been possible without the continued support and dedication of our supporters, volunteers, employees, medics, pilots and engineers – past and present.

Behind every mission is a patient and on 50,000 occasions the medics on board our vehicles have been tasked to help people in need. When we hear from past patients and their loved ones, it reinforces that the impact of our charity is far greater than just the patients themselves. We have also impacted the lives of their family and friends who, without our service, may never have been reunited with their loved ones.

We mark this milestone with huge gratitude and are humbled that the people of Wales continue to support us. Thank you to every single person who has contributed to our service. The difference you make is life-changing.





JOSH'S STORY

Joshua Tayman was hiking with his friend Benjamin Robert in Yr Eryri (Snowdonia National Park) when their day out resulted in Joshua nearly losing his life.

As they walked along a track at the top of a waterfall, Joshua slipped and fell approximately 50ft into a river close to Swallow Falls near Betws y Coed.

Benjamin free-climbed down to the river to help his friend, which took approximately 5-7 minutes, where he found Joshua, from Ellesmere Port, face down in the water.

To save him from drowning, Benjamin jumped into the river and pulled Joshua out. He performed CPR (Cardiopulmonary Resuscitation) on Joshua, and dragged him across the river where a passer-by, who happened to be a doctor, took over the CPR.

Thankfully, after 10 minutes Joshua started to breathe a little and a road ambulance arrived on scene, followed by the Wales Air Ambulance.

The EMRTS medics on board Wales Air Ambulance were Critical Care Consultant, Gareth Thomas, and Critical Care Practitioner Ian Thomas. The team attended by air, flown by Pilot Jon Earp.

After a difficult extrication from the side of the waterfall, the medics gave Joshua a general anaesthetic and inserted a breathing tube into his lungs which was connected to a ventilator.

Due to the type of incident and the potential for several significant internal injuries, the Wales Air Ambulance medics gave him six units of blood products via a blood transfusion. They also immobilised his spine and applied a pelvic binder.

The advanced critical care treatments Josh received at the roadside would usually only be available within a hospital emergency department setting. Thanks to the unique partnership between the Wales Air Ambulance Charity and EMRTS, Joshua had access to pre-hospital care which ultimately saved his life.

Once stable, he was wrapped in a warming blanket and flown directly to the Royal Stoke University Hospital Major Trauma Centre. Following a full assessment in the emergency department and full body scans, he was transferred to the intensive care unit.

Joshua remarkably survived the fall but it resulted in him suffering from a broken coccyx, parietal scalp haematoma, multiple whole-body bruises and a 4cm wound behind his left ear.





He was kept in an induced coma and on a ventilator for three days in the intensive care unit, before being woken up and taken off the ventilator on day four.

Extraordinarily, within a couple of days Joshua was eating, drinking and walking with the physiotherapists. This is when he met Wales Air Ambulance Patient Liaison Nurse, Hayley Whitehead-Wright. Hayley's role is to support patients and their families after what is usually a life-altering and sudden traumatic event.

He was discharged home on the 1 April, just six days after his accident.

A grateful Joshua said: "I have made a full recovery since my accident and my health is perfect. I would firstly like to thank Benji for risking his own life to save mine as well as all the people at the Wales Air Ambulance and also Royal Stoke University Hospital for all the care they showed me."

Hayley Whitehead-Wright said: "It is wonderful to hear that despite Joshua's horrific fall and nearly drowning, he has made an incredible recovery and spent just six days in hospital. He was very lucky to have his friend Benjamin with him on the day.

"The Wales Air Ambulance medics were able to put Joshua to sleep to protect his brain from further damage and give him six units of blood at the scene of his accident. The ability to administer an anaesthetic and undertake a blood transfusion is only possible outside of a hospital environment via the Wales Air Ambulance. This ensured that Joshua had the best possible care before reaching the major trauma centre at Royal Stoke University Hospital."

Since his accident, Joshua has become a proud dad to a baby girl and has gone on to fundraise for the Charity that saved his life.

A grateful Joshua said: "Without the help of the Wales Air Ambulance and everybody that helped me, including Benji, I wouldn't be here today to see my baby, my girlfriend or my mum. So, it's not just affected me, it's affected multiple people along the way.

"To the medics who came to me and my friend Benji, it's as black and white as it can be - I would not be sat here without you. You save lives every day and I just can't thank you enough for that. I think the Wales Air Ambulance is an invaluable service and many people would be lost without it."



TRIBUTES TO OUTGOING CHAIR AS NEW CHARITY LEADER APPOINTED

In April 2024, tributes were paid to the long-standing Wales Air Ambulance Chair as its Board of Trustees appointed a new Chair for the Charity.

The previous Chair, Dave Gilbert OBE, decided to step down after ten years at the helm. However, Dave will remain on the Board as a trustee.

The previous Vice-Chair, Dr Kyle Jacques, was unanimously voted in as the Charity's new Chair. All trustees, including the Chair, undertake their roles as volunteers.



During his tenure as Chair, Dave has overseen many major developments within the Charity. This includes:

- the introduction of a unique partnership with NHS Wales in 2015, creating the Emergency Medical Retrieval and Transfer Service (EMRTS). This transformed the Wales Air Ambulance from a paramedic-led service to a consultant-led service (as described on page 18).
- the opening of a new purpose-built operational base and Charity headquarters in Llanelli in 2016. This allowed effective air ambulance operations and offered good access to the major road networks for the rapid response vehicles.
- the introduction of a fourth aircraft to its fleet in 2018, operating out of Cardiff Heliport, making Wales the largest air ambulance operation in the UK.
- the start of a 24/7 operation in 2020.
- overseeing two in-depth procurement processes for the appointment of a new aviation provider, the most recent being a seven-year, £65 million, contract with Gama Aviation.

In the most recent development, NHS Wales approved a new evidence-based way forward for the air ambulance service in Wales – one that will see an improvement for the entire country and more lives saved (see page 26).

Dave said: "Our exceptional evolution has been achieved because of the trust and support we have received from our supporters, whether that be through fundraising or volunteering.

"Just as significant to our success are all those passionate medics, aviation specialists and Charity employees and volunteers, past and present, who have shared the aim of delivering the best possible care for those in need across Wales.

"Reaching the 10-year mark as Chair, it felt like the right time to step down from the role.

"It has been a great honour to hold this position. I wish Kyle the very best as he takes on the role and I look forward to continuing to support the Board's work as a trustee, with more exciting and life-preserving developments ahead."

The incoming Chair, Dr Kyle Jacques, has first-hand experience working in critical care and air ambulance environments.

Kyle initially studied dentistry at Guy's Hospital, London, and then worked up to Consultant level in maxillofacial surgery.

He studied medicine as a mature student and graduated from the University of Wales College of Medicine where he undertook junior medical jobs locally and joined the All Wales Training Programme in Emergency Medicine.

Kyle also developed a subspeciality interest in Prehospital Emergency Medicine. He volunteered on the British Association of Immediate Care Medserve scheme in South East Wales and was a volunteer roadside responder with the Welsh Ambulance Service.

As there was no formal Welsh pre-hospital emergency medicine training scheme at that time, he commuted to Bristol to work on the Great Western Air Ambulance.

He subsequently trained on, and qualified from, the London Air Ambulance Medical Crew Course and worked as a doctor on the Kent Surrey Sussex Air Ambulance – travelling to work there, from Wales, every week.

After finishing in Surrey, Kyle came back to work at The North Bristol NHS Trust as this was the nearest designated Major Trauma Centre to Wales at that time.

He gained invaluable experience in prehospital medicine and on how to run a major trauma team, and was awarded The Queen's Jubilee Medal for services to prehospital care.

Kyle, who is now retired and lives in rural Carmarthenshire, said: "Having been exposed to cutting-edge care in the prehospital field and the functioning of a well-run major trauma centre, I wanted to help introduce this level of care in Wales.

"I joined the Wales Air Ambulance Board of Trustees twelve years ago and I was able to influence practice and promote doctors flying with the service. Initially, we provided a 'flying road ambulance' with no extended medical practice compared to a standard ambulance response. We now have the largest Helicopter Emergency Medical Services fleet in the UK, with cutting-edge clinical skills, staffed by doctors and critical care practitioners, and able to fly 24 hours."

About his new role as Chair, Kyle said: I'm very grateful to have been unanimously voted in as Chair by my trustee colleagues. I am delighted to be working with a superb team of trustees and a Senior Management Team supported by staff, volunteers and donors. The aim is to continue improving equitable access to this high level of care 24 hours a day to as many people in Wales as possible and to reduce unmet need for those with a life or limb-threatening condition.

"I am under no illusion as to the responsibility I have to the people of Wales, ensuring that we continue our journey of improvement. I hope I will do them proud."

Paying tribute to outgoing Chair, Dave Gilbert, Kyle said: "It is difficult to believe I have been working for over a decade with Dave.

"He took on the role with huge energy and enthusiasm and has shepherded the Charity through some momentous changes and developments.

"I have learnt a lot working as Vice-Chair to Dave over the last decade and we are delighted that he will be staying on as a trustee. His help will be invaluable in the next part of our exciting journey."



Dr Kyle Jacques

FLYING INTO THE FUTURE

OUR 2021-2026 STRATEGY



At the beginning of 2021, the Wales Air Ambulance Charity started a full strategic review. It was inclusive and, as well as the Charity's Trustees and Senior Management Team, it involved a large number of Charity employees who have been proactively engaged in the extensive and in-depth research, planning, and project delivery. The views of all key stakeholders were sought, including our supporters and volunteers, as well as our medical and aviation partners.

The resulting 2021-2026 'Flying into the Future' Strategy has been developed in recognition of our evolution over the past two decades and our position as a prominent and respected Welsh charity.

The Strategy's objectives take into account the pressures, demands, and opportunities within modern society, as well as embracing new service advancements in emergency care analysis and delivery. By undertaking a Strategy Review at this crucial point in time, we recognised the need to build on our successes, ensuring that the building blocks for the next twenty years of service are in place.

The Charity's strategic objectives are informed by the results of the extensive research and stakeholder engagement that took place at the start of the process. These objectives are as follows:

We will:

Deliver charitable objects

- 1 Deliver **24/7 emergency department-standard** care.
- 2 Maximise the **impact of our funds** across the whole of Wales.
- 3 Seek opportunities to improve **patient care** and outcomes.

Develop sustainable income

- 4 Develop a diverse portfolio of sustainable **income streams**.
- 5 Invest in **supporter stewardship** and community relationships.
- 6 Build high-value **partnerships**.

Define the organisation

- 7 Ensure **ethical standards**, sustainability and value for money in all that we do.
- 8 Be a **supportive organisation** which is greater than the sum of its parts.
- 9 Celebrate our **national identity** and inclusivity.
- 10 Build an active, motivated and thriving **volunteer network**.
- 11 Become a **technology-enabled** organisation which puts communication and connectivity at its heart.



We are delighted to say that we have already completed 60% of the projects that will enable us to realise our strategic objectives. Work will continue in the coming years to undertake and complete the remaining projects.

Through the Charity's 2021-2026 Strategy, we believe that achieving our objectives will future-proof our organisation and vital lifesaving service for generations to come.

OUR MEDICAL OPERATION

In April 2015, the Wales Air Ambulance Charity partnered with NHS Wales to create a consultant-led medical operation - known within the NHS as the Emergency Medical Retrieval and Transfer Service (EMRTS) which delivers a new and more advanced medical workforce from the Wales Air Ambulance bases. EMRTS is responsible for the medical workforce and medical governance of the service.

Medical Services

EMRTS brings specific benefits to Wales. This includes:

- Reductions in geographical inequity for patients with critical care needs.
- Health gains by improving clinical outcomes.
- Improved clinical and skills sustainability – improving the clinical skills, recruitment, and retention in key acute care areas.

There is also a service provision for the enhancement of neonatal and maternal pre-hospital critical care (both for home deliveries and deliveries in free-standing midwifery-led units).

The service provides a highly trained critical care team comprising consultants (from an emergency medicine, anaesthesia, and intensive care background) and critical care practitioners (who are advanced-trained former paramedics and nurses). The service has two main areas of activity:

- Pre-hospital critical care for all age groups (i.e., interventions/decisions that are outside standard paramedic practice).
- Undertaking time-critical, life or limb-threatening adult and paediatric transfers from peripheral centres for patients requiring specialist intervention at the receiving hospital.

Dispatch

24 hours a day, an EMRTS Critical Care Clinician and Allocator monitors every 999 call made in Wales to identify which incidents would benefit from EMRTS input. When required, they can dispatch a team from anywhere in Wales and, if needed, they can send more than one team.

Top Cover Consultant

A separate consultant is on call to provide remote advice to EMRTS crews if required. This includes when dealing with very poorly patients, children and complex incidents. In addition, they have a role in the coordination of major incidents. These consultants also work shifts onboard the aircraft and rapid response vehicles.

A Highly Specialised Pan-Wales Service

Our service attends the highest-level emergency calls that involve life or limb-threatening incidents. We attend fewer than 1% of all 999 calls received via the Welsh Ambulance Service Contact Centre.

We are a pan-Wales service. With only five teams operating over a 24-hour period, covering the whole country, we are a scarce and highly specialised resource. Therefore, regardless of where they are based, our dedicated crews will travel the length and breadth of the country to deliver emergency lifesaving care.

Our service does not replace the Welsh Ambulance Service, we work in partnership with them. In most cases, a road ambulance will be on the scene of an incident before us. In the chain of emergency care, Welsh Ambulance Service medics offer the initial immediate care. Wales Air Ambulance is the next link in the chain, delivering advanced hospital-standard treatments even before patients get to a hospital.



Delivering Benefits for Wales

In March 2022, we published a five-year service evaluation, strongly evidencing that advanced medical provision by EMRTS is delivering significant benefits for patients and for NHS Wales. Some key findings include:

- Increased chance of survival – a significant 37% reduction in mortality after 30 days for patients with serious blunt trauma.
- Flying emergency department – 63% of patients have treatments at the scene of their incident, which previously they would have only received within a hospital setting.
- Taking the patient to the right place, first time – thanks to advanced decision-making, 42% of patients bypassed local hospitals to be taken directly to specialist care.
- Attracting consultants into Wales – 12 new consultants were recruited into Wales due to the attraction of working onboard Wales Air Ambulance.



Aftercare Services

Patients who have been attended to by Wales Air Ambulance have likely suffered serious trauma, and it can be difficult for both the patient and their family to come to terms with what happened. As a service, we recognise the importance of an ongoing relationship with patients following their contact with our clinicians.

The jointly funded nurse-led aftercare service aims to provide vital post-injury or illness support and guidance for our patients, assisting their recovery and transition back to independent living. Frequently, patients and their families contact us during their recovery to express their gratitude and to find out more about what happened to them. Many of them were so critically unwell that they had no recollection of the treatment they received.

Our patients often endure enormous physical and mental challenges after initial treatment and at times, they do not feel that they have sufficient information about their care or access to help.

The team of two full-time nurses, and an administrator, now reviews over 250 cases per month, and directly contacts over 120 relatives and patients. In addition, the team attend an average of 13 multidisciplinary hospital meetings per month, ensuring that those who may benefit most from the service are identified as early as possible. They also attend regular meetings with charity colleagues to coordinate patient stories and contact.

The Charity has installed two dedicated Patient and Family rooms (North Wales and South Wales), enabling patients and their families to talk openly about difficult topics in a safe and non-clinical space.

Some key aspects of the Patient Liaison Service are:

- Follow-up visits at varying intervals during recovery, differing from patient to patient.
- Answering questions about the treatment provided before hospital and filling in any gaps.
- Emotional support for both patients and relatives.
- Signposting to other organisations who can offer additional support.
- The opportunity to pass a message to the crew via letter or email.
- Bereavement support for those who have lost a loved one.

Since the introduction of the aftercare service in 2020, there has been positive feedback from patients, relatives and staff alike.



Charity recognised at prestigious awards

The lifesaving air ambulance service in Wales won two top prizes at the 2023 annual Air Ambulance Awards of Excellence.

The Emergency Medical Retrieval and Transfer Service (EMRTS) and its partners the Wales Air Ambulance Charity were nominated in a trio of categories in the event organised by Air Ambulances UK - the national organisation supporting the work of the UK's 21 air ambulance charities.

During the ceremony, held at the home of Reading Football Club, the service walked away with gongs for Operations Support Staff of the Year and

Special Incident of the Year.

EMRTS National Director David Lockey said: "Once again the talents of our staff and quality of our service have been recognised nationally and both of the prizes are thoroughly deserved.

"They recognise the expertise, professionalism and dedication not only of our highly skilled clinicians but also the teams that support them, from the Critical Care Hub and the administrative and logistical support to our stakeholders and partners, the Wales Air Ambulance.

"We are proud to have each of them working for EMRTS".

Sue Barnes, Wales Air Ambulance Chief Executive,

added: "We are always incredibly proud of our EMRTS colleagues.

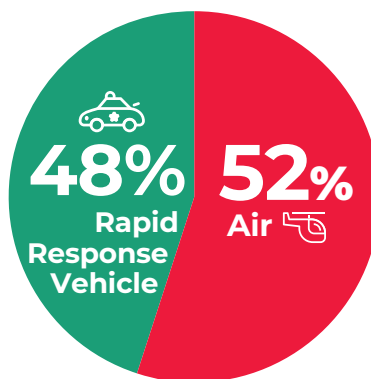
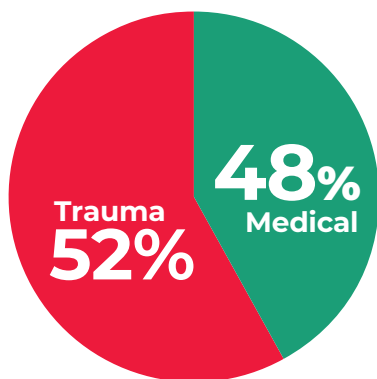
"Each and every day, the medical and aviation crews deliver exceptional care across the country, supported by the expertise of those who coordinate our service from the Critical Care Hub."

The winner of the Operations Support category was EMRTS Critical Care Hub manager Greg Browning, having been nominated by colleagues for his exemplary and outstanding service.

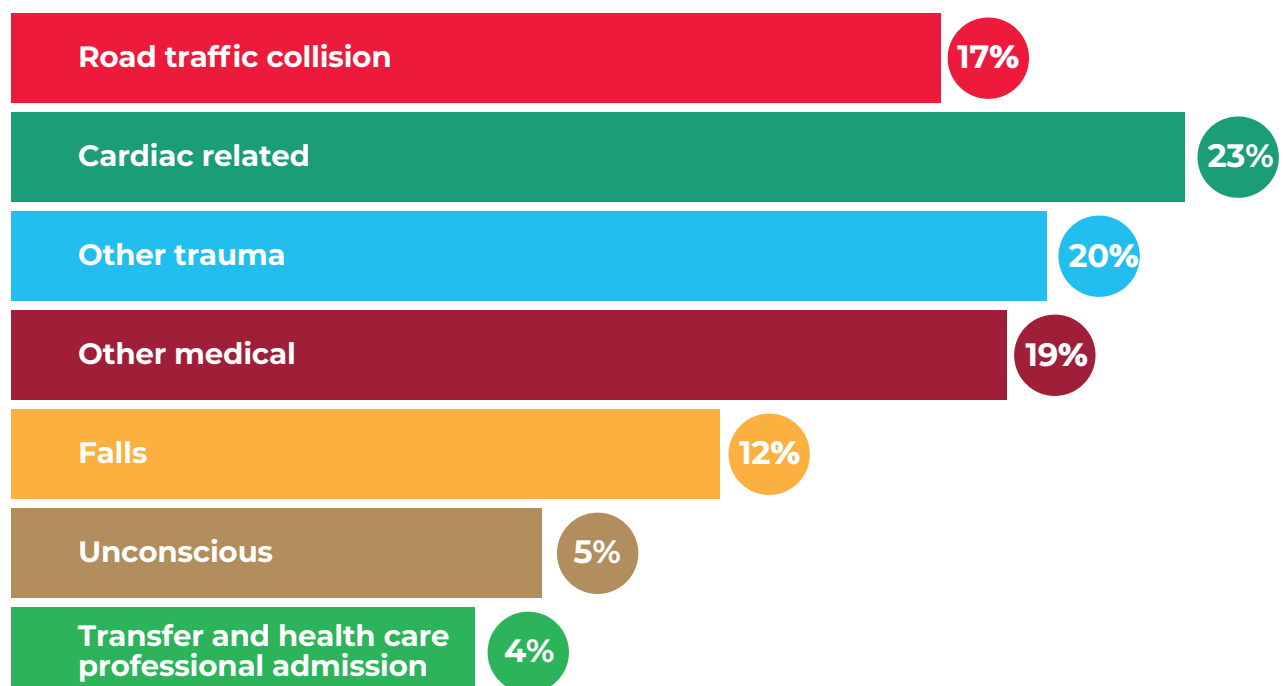
EMRTS medics also won the Special Incident of the Year Award for the delivery of extremely premature twins in a home environment.

AUGUST 2023 – JULY 2024 MISSION DATA

Total number of calls - 3746



Cases attended by category

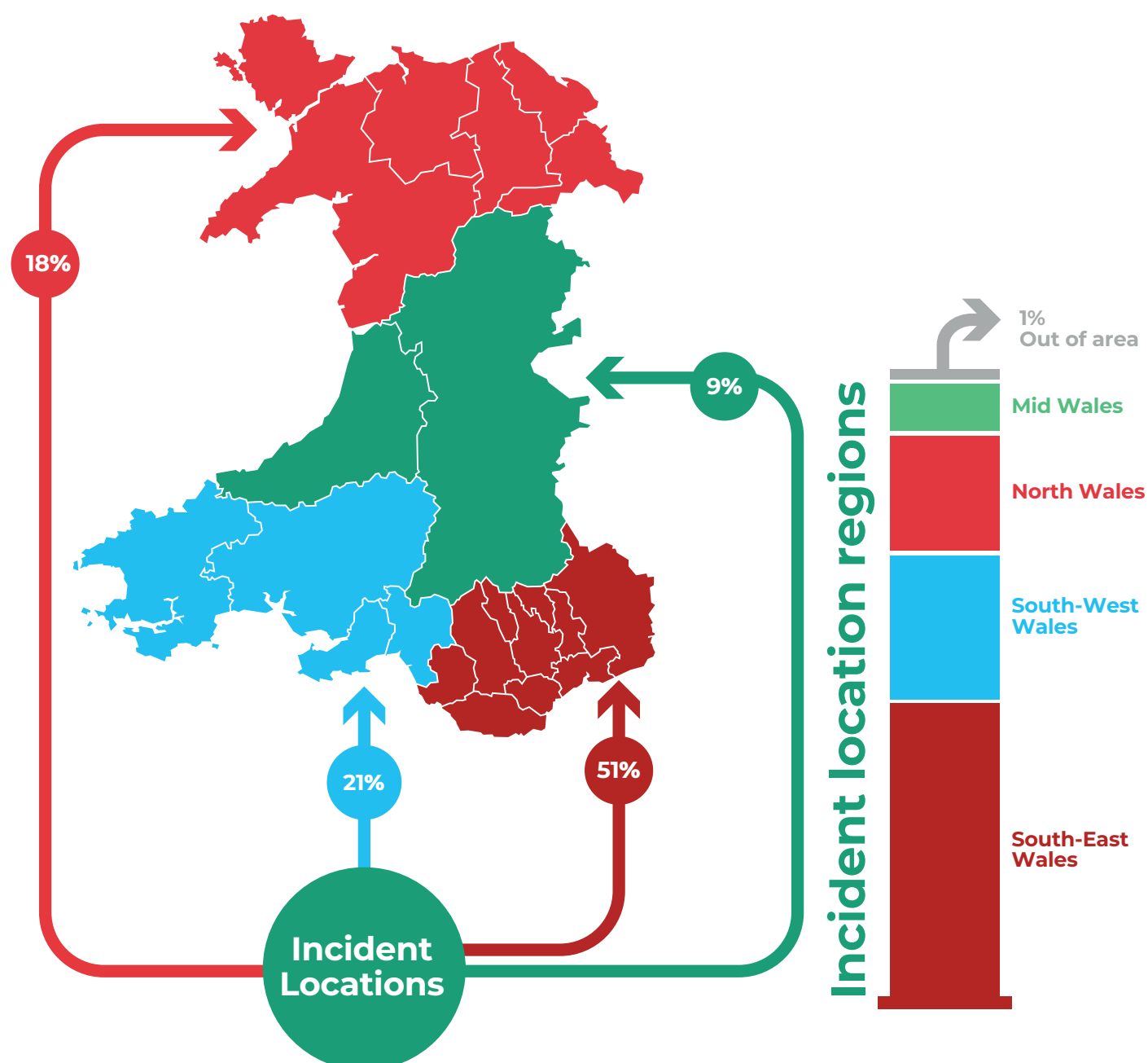


MISSION TYPE AND LOCATION

96% Primary missions (999 calls)

4% Secondary missions (inter-hospital transfers)

Incident Locations



GAMA AVIATION BECOMES NEW AVIATION PROVIDER FOR WALES AIR AMBULANCE

In early 2023, Gama Aviation was announced as the successful bidder for the seven-year contract following an extensive 18-month procurement process, which included input from both aviation and medical professionals.

The £65 million contract involves the operation of the Charity's primary fleet of four Airbus H145 helicopters in Dafen, Cardiff, Caernarfon, and Welshpool.

Gama Aviation also maintains a backup H145 helicopter to maintain service continuity during repair intervals for the core fleet.

The company delivered the changeover in six months, going live on 13 December 2023.

Dr Sue Barnes, the Charity's Chief Executive, said: "Our service went through a huge transition in a short space of time.

"When I think back to the countdown to the changeover, with just weeks to Christmas,

it was a massive challenge, but I am hugely proud of how we worked together to get the last aircraft signed over."

She added: "I would like to pay tribute to our former partner Babcock, who we worked with for over 20 years, for helping make this happen ahead of time.

"The actual end date for our contract was 31 December but everyone agreed that if there was a regulatory issue, it could cause problems because not all organisations operate 24/7 in the run-up to the New Year.

"That was one of our first big challenges and Babcock worked with us, along with Gama Aviation, to bring the transition date forward.

"We all wanted to make sure the people of Wales were put first throughout the whole process."

Charity Trustee Mark James, Chair of the Aviation Committee, said: "With so many moving parts to this live operation,

you always hope for the best outcome, and it really couldn't have gone any better."

The first flight took off from Cardiff Heliport and it was an emotional moment for seasoned pilot James Grenfell, Gama Aviation's Head of Flight Operations in Wales.

He said: "To see that first helicopter with the Gama logo as part of Wales Air Ambulance's new operation, it almost brought tears to my eyes."

In 2025, Wales Air Ambulance will be introducing the next generation of aircraft and welcoming the five-bladed D3 model.

It will provide a smoother flight for patients and the crew, and enable the service to carry an increased load. Plus, it will mean longer endurance without refuelling.



EMRTS SERVICE REVIEW



Both the Charity and EMRTS are required to ensure that as many people as possible, as equitably as possible, benefit from this lifesaving service. The Charity's Trustees have a legal obligation, as per Charity Commission rules, to ensure they are meeting their charitable objectives. Likewise, as a commissioned NHS service, EMRTS is required to continually review its data and identify opportunities to further enhance the service. Therefore, EMRTS conducted a detailed analysis of the service's delivery data, current demand, and base utilisation to understand whether we are delivering the most efficient, effective and equitable service for the people of Wales. This included the independent modelling of over 200 different simulations and 41 scenarios that took into consideration all current base options, base moves and changes in shift patterns.

The review showed that the air ambulance service in Wales is proven to deliver the highest standards of lifesaving care. However, at present:

- There are, on average, 2-3 people every day who need the service but do not currently receive it (known as unmet need). These patients will be in a life or limb-threatening situation.
- The service's highly skilled medical teams based in Welshpool and Caernarfon are underused.

In November 2022, the then Emergency Ambulance Services Committee (EASC), a Joint Committee made up of the seven health boards across Wales, recognised that the misalignment between unmet need and underutilisation of certain teams needed further investigation. Therefore, they requested that the EMRTS delivery data be scrutinised further and independently. The process was led by the Chief Ambulance Services Commissioner who undertook an additional analysis and conducted a series of public engagements. This would allow EASC to understand the views and concerns of stakeholders, to agree the rules to be followed when developing options, and to agree what is important when comparing different options as part of an open, transparent and robust process.

The process was to explore and maximise the additional activity that could be achieved from existing bases and explore options to reconfigure the service. Like the public, the Charity was a stakeholder in the process and had no direct involvement. Throughout the process, we said that we would ensure any independent recommendations put forward would see charitable donations used in the most effective, patient-focused way. This means saving as many lives across Wales as possible as equitably as possible and, in doing so, making sure that no community is materially disadvantaged as a result of any changes.

In April 2024, following an 18-month process and three public engagement periods, an NHS Wales committee called the Joint Commissioning Committee (a successor to EASC) agreed with the recommendations put forward by the Commissioner to improve service delivery.

These recommendations were as follows:

- The current resources in Caernarfon and Welshpool should come together in one base location in the middle of North Wales, near the A55.
- Two teams who can respond by road or air will operate from the new base. To meet the pattern of demand, one team will operate between 8am and 8pm and another team will operate between 2pm and 2am.

This means two crews, two aircraft, and two rapid response vehicles - the same resources currently deployed in Mid and North-West Wales – will operate but they will be able to save more lives through a change in the way they operate.

How will this improve the service?

- We can attend more patients. This means more lives will be saved.
- Northern parts of Mid Wales and North Wales will get an overnight service closer to them, rather than relying solely on the current single overnight crew based in Cardiff. This improves equity of access to the service for Mid and North Wales.
- We are making better use of our resources and using generous donations more effectively to benefit more people.

The compelling evidence presented in support of a service improvement reconfiguration means that the Charity's Trustees have a moral obligation to act.



EMRTS SERVICE REVIEW CONTINUED...

During the Commissioner's public engagement, several key questions were asked.

We have answered them as follows:

Will northern parts of Mid Wales and North-West Wales be losing a service?

No. Nobody is losing a service. Northern parts of Mid Wales and North-West Wales will see an improvement – particularly overnight. Comprehensive evidence shows that more lives could be saved in these regions because of the service improvement.

We will work with our NHS partners and representatives from communities across Wales to monitor and evaluate this service improvement over the coming years.

How does this affect your response times?

Wales Air Ambulance is not designed to meet ambulance response times. When it comes to our specialist service, it is important to remember the following points:

- **We are a pan-Wales service**

Any comment about increased response times because of a base move assumes that we are coming from one particular base. In reality, an incident could be attended by any one of our Wales Air Ambulance crews, regardless of where they are in Wales. Our service is not about where we come from, it is about where we go, the vital treatments that we deliver at the scene, and taking patients directly to the healthcare facility that caters for their specialist needs.

- **We are not designed to be the first on scene**

Our Welsh Ambulance Service colleagues are usually on scene before us and will offer the initial emergency treatments. Our involvement is secondary, when we arrive and deliver the advanced hospital standard treatments. So, while the speed of response is important when considering life and limb-threatening illness or injury, Wales Air Ambulance is not there to provide a primary response to these incidents, that role remains with the Welsh Ambulance Service.

- **We already save a significant amount of time for a patient to receive specialist care**

It is also important to remember that by delivering hospital-standard treatments at the scene and taking the patient directly to specialist care, we already save a significant amount of time – hours in some cases – for the patient to receive the right treatment. Of course, our service needs to be timely but shaving minutes and seconds off response times is not clinically necessary. We have proved that our attendance significantly improves a patient's chances of survival and long-term recovery – and it is important to recognise that this improvement is in comparison with standard ambulance/hospital admission cases. This is why it is important to ensure that rural and urban parts of Wales alike can benefit from our skills and expertise.



Will you be reducing the number of helicopters?

No. We will continue to deliver our service with four aircraft and a fleet of rapid response vehicles.

Is this a cost-cutting exercise?

No. From the outset we were clear, the purpose of the Review was to get the best out of existing assets and resources. This is purely focused on improving our service for everybody in Wales.

Where can I read the Review and study the evidence?

You can read the Chief Ambulance Services Commissioner's full report via www.easc.nhs.wales/engagement/sdp/

INCOME GENERATION

As a charity, we rely on the generous support of donors to keep our helicopters in the air and rapid response vehicles on the road.

During this reporting period, we brought our fundraising and retail teams closer together, forming the income generation team. Fundraising and retail team members, many of whom are situated remotely across Wales and in our 11 shops, work closely together and with their volunteer networks to support our incredible supporters who take on their own 'in aid of' fundraising activities in their communities.

Our integrated appeals continued to generate vital income too, and our lifesaving lottery achieved a significant milestone of 150,000 plays in the weekly draw. At the end of July 2024, the volume of individual plays had grown by 6.5% to 154,650, the highest number to date.

Our newly formed High Value Team have set foundations for broadening the Charity's corporate, funder and donor partnering opportunities. Our fundraising income this year accounted for 40% and retail 7.5% of our total income.



Despite the challenges posed by the cost of living crisis, this year has been a very successful one for fundraising at the charity thanks to both in the incredible generosity of our supporters, the support of both our existing and new funders, and our corporate partners.

Towards the end of the financial year, we successfully recruited to the vacancies within our Community Fundraising Team with a revised role description and job title of Regional Fundraising Manager – completing six regions across Wales.

This team also work to strengthen and develop a network of fundraising volunteers.

Retail

Our 11 shops can be found in all four corners of Wales, Tywyn, Caernarfon, Bangor, Mold and Wrexham in the North and Tenby, Mumbles, Swansea, Cwmdu, Bridgend and Abergavenny in the South. New shops were opened in Caernarfon, Mold and Bridgend during the reporting period. Our shops generated £1.27 million income in 2024 (2023 £1.34 million) and we opened the doors to our newest shop, located in Bridgend, in 2024. As part of the development of our strategy, new retail branding has been rolled out creating a pleasant environment for customers and we have created a customer loyalty scheme.



Bridgend Community Hub

The large site, which opened in April 2024, facilitates donation drop-offs, warehousing to process donations, and has storage facilities. It also has a large shop floor and vehicle access that allows it to service other Wales Air Ambulance shops in the region. There is also a training room.

Sue Barnes, Wales Air Ambulance Chief Executive, said: "We are delighted to have opened our Bridgend community hub, following the success in Caernarfon and Mold. The large premises allows us to stock even more items while creating a fresh and pleasing shopping environment for our supporters."

She added: "Most importantly, the donations and sales from the shop play a vital role in raising much-needed funds to maintain our lifesaving service."

The introduction of the Bridgend shop has also resulted in the creation of five new jobs in the town and the Charity has seen an increase in volunteers, with twenty-eight joining since its opening.



Charity to remain in the heart of Wrexham for years to come

In June, the lifesaving Charity became the official owner of its popular shop in Wrexham, after completing the purchase of the property on Henblas Street.

The building, situated in a conservation area of the city, is the first retail site to be bought outright by the all-Wales Charity.

The investment aims to strike a balance between generating income for its lifesaving service and enhancing the Charity's community presence across the country.

Wales Air Ambulance has been trading in the outlet since 2011, having previously rented the unit. The purchase has been made possible thanks to £250,000 from the Transforming Towns Placemaking Grant. It is funded by the Welsh Government and administered by Wrexham County Borough Council.

Hannah Mitchell, Grants and Trusts Fundraiser for Wales Air Ambulance, said: "We're delighted to have been successful in receiving this substantial grant, which will not only boost footfall and contribute to the city centre regeneration but will also help to raise awareness of our lifesaving service in the local community."



Individual Supporters

An increased focus on individual giving and the integration with our shop customers saw our new annual cash appeal and raffle strengthen and grow in their second year, and we adopted successful new approaches to the stewardship of our lottery players utilising a video thanking platform and telephone campaigns.

Christmas Appeal 2023

Jack's Christmas Wish came true

In November 2023, with the support of the Howells family, we launched our Christmas Fundraising Appeal.

The campaign, Jack's Christmas Wish, shared the story of little Jack Howells, a toddler who suffered a freak accident which left him fighting for his life.

This is Jack's story:

Two-year-old Jack suffered a catastrophic head injury following a fall at home in Carmarthenshire. At first, Jack's parents put his fall down to being a typical toddler accident and thought he would feel better after a few kisses and cuddles. His mum's intuition told her that something was wrong, and soon after, Jack became disorientated and tired, so they immediately decided to take him to A&E to get checked over. Unfortunately, while en route, Jack took a dramatic turn for the worse and he started vomiting, so they pulled over and immediately dialled 999. His condition deteriorated rapidly, and Jack continued being sick and became pale, floppy, and unresponsive.

Llanelli First Responders and paramedics were called, and due to the severity of Jack's condition, they asked for the support of our

Wales Air Ambulance crew. The adverse weather that day meant the critical care teams were operating out of our Charity's fleet of rapid response vehicles, instead of the helicopters. On arrival, the medics were worried that Jack had a bleed on the brain. To protect his brain and to give him the best possible chance of survival, the crew gave Jack a general anaesthetic, medication to help minimise the bleed, and placed him on a ventilator to control his breathing.

Jack had suffered a large bleed on the brain and had fractured his skull and required emergency neurosurgery. Amazingly he went on to make a full recovery.

Jack's wish was for people to donate to our Charity and that's exactly what they did, with the campaign raising £30,500.

Summer Raffle

Wales Air Ambulance launched its Summer Raffle in April 2024, with the support of past patient Craig Harrendence, and raised over £67,000 for the Charity.

Craig's life was saved in April 2023 after he suffered catastrophic injuries following a serious motorbike accident which resulted in him being thrown 60 feet from his bike.

Wales Air Ambulance was dispatched, and on arrival the crew found Craig lying face down with his helmet still on. The medics gave Craig a general anaesthetic at the roadside, and he also needed a blood transfusion – treatments not usually available outside of a hospital environment.

Dr Chris Hingston, who helped to treat him at the scene, said: "Craig needed nearly all the blood products we carry. It is always a worry because patients who are that sick don't often survive.

"We gave specialist drugs to help with blood clotting and we realised that Craig would need a general anaesthetic at the roadside, not just for pain relief but because he would

need other interventions once he got to the hospital."

A grateful Craig, aged 53, credits Wales Air Ambulance with saving his life. With 35 years of biking experience, he never imagined that he would need the help of the Charity.

He said: "I don't remember much about the incident, but I was badly injured. Wales Air Ambulance are lifesavers, without a shadow of a doubt."

Just 12 months after the accident, Craig, who has returned to work, appealed to the public to support Wales Air Ambulance's Summer Raffle.

Tickets were £1, and the top prize was £3,000 with a second prize of £500 and a third prize of £300.

Together, with the support of Craig, the raffle raised over £67,000, with over 48,000 tickets sold throughout the country.

Mr Davies won the first prize of £3,000. He said: "I was delighted to win the Summer Raffle. I have been a long-standing supporter of

the Charity by playing their weekly lottery."

The second prize winner was Mrs Hole who took home £500. She said: "I have been supporting Wales Air Ambulance with a monthly donation for a while now. It's such a worthwhile Charity.

"I often buy raffle tickets for various charities but never win. This was a welcome windfall, and I shall pass the luck forward when I'm able."

Phae Jones, Wales Air Ambulance's Director of Income Generation, said: "We are delighted with the success of the Charity's Summer Raffle and are very grateful to all our staff and volunteers who got involved in making the initiative a success.

"Our heartfelt thanks to Craig for enabling us to share a very personal story of how our charity has made a difference to his life.

"Our air and road operations are funded entirely by public donations and campaigns like this one will ensure we continue to be there for people, like Craig, 24/7. To those who purchased tickets and got involved in the raffle, thank you – you are a lifesaver."





Community Engagement and Challenge Events

Saving lives by raising some 'dough'

Wales Air Ambulance's dedicated supporters raised plenty of 'dough' during its first Coffee and Cake fundraiser.

The month-long event, which coincided with the Charity's 23rd birthday, allowed people to meet up virtually or in person, and raised over £19,000.

The fundraiser saw people of all ages not only bake cakes but hold different events throughout the country. The Coffee and Cake campaign enabled participants to choose a time and place that suited them. It was a wonderful opportunity to get together with friends or family, whilst fundraising. Throughout March 2024, supporters whisked up something special.

Here are just some of those who took part:

Ysgol Bro Llifon

The North Wales primary school successfully raised over £500 for us. Alongside the event, the school held a competition to create bunting that represents the work of the Wales Air Ambulance. The bunting was displayed in the hall during the run-up to the event and took pride of place during the Coffee and Cake fundraiser.

Ysgol Bro Llifon headteacher Swyn Maelor said: "Every class set about cooking a variety of cakes for the afternoon. A letter was sent to all parents and posted on the school's social media accounts asking for their support.

"All the school children had the opportunity in the afternoon to have a drink and cake. We weren't sure

how many parents would attend, but before long the parents were crowding around the school. We were amazed at how much support was received."

Werndale Hospital

A Carmarthenshire private hospital threw its support behind our first Coffee and Cake campaign. Staff baked delicious cakes and sold them on St David's Day, which also marked the Charity's birthday. Circle Health Group match-funded every pound raised for the Wales Air Ambulance during the well-enjoyed cake sale. The Wales Air Ambulance is the Hospital's chosen Charity of the Year.

A spokesperson said: "We extend our heartfelt thanks to Circle Health Group, our staff, consultants, and patients for their invaluable support in making our 'Charity of the Year' fundraising efforts possible!"



Hooky's Hike for Wales Air Ambulance

The Charity's ambassador James Hook swapped his rugby boots for his trainers and raised over £6,000.

The former Wales and British and Irish Lions rugby international successfully hiked 100 miles in five days.

James, from Port Talbot, has a personal connection to the Wales Air Ambulance after they saved the life of his eldest son, Harrison.

After seeing the Charity's appeal for supporters to join their annual fundraiser, Walk Wales, which coincided with the Charity marking 50,000 missions, he set himself his own challenge.

James started 'Hooky's Hike' in Tenby and hiked along the coast to his final destination in Mumbles, Swansea. He was joined by charity staff, volunteers and crew along the way.

Anglesey sheep shearers raise more than £61,000 for Welsh charities

Welsh farmers who took part in a sheep shearing competition have raised over £61,000 for charity.

Over 600 people attended Cneifio Cylch sheep shearing family fun day at the Bull Inn in Llanerchymedd, Anglesey, in aid of Wales Air Ambulance and St David's Hospice in Holyhead.

The annual event included competitions, food and drink stalls and entertainment by The Welsh Whisperer. The day included a charity auction which raised £43,800 alone.

Alun Jones, Chairman of Cneifio Cylch, said: "Wales Air Ambulance is an extremely vital service for us. We are an agricultural community, and it is a charity that is close to farmer's hearts. The service is vitally important for rural communities, and always keen to support it."

Côr Seiriol sing their hearts out for charity

Côr Seiriol pulled out all the stops at their concert at Eglwys y Santes Fair, Caernarfon.

It was the first time the choir had supported the air ambulance charity, and they raised over £800.

Delighted Musical Director, Gwennant Pyrs said: "We were overwhelmed by the generosity of those who attended the concert.

"The role of the air ambulance is very important in Wales, and personally for me having had experience of benefitting from the service as a family."



Awards from Grants and Trusts

Income from grants and trusts continues to grow, and this reporting period amounted to £322k. In addition to providing funding towards our rapid response vehicles, medical crew research & wellbeing and airbase improvements, we were also fortunate to be awarded a grant of £250k from Wrexham County Council, to assist with the purchase and renovation of our retail shop at Wrexham. WCVA provided support for energy efficiency surveys and South Wales Police provided support for our IT/cyber security systems.

Philanthropy and Partnerships

We held our second Gala Dinner on St.Davids Day 2024, welcoming partners, donors

and local businesses to join in celebrating the Charity's 23rd birthday. We also delivered the charity's first legacy pledging campaign 'protecting your communities'.

To strengthen our fundraising income and to raise the profile of the Charity we will be focusing on broadening the Charity's corporate partnering opportunities such as sponsorship and commercial participation, alongside growing more effective relationships with key networks and donors within Wales.

FUW breakfast events

The Farmers' Union of Wales (FUW) annual farmhouse breakfast week raised an incredible £17,509 for the Charity.

The fundraiser saw FUW members hold over 35 breakfast events during January 2024. Members and politicians were treated to a delicious, nutritious and sustainable breakfast, whilst catching up on farming matters with FUW staff and officials.

The Charity's staff and volunteers attended as many events as possible.

FUW President Ian Rickman said: "We have enjoyed another successful breakfast week, and I thank all the staff, members, volunteers and our politicians across Wales for their incredible support. Together we raised a huge amount of money for this very important charity that saves lives across Wales every single day."





Ascona Group reach £100k

Forecourt operator, Ascona, has renewed its support for the Charity after reaching its ambitious £100k fundraising target in the 2023/24 financial year.

Darren Briggs, Founder and CEO of Ascona Group, which is the 7th largest UK independent forecourt operator, said: "I am thrilled that we have been able to hit our fundraising target, and we're delighted to renew our partnership.

"We expect to raise a further £100,000, which will help to ensure this brilliant charity can continue to deliver lifesaving medical care to people across Wales. I am very proud that Ascona continues to play such

an active role in supporting charities like Wales Air Ambulance who make such a difference to communities across Wales."

Legacies

Income from legacies increased by 17% year on year. Three considerable and above-average legacy gifts from donors in Gwynedd and Ceredigion were received and we enjoyed welcoming representatives of several donors' families to visit our airbases to see the Charity's work.

There is a continued focus on the ongoing improvement of our legacy stewardship programme.

Farmer's £1.7m last will donation to good causes, including air ambulance, leaves charities stunned

Kind-hearted Farmer, David 'Ivor' Jones of Aethnen, Llanfechain, Powys, died at the age of 88 back in 2018. He left the whole of his estate to Charity including a gift of £290,000 for Wales Air Ambulance.

A family member said the substantial bequests to the charities were something Ivor was adamant he wanted to see realised and reflect his considerable generosity.



Our People

Our people are fundamental to our success and enable us to deliver our lifesaving service through our fundraising activities/charitable work. Our people include 104 employed staff, 420 volunteers, the pilots and aircraft engineers and crew engaged through our contract with GAMA Aviation and the medical staff, consultants and critical care practitioners through our partnership with EMRTS.

The Charity has continued its work to deliver its strategic goal, to be a supportive organisation which is greater than the sum of its parts by fostering an inclusive and collaborative culture which values contributions, provides equality of opportunity, enables everyone to reach their potential, and ensures that everyone is treated fairly and with respect.

Recruitment

The Charity has successfully developed and appointed to a few key/strategic roles, which bolstered existing teams and brought with

them necessary knowledge, skills and experience needed to continue to deliver on our strategic priorities. These included a Health and Safety Manager, Airbase Manager and Statutory Compliance Manager.

We have sought to improve the recruitment experience for candidates and the Charity through the introduction of an Applicant Tracking System which has reduced the time to recruit and enhanced the quality of candidates applying for roles within the Charity.

We launched a successful apprenticeship scheme in the year. Two young people have completed their apprenticeships and moved into permanent employment with the Charity, while a third is progressing well.

Learning and Development

During the year, we have continued to build on our commitment to learning and development, investing in our employees through training. In addition to our mandatory

training, we have developed our learning platform, Learning Hub, introducing a range of opportunities focused on the development of new or additional skills to support employees in their roles and personal lives, including digital skills, report writing, project management and personal development. We have also continued to offer key skills development in essential areas such as fire safety, first aid, and equality and diversity. We have also continued to strengthen the skills of our managers through our management HR skills training programme where managers have been upskilled to ensure they have the knowledge and confidence in dealing with a range of people issues, including managing sickness absence, performance management, recruitment and selection and managing difficult conversations.

Pay, Reward and Recognition

We continue to review salaries across the Charity, monitoring the external economic landscape to ensure we are offering employees a fair salary, with uplifts awarded to all staff in April 2024.

During this period, a full terms and conditions review was carried out and the following additional benefits awarded to employees:

- **Increased Family Friendly Leave entitlements (Maternity, Adoption and Shared Parental)**
- **Enhanced our annual leave entitlement**
- **Enhanced occupational sick pay for qualifying employees**
- **Launch of Employee Assistance Programme for all employees**

We continue to recognise our employees' contributions to the Charity through our annual Employee Awards ceremony. Employees are nominated and voted for by their colleagues and presented with their awards during our annual Employee Conference. This year's awards included:

- **Holding out for a Hero Award**
- **Innovation in the Face of Challenges Award**
- **Learning from our Experience Award**
- **Best Newcomer Award**

Employee engagement remained a focus for the Charity, as we conducted our annual Employee Survey. 79% of employees took the time to complete it. The survey results provided key insights into our employees and helped shape some decisions taken during this period, including ensuring employees had more information about our Trustees and partner organisations.

Volunteering

Our volunteers are fundamental to our Charity and bring with them a variety of skills and experiences. During this reporting period we have continued to take action to improve the volunteer experience and their engagement with the Charity.

We have taken active steps to increase the number of volunteers with targeted recruitment campaigns, developing more detailed role profiles and generating more informative brochures encouraging people to volunteer. We have successfully recruited an additional 58 volunteers.

The launch of the Future Flyers programme encourages younger people to volunteer with the Charity and gain useful skills and experience which they can take with them for future job opportunities.

We were privileged to issue 49 long-service awards during this period, the longest being a 20-year service award. There were also two 15-year awards, 8, 10-year awards and 22 five-year awards given out from November 2023.

Volunteer Engagement

In order to improve engagement with our volunteers, we continued with our Volunteer Survey. 155 volunteers took the time to respond. As with the Employee Survey, the Volunteer Survey enables us to gain an insight into why our volunteers choose to support us and their experiences whilst volunteering with us which helps us to shape our volunteering offering. From the survey, we were able to establish that:

- 80% felt that the Charity was an excellent place to volunteer
- 83% felt that volunteering gave them a sense of accomplishment
- 83% felt the Charity lived by its values
- 68% felt the Charity made good use of their skills
- People choose to volunteer for the Charity because of personal connections or they recognise the value of the work that we do for the people of Wales.

Less favourable responses mainly focused on communication and updates on events. These comments have been taken on board to help us further shape volunteering going forward.

We launched our first Volunteer Conference in 2023, with volunteers from across Wales attending one of two events (North or South Wales). The conferences provided a fantastic opportunity for our volunteers to come together, and they had a varied and packed agenda, which included an overview of Charity activity, such as fundraising targets and their involvement, a Trustee Q&A session and an opportunity to tell us what we can do to improve volunteering.. Volunteers also had the opportunity to find out more about the patient journey and to meet our medical crews.

We also launched our first-ever quarterly Volunteer newsletter, which provides volunteers with key information about the Charity and celebrates successes within their area.

Volunteering gem marks platinum anniversary

Corwen grandmother Linda Jones marked a big milestone, celebrating twenty years of volunteering for the Wales Air Ambulance.

The 74-year-old's achievements have been recognised with a special recognition award to mark her length of service with the Charity. Linda started with us just two years after we launched after spotting a 'volunteers wanted' advert in a local newspaper. She was still working as a receptionist in a high school at the time.

At first, she gave talks to various groups. Fast forward two decades and she is still a charity stalwart picking up collection boxes in her area.

Linda devotes much of her time to the role. She said: "It's just a fantastic charity. If I can be of any help, I will volunteer."

She continued: "We need the charity in Wales. It's so rural everywhere. I always watch the programmes on the telly about air ambulances – and I was thrilled to see the new helicopter at the volunteer conference. "The grant will ensure that the Wales Air Ambulance charity shop will remain in the heart of the Wrexham community for years to come."



Our Identity

As part of our commitment to the people of Wales, our Welsh language provision reflects our strategic objective to:

'Recognise the unique relationship we have with the people of Wales, celebrating our national identity and ensuring our activities are inclusive and reflect the needs of all the different communities we serve.'

This section outlines our progress, challenges, and future plans for advancing bilingual services, emphasising our identity as a national charity and our alignment with stakeholder expectations.



Staff Welsh Language Proficiency

We maintain a comprehensive database to monitor Welsh language proficiency among staff. As of August 2024, the results show:

- **Total Welsh Speakers:** 14
- **Fluent Speakers:** 23.1%
- **Intermediate Speakers:** 61.5%
- **Basic Speakers:** 15.4%

This data helps us identify training needs, track progress, and ensure staff are equipped to deliver bilingual services effectively.

Additionally, 34 volunteers have self-identified as Welsh speakers. We aim to further assess their proficiency and willingness to support bilingual initiatives, recognising their vital role in enhancing engagement with Welsh-speaking communities.

Welsh Language Training

As part of the Welsh Language Project, a comprehensive list of free Welsh language lessons has been compiled as part of our training and development programme. Staff are permitted to undertake lessons during work hours.

Although no staff members are currently enrolled in training, we are committed to encouraging participation in 2025, supported by a growing interest among staff to enhance their Welsh language skills.

Engagement with the Welsh Language Commissioner

Our collaboration with the Welsh Language Commissioner remains central to our bilingual strategy. Following an organisation-wide audit, our Welsh Language score was 60%, providing a clear baseline for targeted improvements.

Our updated Welsh Language Plan focuses on achieving the 'Cynnig Cymraeg' standard by August 2025. Key bilingual service provisions include:

- **Bilingual signage in shops and community hubs.**
- **Bilingual documents and correspondence where feasible.**
- **Highlighting Welsh language skills as desirable for new roles.**
- **Ensuring staff and volunteers wear Iaith Gwaith lanyards or badges to indicate Welsh language ability.**
- **Launching a bilingual website to serve a broader audience.**

Bilingual Engagement and Participation

Social Media:

We average five bilingual posts weekly, enhancing community engagement.

Community Talks:

Plans are underway to translate our Community Presentation, enabling bilingual delivery at fundraising events. This will be monitored and expanded as resources become available.

Compliance and Improvements

In 2023, we launched the Welsh Language Project, which was completed in 2024. As a result, we now have:

- An updated Welsh Speakers Database to monitor staff proficiency.
- A new Welsh Language Policy that is both achievable and manageable.
- An accurate and realistic Welsh Language Plan.
- Clear baselines to measure and track our performance.

Additionally, we have achieved the following:

- Enhanced staff training resources.
- Established Cyngor Cymreig (the Welsh Identity Advisory Board) and HunanIaith (the Welsh Working Group).
- Participated in campaigns such as #DefnyddiaDyCymraeg to encourage Welsh language use.

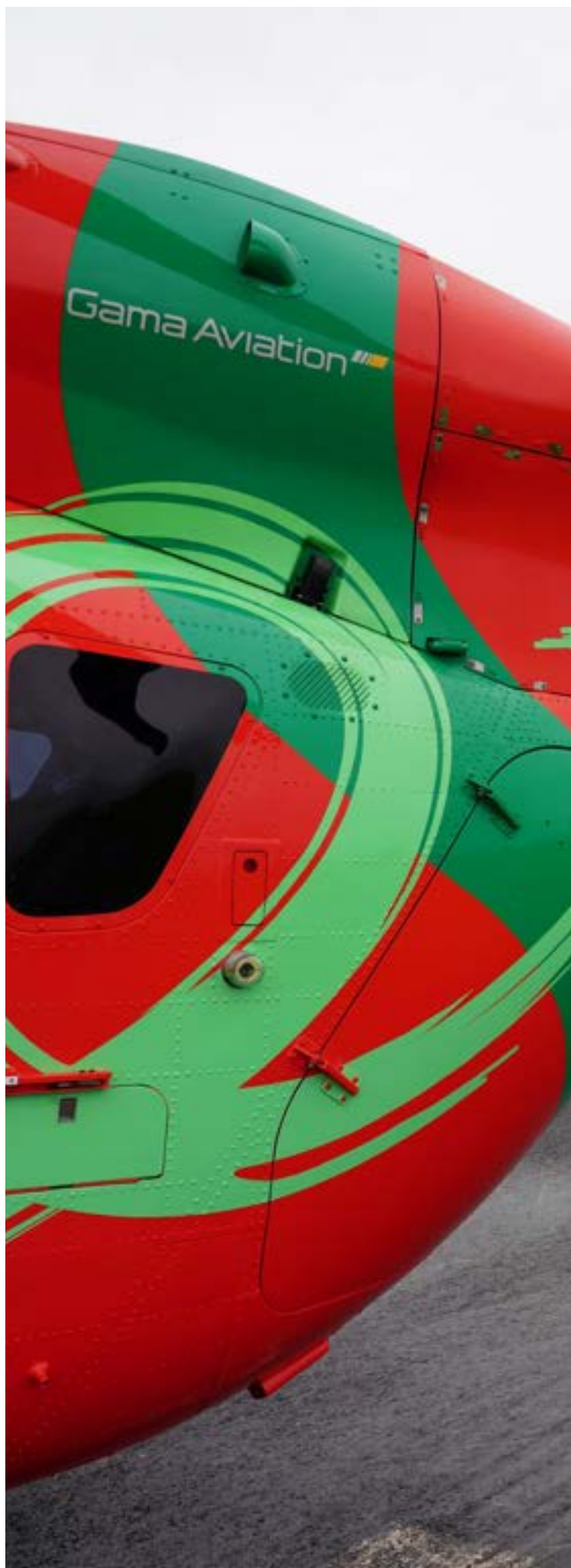
These actions underscore our commitment to improving bilingual service provision and maintaining our strong relationship with the Welsh Language Commissioner.

Our progress reflects our dedication to embedding bilingualism within the organisation, ensuring we meet the needs of all Welsh communities. By building on this foundation, we aim to further enhance our Welsh language provision and celebrate our national identity.

Technology and Data Security

Over the last 2 years, we have transitioned from a transactionally focused, outsourced IT operation to establishing our first in-house IT team. As a result, we have improved our IT infrastructure, connectivity, and cyber security (we are now Cyber Essentials Plus accredited). In addition, we have developed management information systems to aid evidence-based decision-making and delivered a new intranet and a new finance system.

The Charity has also embraced Robotic Process Automation (RPA), introducing a 'robot' that supports administrative tasks associated with our Lifesaving Lottery. This has helped us to raise funds more effectively, build employees' digital skills, and reduce our environmental impact. We now have a trained in-house team capable of developing RPA for other time-consuming administrative processes across the organisation.



Looking Ahead

Work will continue on the remaining projects that make up our 'Flying into the Future' 2021 – 2026 strategy.

The Wales Air Ambulance Charity has welcomed the NHS Wales decision to move forward with improvements to the service we provide with our partners, EMRTS (see page 26). It is a development that will save even more lives across the country.

In particular, Mid and North Wales will receive an improved service with the introduction of a more localised air ambulance between the hours of 8pm and 2am. At present, between these hours they rely on an aircraft being available and able to fly from Cardiff.

However, some communities in northern parts of Mid Wales and North West Wales shared their anxieties about a potential change during the Review's three periods of public engagement. Respecting the independence of the Chief Ambulance Services Commissioner's review, the Charity remained quiet during the 18-month process. Now that the decision has been made, the Charity is free to undertake a comprehensive communications and engagement programme to explain the improvement, address the misinformation, and offer reassurance that this is a positive development for these regions. This has now begun.

To develop strong community relationships and assist with building an active and thriving volunteer network, we will develop and deliver a plan focused on schools and youth/community group activities and engagement.

A project is planned to develop our data maturity, enhancing our ability to use data to achieve our strategic, operational, and corporate goals and ensure we remain at the forefront as an ethical and sustainable organisation.

As part of our ongoing commitment towards investment in technology, we will deliver a new website with improved functionality and accessibility. It is due to launch in April 2025. An e-commerce strategy is planned for delivery in the next 24 months and we will continue to develop our retail information systems, in particular, harnessing the first round of data project development, to gain new insights into our retail operation and progress against the strategy.

The Charity has made significant achievements towards Flying into the Future 2021-26. These projects have been substantial undertakings, many of them transformative in how we operate, and progress is a testament to the commitment of staff across the organisation to achieve real change. As we reach the halfway point in the 5-year strategy, and with 60% of strategic projects complete, a review of our programmes and projects has been undertaken to streamline the remaining portfolio, and develop our ways of working, to deliver the final years of the Flying into the Future strategy.







FINANCIAL REVIEW

The financial outcome for 2023/24 is set out in the consolidated statement of financial activities on pages 48 to 89. The analysis below has been produced to simplify the financial statements and show how much WAACT spends on its operations each year and how it is funded.



Financial Analysis

The result for 2023/24 was a deficit of £0.620 million (before gains on investments).

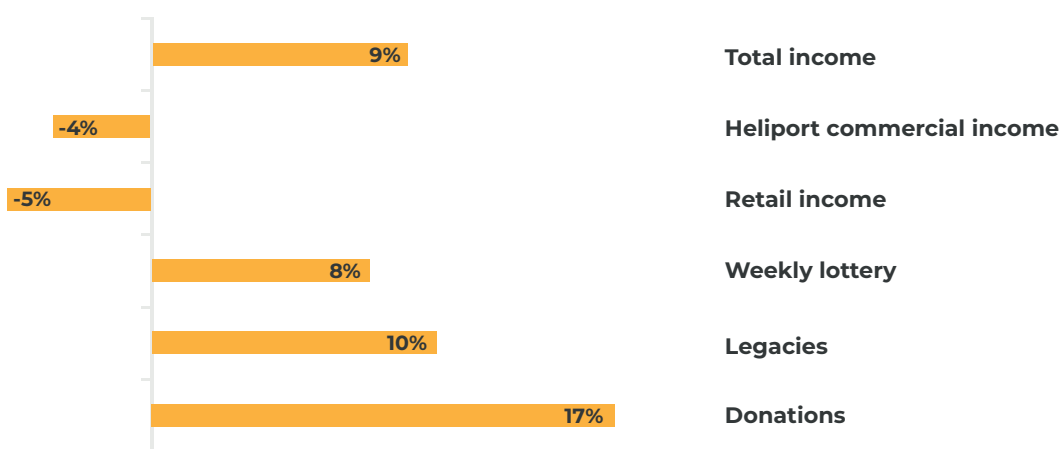
Income increased from the previous year by 10%, totaling £16.76 million, whilst the cost of generating income and the spend on charitable activities increased by £0.350 million and £2.428 million respectively.

	2023/24	2022/23
	£'000s	£'000s
Total Income	16,763	15,317
Total Expenditure	(17,383)	(14,605)
Net Surplus/(Deficit)	(620)	712

Income

A summary of our core income streams and movements against the prior year is provided below.

% Change



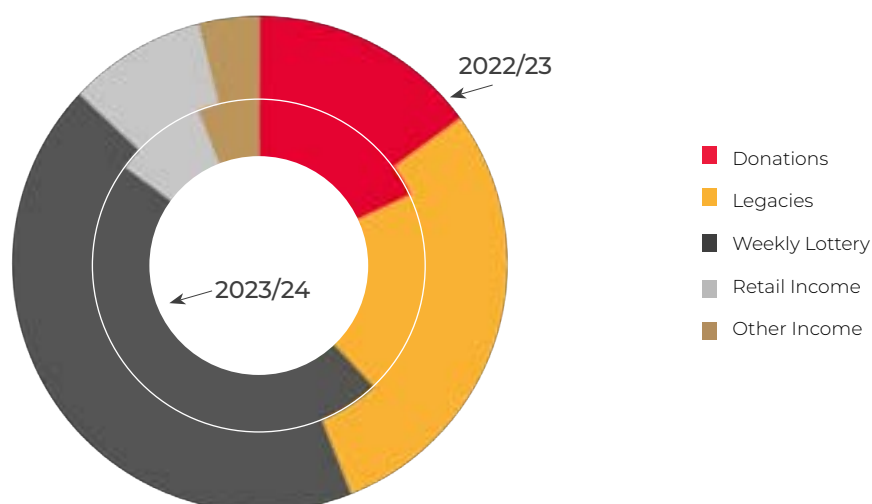
Donations (+ £475k / + 17%) - Donations increased once more in 2023/24, income growth from community fundraising was the main attributing factor, and once more a measure of the generosity and incredible support that the Charity receives from the people of Wales.

Legacies (+ 321k / + 10%) - Legacy income increased by 10% in 2023/24

Weekly lottery (+ £583k / + 8%) - Income from our Lifesaving Lottery has once again increased thanks to the continued growth in membership levels. Member numbers stood at over 94,682 at the end of the reporting year, a 11% increase on a year earlier.

Retail income (-£72k / -5%) - Income reduced during the year whilst the portfolio saw the effect of the changes introduced last year, with Caernarfon and Bangor stores relocated to improved premises, and a new flagship store in Mold. We also purchased retail premises at Wrexham which, following a 3 month closure following refurbishment, re-opened in October 2024. Many of the stores also underwent a re-brand and/or refit as part of the Charity's investment in its future retail offering.

Heliport commercial income (-£23k / -4%) - The Charity's trading Subsidiary continues to operate commercially at Cardiff Heliport with income largely derived from fuel sales. Activity levels over the past couple of years have been consistent, but fuel price movements have increased income year on year.



Costs of raising funds

The cost of generating income increased by £350k (+6%). The increase in fundraising activity during 2023/24 was needed to generate additional income in the coming years. This will help to pay for our significantly higher aviation costs from this year and future improvements to the lifesaving service, as well as helping us to cope with an uncertain economic environment and the rise in costs from inflation.

Expenditure on Charitable Activities

Charitable spend increased by £2.4m (28%) compared with the previous year.

During 2022 the Charity undertook a review of its aviation services which resulted in Gama Aviation being announced as our new aviation partner in March 2022. The new contract took effect part way through our financial year, in January 2024. The charity took on the direct lease of 3 of its 4 aircraft as part of the change.

In addition to the primary fleet of four Airbus H145 helicopters operating from the Charity's current sites in Dafen, Cardiff, Caernarfon and Welshpool, the new contract additionally includes a backup H145 helicopter to ensure service continuity during periods of maintenance for the primary fleet. Due to the ongoing global increase in costs relating goods and services, cost for a like for like service with a new long term aviation contract was forecast to increase significantly with a known target increase from £8 million to £11.2 million per year. Our aviation operational costs increased by 30%, to £9.83 million in the year. Costs associated with the Rapid response vehicles and Patient liaison service were comparable with the prior year.

Legal and professional fees associated with the Aviation contract re-procurement and aircraft leases totaled £118k in the year, up from £105k in 2022/23.

Balance Sheet

Balance sheet value reduced from £16.18 million in 2023 to £15.9 million in 2024. Net current assets, excluding cash at bank and long term debtors, remained fairly stable at £1.9 million in 2024 (2023 £2.24 million). Cash at bank increased from £8.25 million to £9.37 million, whilst our investment portfolio reduced from £4.1 million to £2.3 million. This was part of a planned reduction, to move long term investments to short term cash in order to fund the Future Aviation contract designated fund, see Our Funds, below.

Long term debtors are made up wholly of the security deposit on the three aircraft leased in the year.

Our Funds

The Charity held a number of funds (reserves) as at 31 July 2024. the total of which was £15.9 million (2023/24: £16.2 million). These comprised:

All figures in £'000s	2023/24	2022/23
Fixed Asset Funds	1,894	1,603
Restricted Funds	81	84
Designated Funds:		
<i>MEDTRiM</i>	65	66
<i>Aircraft procurement</i>	-	350
<i>Future Aviation Contract</i>	4,222	4,700
<i>Helicopter upgrades</i>	150	150
General Funds	9,494	9,227
Total Funds	15,906	16,180

Designated Funds

These reserves represent funds that have been designated for a particular purpose by the Trustees.

Designated funds is made up of:

MEDTRiM

Funds that aims to raise awareness about mental wellbeing and resilience across the service and involve the introduction of a formal approach for supporting Clinical staff following exposure to a traumatic event.

Aircraft procurement

The Charity's historical Aviation contracts saw its suppliers holding the leases for all aircraft, however to protect the Charity's lifesaving service, Trustees agreed that after the end of the existing contract (31 Dec 2023) three of the aircraft will be directly leased to the Charity. Trustees therefore designated funds for the security deposit of these aircraft. This transfer has now been complete and this designation has been transferred to the general fund.

Future Aviation contract

The Charity has seen a significant rise in its Aviation costs from 2024 as it entered in to a new Aviation contract. Whilst the Charity has plans to increase its income to ensure it is able to meet the increased service delivery costs in the long term, this is likely to take several years to achieve. Trustees have therefore designated funds to cover the forecasted deficits and ensure the Charity can maintain its existing level of service provision until such time.

Helicopter upgrades

Three of the Charity's aircraft were leased directly by the Charity this year, in accordance with these leases, the Charity will upgrade these H145 helicopters with a new five blade rotor head. This will reduce vibrations and improve handling and stability, providing improved comfort for the Charity's patients and crew as they operate. It will also provide greater weight allowance, resulting in the Charity being able to carry more fuel, equipment or another person such as a patient's relative.

Restricted Funds

These are funds that can only be used for particular purposes as specified or agreed by the Donor. Most restricted funds relate to donations or legacies to be spent on a specific aircraft/airbase and are spent during the year in which they are received.

General Funds

These are the reserves remaining when restricted and designated funds are excluded from the total amount. General Funds are held so that the charity can continue its operations in the event of an unforeseen shortfall in voluntary income or increase in costs.

Reserves Policy

All charities are required to consider how much money they need to hold in reserves. The extent varies depending on the scale and nature of the charity's activities.

Wales Air Ambulance's reserves policy aims to balance the need to maximise service delivery for given income, whilst managing financial risk and income volatility.

This policy is reviewed annually by the finance committee, and subsequently reviewed by the Board of Trustees.

WAACT provides an air ambulance operation for the people of Wales and to fund this service, we rely on a number of fluctuating income streams including donations and legacies.



To enable us to provide our lifesaving service in the future, we need to maintain a level of free reserves so that we can continue our operations in the event of an unforeseen shortfall in voluntary income or increase in costs. This is known as our target reserves.

The Trustees consider the following factors in order to determine an appropriate target level of free reserves:

- Forecasts for levels of income in future years, taking into account the reliability and growth of each source of income and the prospects for opening up new sources.
- Forecasts for expenditure in future years on the basis of planned activity, taking into consideration inflationary pressures and the challenging external economic environment.
- The future strategic plans of the Charity over the medium to long term.

The Trustees calculate the amount required to be held in target reserves based on the assessment of the risks affecting the income and expenditure of the Charity on an annual basis, and a sum is held to cover the potential shortfall for each element of income and expenditure.

Based on these calculations, the Trustees have agreed a target reserves range of between **£8.6 million** to **£10.5 million**.

General (free reserves) are currently £9.5 million, and therefore within the target range. The Trustees will monitor this closely and should the free reserves level move outside of this range, management will prepare a plan to be approved by the Board, to restore them to within the target range.

Going Concern

The Trustees have considered both the Charity's financial position at the year end and the impact of future activities. The Trustees have made this assessment in respect to a period of one year from the date of approval of these financial statements.

Wales Air Ambulance continues to manage key risks through our well established risk management processes which have been embedded and have proved robust; for more information, please see page ??.

Cash and reserves are monitored closely, with detailed short and long term forecasts prepared annually and regularly reviewed and updated to ensure the long term financial viability of the Charity. A risk-based reserves policy has been adopted; more details of this can be seen in 'Our Funds' above.

The Charity has a strong balance sheet with unrestricted funds of £9.5 million plus a designated fund for the impact of the new Aviation contract of £4.2m, in total £13.7m. Following the review of a five year forecast, trustees have assigned the designated reserve to fund a net deficit position anticipated over the next four years whilst the charity adapts to a higher cost base and makes investment into income generation. This reserve is financed from surplus generated in previous years, a return to surplus is forecast by year five.

The Trustees therefore have a reasonable expectation that there are no material uncertainties about the charity's ability to continue its operations, including to meet its liabilities, for the foreseeable future. As such, the charity continues to adopt the going concern basis in preparing the financial statements.

How We Invest Our Funds

The Trustees are permitted by the Charity's Articles of Association to invest any money not immediately required for its purposes in or upon such investments, securities or property as may be thought fit.

The Restricted and Designated Reserves (excluding the Tangible Fixed Asset Fund) are held as cash investments/deposits, whereas the General Reserves are held in a variety of investments according to the policy set out below.

Investment Policy

The objectives are to achieve capital growth, adopting a moderate risk approach and complying with the Trustee Investment Acts.

The investments are managed by independent investment managers, RBC Brewin Dolphin, appointed by the Trustees. These investments mainly comprise UK and international equities and fixed interest securities. The Trustees rely upon specialist advice for manager selection and allocation. The performance of our investment advisers and our investment portfolio is monitored by the Finance Committee.

We have adopted an ethical investment policy to ensure that our investments do not conflict with our aims and support Wales Air Ambulance's values as much as possible. Our investment managers actively monitor and engage with the companies in which they invest from an environmental, social and governance (ESG) perspective, using proprietary research, engagement and voting rights to influence change.

Investment managers have also been instructed not to invest directly in any organisation where more than 10% of turnover is derived from the manufacture or distribution of alcohol or tobacco industries.

A company's response to a material allegation of a breach of child exploitation conventions must be graded at least 'robust' in nature by VigeoEIRIS to justify retaining it within the portfolio.

The Trustees do not have a specific target level of income and income generated is currently reinvested in the portfolio. The Charity has agreed a long-term time horizon for its investments and is able to weather short-term volatility in order to meet its long-term objectives. The level of investment risk taken is reviewed regularly in conjunction with our investment advisers and has been appropriately mitigated by apportioning the funds into a well-diversified balanced portfolio.

The Investment policy is reviewed by the Board annually and is regularly reviewed by the Finance Committee.

Performance

The value of the investments rose by £346k over the financial year. This represented a rise of 10.76% net of fees as compared with the benchmark rise of 3.74%. £2.2 million was withdrawn from the investment fund during the year and transferred to cash deposits, see 'Our Funds' above. The closing balance of the Charity's investments as at 31 July 2024 was £2.3 million, a reduction from £4.1 million a year earlier because of this withdrawal.

The Trustees regularly review the level of risk taken, to ensure its comfortable with the degree of market volatility that the charity is exposed to, and takes a long-term view over its investments.

GOVERNANCE

Structure and Management

Wales Air Ambulance Charity is a charitable company limited by guarantee (registered number 04036600) and a registered charity in England and Wales (charity number 1083645). The Charity's constitution is its Articles of Association, which are available on the charity's website.

Public Benefit

The charity provides benefit to the general public by delivering lifesaving, advanced medical care to people across Wales, whenever and wherever they need it, through the provision of a consultant led service working on board our vehicles. The Trustees have taken account of the Charity Commission's general guidance on public benefit when reviewing the Charity's aims, objectives and in planning future activities.

Subsidiary

The charity's principal subsidiary undertaking as at 31 July 2024, Welsh Air Ambulance Trading Ltd, is wholly owned and registered in England and Wales. Details are included in note 17 (see page 83) to the financial statements.

Our Trustees

The Charity is governed by the Board of Trustees who are legally responsible for directing our affairs. The Board determines the charity's long-term strategy and approves the annual business plan and budget. Specific responsibilities are delegated to five committees which report back to the Board on a quarterly basis. The Board delegates the day-to-day management of the charity to the Chief Executive and Senior Management Team.

Members of the Board of Trustees are also directors of the charity for the purposes of company law. There is currently no upper limit to the time that an individual can be a Trustee but one third of all Trustees are required to retire by rotation each year and, if willing to continue, offer themselves for re-election. The Trustees to retire by rotation are those who have been longest in office since their last appointment or reappointment.

Trustees are selected for their abilities to make an effective contribution to the Charity. All new Trustee appointments are evaluated against the existing skills, experience and knowledge on the Board. The Charity strives to ensure it has representation from all across Wales.

All new trustees undertake an induction programme, which includes visits to airbases where they are given the opportunity to meet with some of the operational team and learn more about the service and aircraft, coverage of the Charity's aims and how they are being fulfilled, the role and duties of the trustees, company and charity law and governance, and financial and risk management. Trustees meet with the Chief Executive, members of the Senior Management team and other relevant parties. Trustees are also provided with peer support via another Board member for the first year to ensure they have a direct point of contact for further support. Additional training is arranged as required for individual trustees or for the Board as a whole.

Each Trustee is required to disclose actual or potential conflicts of interest to the charity as part of the annual review and at the start of every meeting.

The Board meets regularly to review and direct the Charity's strategy, budget and performance. Certain matters are reserved for Board approval, including changes to strategy and budget. There were six Board meetings during the year, the table below sets out individual attendance by Trustees.

Trustees	Meetings attended	Maximum possible
Dave Gilbert OBE	4	6
Des Kitto	6	6
Mark James	6	6
Dr Kyle Jacques	6	6
Dafydd Jones-Morris	4	6
Amanda Burdge	4	6
James Wagstaffe	6	6
Stephen Curtis	5	6
Owain Davies	6	6
Richard Locke	4	6
Louise Church	3	6
Stephen Ley	6	6

The Board has adopted the principles of good Governance from the Charity Governance Code. In 2024 the Charity commissioned an external review of its Governance and will report on its progress towards developing high standards of governance as measured against the Charity Governance Code in next year's report.

Board Committees

To perform its role effectively, some of the main Board responsibilities are delegated under defined terms of reference to five Board committees. They consist of at least two Trustees, one of whom is elected as Chair person, and a member of the Senior Management Team. A summary of the role and purpose of each of the committees is provided below.

HR and Organisation Development

The overall purpose of the committee is to actively initiate, help develop, monitor and evaluate the strategic Human Resources and the Organisation Development actions and policies that will enhance and embed WAACT's reputation as an employer, and enable WAACT to recruit, develop, engage and retain skilled staff, volunteers, and Board members/Trustees. Meetings are held a minimum of four times per year.

Finance

The Finance Committee's role is one of strategic direction and oversight of the organisation's finances and investments. The committee considers and reviews all financial aspects of charity operations so as to ensure the short and long-term viability of the charity. The committee also reviews the findings of the external auditors including recommendations regarding improvements to the system of internal control. Meetings are held a minimum of four times per year.

Remuneration

Responsible for overseeing the remuneration policy and strategy of the organisation. They will also be responsible for agreeing the salaries and any other payments to the Senior Management team (SMT). The Committee provides assurance to the Board that the organisation meets the required policies, standards, best practice, and regulatory requirements. This committee was set up at the end of 2023, and plans to meet at least twice a year.

Aviation

The committee oversees all aviation aspects of charity operational facilities and bases as well as the charity's aviation related strategic direction. The committee provides recommendations to the main board regarding the aviation services, contract and research and development. Meetings are held a minimum of once per year.

Health & Safety

The committee oversees the organisation's health and safety strategy as it relates to the Health and Safety at Work Act and our accountabilities as an employer. It advises and reports to the Board on H&S risks, the organisation's health and safety controls and procedures, and performance against agreed key performance indicators. The committee consults with employees and ensures a two way communication flow on employee health and safety via the employee H&S forum.

Fundraising Regulation and Compliance

The charity is registered with the Fundraising Regulator, the independent regulator of charitable fundraising which advocates for best practice in the sector, and adheres to the Code of Fundraising Practice. The charity is also licensed by the Gambling Commission to run our lottery and raffle. We continue to review and refresh our fundraising policies and procedures to ensure best practice.

We use third party fundraising agencies to recruit regular lottery supporters. Third-party provided canvassers are monitored and reviewed along with the agency, including regular updates and training. Canvassers are interviewed and training and performance is closely monitored. Complaints are registered, monitored and reviewed on a regular basis.

Complaints

We record and report on complaints and feedback we receive from supporters and the public. We will respond on a one-to-one basis and aim to provide a full resolution to complaints within a reasonable timeframe.

Senior Management Team

The Senior Management Team, made up of the individuals listed below as at the date the report was approved, are led by the chief executive, and are responsible for the day-to-day leadership and running of the Charity and the execution of the strategy and policies decided by the Trustee Board.

Chief Executive Officer	Sue Barnes
Director of Finance & Corporate Services	Jayne Tucker (from September 2024)
Director of People & Organisational Development	Natalie Richards (from January 2024)
Director of Strategic Communications & Engagement	Steven Stokes
Director of Income Generation	Phae Jones (from February 2024)
Head of Policies, Performance and Projects	Christina Hawkins
Director of Aviation Services	Charlotte Phillips (from October 2024)

The remuneration of the Senior Management Team is reviewed by the Remuneration Committee and recommendations made to the main Board for approval. In setting the overall pay levels for our staff, we consider the pay practice of other similarly sized charities and, where necessary, public and private sector organisations. The board also considers an annual organisation-wide cost of living increment to pay for all staff.

Our Auditors

Our auditors, Bevan Buckland LLP, will be proposed for re-appointment at the forthcoming Annual General Meeting.

Risk Management

The Charity has in place a Risk Management Policy, which provides a structured approach to risk management. The objective of the policy is to provide a framework to:

- Define Responsibilities
- Identify Risks
- Assess Priority Risks
- Develop Mitigating Strategies and Actions
- Monitor and Review Risk Activities
- Communicate and Report Risks

All identified risks are recorded in the risk register. The Senior Management Team and Board of Trustees regularly review the risks to which the Charity is exposed to and ensure systems and actions are in place to mitigate these risks.

Each risk has an owner responsible for the mitigation strategy. The key elements of the mitigation strategy are noted on the risk log with summary associated comments.

Principal Risks

Risk	Mitigation Implemented
Service operations Disruption (whether short, medium or long term) in the service availability of the aircraft as resulting from supplier failure.	• Contractual arrangements with new Aviation operator monitored and managed with the appointed of Director of Aviation Services • Close monitoring of supplier performance and service availability. • Availability of back-up aircraft • Access to and utilisation of rapid response vehicles, with two new vehicles to replace older models introduced in 2025.
Improve patient care Our ambition to seek opportunities which improve patient care and close the gap on current unmet need could be misunderstood in some communities to be a reduction in service provision. This may have a consequential impact on reputation, income generation and our cost base.	• Disseminate a comprehensive communication and education programme underpinned with data led evidence. • Explain the patient-focused rationale for change and offer reassurance that the development will be an improvement for all – with more people in a life or limb-threatening situation being attended by our service in their communities and across Wales – especially overnight.

Risk	Mitigation Implemented
Financial sustainability There is a risk that we have insufficient income and funds to achieve our strategic objectives and continue our operations without compromising on the delivery. The risk remains significant in part due to the increase in the Chrity's operating costs from 2024, and also the challenging economic climate for fundraising.	• Careful management and planning of financial reserves, with regular reviews of short and long term forecasts. The Charity's reserves are within its target range at the year end, and funds have been dedicated by Trustees to support the forecasted deficits over the next few years. • Diversifying fundraising income streams, with a particular focus on Individual Giving acquisition and retention.
Data governance and security: Failure to adequately use or protect data resulting in the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of or access to data.	• We continue to roll out our Cyber Security improvement plan to better protect against threats to our data. • GDPR and Cyber security mandatory training continues to be provided to all staff annually. NCSC assured training courses were delivered to staff who have additional data and Cyber security responsibilities (includes several members of the Senior management team) • Our Data Governance Group continues to meet regularly to ensure that all data is properly protected and used. • Privacy and security impact assessments undertaken for all new business initiatives. • Cyber Essentials Plus Accreditation maintained.

STATEMENT OF TRUSTEE RESPONSIBILITIES

The Trustees (who are also the directors of Welsh Air Ambulance Charitable Trust for the purposes of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including Financial Reporting Standard 102 “The Financial Reporting Standard applicable in the UK and Republic of Ireland”.

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 charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing those financial statements, the Trustees are required to select suitable accounting policies and then apply them consistently;

- Observe the methods and principles in the Charity Statement of Recommended Practice (SORP).
- Make judgements and estimates that are reasonable and prudent.
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company’s auditors are unaware; and
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

Report of the Trustees, incorporating a strategic report, approved by order of the Board of Trustees, as the company directors, on 15th April 2025 and signed on the Board’s behalf by:

**DR KYLE JACQUES –
TRUSTEE, CHAIR**



INDEPENDENT AUDITORS' REPORT

Independent Auditors' Report to the members and Trustees of Welsh Air Ambulance Charitable Trust

Opinion

We have audited the financial statements of Welsh Air Ambulance Charitable Trust (Limited by guarantee) (the 'parent charitable company') and its subsidiary (the 'group') for the year ended 31 July 2024 which comprise the Consolidated Statement of Financial Activities, the Consolidated and Parent Charitable Company balance sheets, the Group Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including Financial Reporting Standards 102 'The Financial Reporting Standards applicable in the UK and Republic of Ireland'.

In our opinion the financial statements:

- Give a true and fair view of the state of the Group's and of the parent charitable company's affairs as at 31 July 2024 and of the Group's and Charity's incoming resources and application of resources for the year then ended;
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland';
- Have been prepared in accordance with the requirements of the Companies Act 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 Auditors' 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's and the 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 Trustees are responsible for the other information. The other information comprises the information in the Report of the Trustees, but does not include the financial statements and our Report of the Auditors thereon. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, 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 audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. 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.

Opinion on other matters prescribed by the Companies Act 2006

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

- The information given in the Report of the Trustees for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The Report of the Trustees has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In light of the knowledge and understanding of the Group and the Parent Company and its environment obtained in the course of the audit, we have not identified material misstatements in the Report of the Trustees.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- Adequate 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 financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of Trustee's remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit.

Responsibilities of Trustees

As explained more fully in the Statement of Trustee's Responsibilities set out on page 60, the Trustees (who are also the directors of the charitable company for the purposes 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's and the parent 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 intends to liquidate the group or the parent company or to cease operations, or has no realistic alternative but to do so.

Our responsibilities for the audit of the financial statements

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 a Report of the Independent Auditors 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 design procedures in line with our responsibilities outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Extent to which the audit was considered capable of detecting irregularities, including fraud

We identify and assess the risks of material misstatement of the Financial Statements, whether due to fraud or error, and then, design and perform audit procedures responsive to those risks, including obtaining audit evidence that is sufficient and appropriate to provide a basis for our opinion.

We discussed our audit independence complying with the Revised Ethical Standard 2019 with the engagement team members whilst planning the audit and continually monitored our independence throughout the process.

Identifying and assessing potential risks related to irregularities

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- Enquiring of management, including obtaining and reviewing supporting documentation, concerning the Group's and Parent Charitable Company's policies and procedures relating to:
 - identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
 - detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected or alleged fraud;
 - internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- Discussing among the engagement team how and where fraud might occur in the Financial Statements and any potential indicators of fraud. As part of this discussion, we identified potential for fraud in the following areas:
 - management override of controls.
- Obtaining an understanding of the legal and regulatory frameworks that the Group and Parent Charitable Company operates in, focusing on those laws and regulations that had a direct effect on the Financial Statements or that had a fundamental effect on the operations of the Group and Parent Charitable Company. The key laws and regulations we considered in this context included the UK Companies Act and relevant tax legislation.

Audit response to risks identified

In addition to the above, our procedures to respond to risks identified included the following:

- Reviewing the financial statement disclosures and testing to supporting documentation to assess compliance with relevant laws and regulations;
- Enquiring of management concerning actual and potential litigation and claims; performing analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud;
- Reading minutes of meetings of those charged with governance and reviewing correspondence with HMRC; and
- In addressing the risk of fraud through management override of controls, testing the appropriateness of journal entries and other adjustments;
- Assessing whether the judgements made in making accounting estimates are indicative of a potential bias; and
- Evaluating the business rationale of any significant transactions that are unusual or outside the normal course of business.

We also communicated relevant identified laws and regulations and potential fraud risks to all engagement team members and remained alert to any indications of fraud or non-compliance with laws and regulations throughout the audit.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Independent Auditors.

Use of our Report

This report is made solely to the Group's and Charitable Company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Charitable Company's members those matters we are required to state to them in a Report of the Auditors 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 as a body, for our audit work, for this report, or for the opinions we have formed.

.....
Alison Vickers (Senior Statutory Auditor)
for and on behalf of Bevan Buckland LLP
Chartered Accountants And Statutory Auditors
Cardigan House, Ground Floor, Castle Court,
Swansea Enterprise Park,
Swansea
SA7 9LA

Date: 15th April 2025

FINANCIAL STATEMENTS





CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 31 JULY 2024

	Notes	Restricted Funds £'000	Unrestricted Funds £'000	Total 2024 £'000	Total 2023 £'000
INCOME					
Donations and legacies	3	1,178	5,496	6,674	5,836
Other Trading activities	4	-	9,687	9,687	9,200
Investment income	7	-	395	395	273
Other income		-	7	7	8
Total Income		1,178	15,585	16,763	15,317
EXPENDITURE					
Expenditure on raising funds	9	-	(6,359)	(6,359)	(6,009)
Expenditure on charitable activities	10	(1,003)	(10,021)	(11,024)	(8,596)
Total resources expended		(1,003)	(16,380)	(17,383)	(14,605)
Net gains/(losses) on investment		-	346	346	24
Net incoming resources		175	(449)	(274)	736
Transfer between funds		(178)	178	-	-
Less Taxation		-	-	-	(1)
Net income after tax		(3)	(271)	(274)	735
Fund balances brought forward	22	84	16,096	16,180	15,445
Fund balances carried forward		81	15,825	15,906	16,180

All activities are continuing operations. There are no other gains or losses for the financial year.

BALANCE SHEET

FOR THE YEAR ENDED 31 JULY 2024

	Notes	GROUP 2024 £'000	CHARITY 2024 £'000	GROUP 2023 £'000	CHARITY 2023 £'000
FIXED ASSETS					
Tangible assets	16	1,894	1,850	1,604	1,552
Investments	17	2,271	2,271	4,092	4,092
		4,165	4,121	5,696	5,644
CURRENT ASSETS					
Stock	18	45	18	56	27
Debtors	19	5,030	5,019	4,746	4,779
Cash at bank and in hand		9,367	9,354	8,251	8,181
		14,442	14,391	13,053	12,987
CREDITORS: Amounts falling due within one year	20	(2,697)	(2,608)	(2,565)	(2,469)
NET CURRENT ASSETS					
		11,745	11,783	10,488	10,518
PROVISIONS FOR LIABILITIES					
	21	(4)	-	(4)	-
TOTAL NET ASSETS					
		15,906	15,904	16,180	16,162
FUNDS					
Unrestricted Funds					
Restricted Fund	22	15,825	15,823	16,096	16,078
	22	81	81	84	84
		15,906	15,904	16,180	16,162

These financial statements were approved by the board of trustees on 15 April 2025 and signed on its behalf by:

DR KYLE JACQUES –
TRUSTEE, CHAIR

A BURDGE – TRUSTEE,
VICE-CHAIR

STATEMENT OF CASH FLOWS AND CONSOLIDATED STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 JULY 2024

	Notes	Group		Charity	
		2024 £'000	2023 £'000	2024 £'000	2023 £'000
Net cash inflow/(outflow) from operating activities	1	(954)	1,705	(900)	1,741
Cash flows from investing activities					
Deposit Interest received		304	186	304	186
Investment income		91	87	91	87
Sale of fixed assets		240	-	240	-
Payments to acquire tangible fixed assets		(731)	(356)	(729)	(347)
Proceeds from sale of investments		2,232	-	2,232	-
Cash used in investing activities		2,136	(83)	2,137	(74)
Increase in cash investments		(65)	(61)	(65)	(61)
Increase in cash and cash equivalents in the year		1,116	1,561	1,173	1,605
Cash and cash equivalents at the beginning of the year		8,251	6,690	8,181	6,576
Cash and cash equivalents at the end of the year		9,367	8,251	9,354	8,181

Analysis of changes in net debt	31 July 2023 £'000	Cash Flow £'000	31 July 2024 £'000
Cash	8,251	1,116	9,367
Total	8,251	1,116	9,367

NOTES TO THE CASH FLOW STATEMENT

FOR THE YEAR ENDED 31 JULY 2024

1 RECONCILIATION OF NET INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES

	Group		Charity	
	2024 £'000	2023 £'000	2024 £'000	2023 £'000
Net Income	(274)	735	(258)	735
Deposit Interest received	(304)	(186)	(304)	(186)
Investment income	(91)	(87)	(91)	(87)
(Gains)/losses on investment	(346)	(24)	(346)	(24)
Depreciation of tangible fixed assets	207	170	198	161
(Profit)/loss on disposal of fixed asset	(5)	9	(7)	7
Deferred tax payable	-	-	-	-
	(813)	617	(808)	606
Working capital movement				
Decrease/(Increase) in Stock	11	31	9	9
Decrease/(Increase) in Debtors	(284)	527	(241)	552
(Decrease)/Increase in Creditors	132	530	140	574
	(141)	1,088	(92)	1,135
Net Cash Inflow/(Outflow) from Operating Activities	(954)	1,705	(900)	1,741

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 JULY 2024

1. STATUTORY INFORMATION

Welsh Air Ambulance Charitable Trust is a company limited by guarantee, registered in England and Wales. The Company's registered number and registered office address can be found on the company information page.

2. ACCOUNTING POLICIES

a) Basis of Preparation

The financial statements of the Charitable Company, 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 Companies Act 2006. The financial statements have been prepared under the historical cost convention.

b) Basis of Consolidation

The consolidated accounts of the Group incorporate the accounts of the Charity and its subsidiary undertaking, both of which were prepared to 31 July 2024. The trading results of the subsidiary undertaking are consolidated on a line-by-line basis within the consolidated statement of financial activities (SOFA). A separate SOFA for the Charity is not presented as permitted by the SORP and the Companies Act 2006.

c) Fund Accounting

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Designated funds are unrestricted funds earmarked by the Trustees for particular purposes falling in future time periods.

Restricted funds are funds subject to specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The aim and use of each restricted fund is set out in the notes to the financial statements.

d) Incoming Resources

Incoming resources are included in the Statement of Financial Activities when the Charity is entitled to the income and the income can be quantified with reasonable accuracy.

1) Lottery Income

Lottery income is recognised after the weekly draw has taken place. A deferred income liability is recognised to account for the balance of those members paying in advance of future draws.

2) Donated Goods

The value of goods donated for sale in the shops operated by the Charitable Company is recognised at the point of sale unless it is practical for the goods to be measured at fair value on receipt. For those items, the value is recognised as stock on the balance sheet and then released to the income statement when the item is sold.

ACCOUNTING POLICIES (Cont'd)

3) Legacy Income

Legacies are accounted for as incoming resources once the three factors of entitlement, probable and measurement have been met so long as notification has been received from a representative of an estate prior to the year end.

Charities which receive a significant number of legacies in a reporting period and have detailed historical information on the settlement of legacies may apply an estimation technique in measuring the value of legacies that are recognised to allow for potential variation in settlement values and the risk of a will being contested.

Income Recognition of Legacies

Residuary legacies have been recognised using a case-by-case basis, when the amount receivable can be measured accurately following written confirmation from the estate executor/administrator.

4) Fuel Sales

Fuel sales are recognised to the extent that it is probable that the economic benefits will flow to the Company and the fuel sales can be reliably measured. Fuel sales are measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value-added tax and other sales taxes.

5) Other Heliport Income

Revenue from services, such as hanger rental and landing fees, is recognised when the service has been provided and the right to consideration has been earned.

6) Grant Income

Grants (including government grants) which are received to fund specific purposes are recognised as restricted incoming resources in the year in which the Charitable Company is entitled to the funds. Revenue grants are credited as incoming resources when they are receivable, provided conditions for receipt have been complied with.

e) Resources Expended

Resources expended are included in the Statement of Financial Activities on an accruals basis as a liability is incurred, including irrecoverable VAT. Cost of raising funds comprises direct costs associated with attracting grant income, being the proportion of time spent for direct headcount costs.

Charitable expenditure comprises those costs incurred by the Charity in the delivery of its activities, both costs directly attributable and indirect support costs. Governance costs include those costs associated with meeting constitutional and statutory requirements, principally accounting/audit and AGM expenses.

All costs allocated between expenditure categories are on a basis designed to reflect their resource usage. For some costs, this means direct allocation to activities, other costs are apportioned, e.g. by staff time spent on an activity, or another equitable usage measure.

f) Tangible Fixed Assets and Depreciation

Tangible fixed assets are stated at cost less accumulated depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Land & Buildings	2% on cost straight line
Motor Vehicles	25% on cost straight line
Fixtures & Fittings	25% on cost straight line
Office Equipment	15% on cost straight line
Plant & Machinery	25% on cost straight line

Assets below £250 are not capitalised, but included within expenses.

g) Holiday Pay

Employee benefits such as short-term compensated absence arising from employee entitlement to paid annual leave are recognised in line with FRS 102.

h) Pensions

The pension costs charged in the accounts represent the contributions payable to money purchase pension schemes by the Charity during the year.

i) Financial Instruments

The Charitable Company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

j) Investments

Assets held for investment purposes are valued at fair value (their market value) at the balance sheet date, except for investments in trading subsidiaries, which are held at cost, as the Trustees believe that the market value of the trading subsidiary is not materially different to its cost.

Realised gains and losses on investments are calculated as the difference between sales proceeds of these investments and their market value at the start of the year, or their subsequent costs, and are charged or credited to the statement of the financial activities in the period of disposal.

Unrealised gains and losses represent the movement in market values during the year and are credited or charged to the statement of financial activities based on the market value at the year-end.

k) Stock

Stocks are valued at lower of cost and net realisable value after making allowances for obsolete and slow-moving items. Donated goods with a valuation over £50 per item have been included in the stock balance.

l) Debtors

Short-term debtors are measured at transaction price, less any impairment.

m) Cash at Bank and In Hand

Cash at bank and cash in hand includes cash and short-term highly liquid investments with a short maturity of twelve months or less from the date of acquisition or opening of the deposit or similar account.

ACCOUNTING POLICIES (Cont'd)

n) Creditors

Short-term creditors are measured at transaction price.

o) Taxation

Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

p) Deferred Tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the year-end and that are expected to apply to the reversal of the timing difference.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

q) Operating Leases

Rentals applicable to operating leases are charged to the SOFA over the period in which the cost is incurred. Details of operating lease commitments are as shown in note 25.

r) Provision for Liabilities

Provisions are recognised when the Company has a present obligation (legal and constructive) from a past event that will probably result in a transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably.

s) Related Party Transactions

The Trustees have taken advantage of the exemption under FRS102 and have not disclosed related party transactions with its wholly owned subsidiary undertaking.

t) Functional and Presentation Currency

The Company's functional and presentation currency is pounds sterling.

u) Going Concern

The Trustees have considered both the Charity's financial position at the year-end and the impact of future activities. The Trustees have made this assessment in respect to a period of one year from the date of approval of these financial statements.

Wales Air Ambulance continues to manage key risks through its well-established risk management processes which have been embedded and have proved robust; for more information, please see pages 42-43.

Cash and reserves are monitored closely, with detailed short and long-term forecasts prepared annually and regularly reviewed and updated to ensure the long-term financial viability of the Charity. A risk-based reserves policy has been adopted; more details of this can be seen on pages 42-43.

The Charity has a strong balance sheet with unrestricted funds of £15.8 million. Any shortfall in income over the next 12 months can be covered by the Charity's cash reserves and investment funds, which total £6.7 million and £4.0 million respectively.

The Trustees, therefore, have a reasonable expectation that there are no material uncertainties about the Charity's ability to continue its operations, including to meet its liabilities, for the foreseeable future. As such, the Charity continues to adopt the going concern basis in preparing the financial statements.

ACCOUNTING POLICIES (Cont'd)

v) Financial Instruments

Basic Financial Assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Other Financial Assets

Other financial assets, including investments in equity instruments which are not subsidiaries, associates or joint ventures, are initially measured at fair value, which is normally the transaction price. Such assets are subsequently carried at fair value and the changes in fair value are recognised in the statement of financial activities, except that investments in equity instruments that are not publicly traded and whose fair values cannot be measured reliably are measured at cost less impairment.

Impairment of Financial Assets

Financial assets, other than those held at fair value through profit and loss, are assessed for indicators of impairment at each reporting end date.

Financial assets are impaired where there is objective evidence that, as a result of one or more events that occurred after the initial recognition of the financial asset, the estimated future cash flows have been affected. If an asset is impaired, the impairment loss is the difference between the carrying amount and the present value of the estimated cash flows discounted at the asset's original effective interest rate. The impairment loss is recognised in the statement of financial activities.

If there is a decrease in the impairment loss arising from an event occurring after the impairment was recognised, the impairment is reversed. The reversal is such that the current carrying amount does not exceed what the carrying amount would have been, had the impairment not previously been recognised. The impairment reversal is recognised in the statement of financial activities.

Basic Financial Liabilities

Basic financial liabilities, including creditors, are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Classification of Financial Liabilities

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

w) Critical Accounting Estimates and Assumptions

The Charitable Company makes estimates and assumptions concerning the future. The resulting accounting estimates will by definition, seldom equal the related actual results. The estimates and assumptions that have a significant risk of causing material adjustment to the carrying amounts of assets and liabilities within the next year are addressed below;

Legacies - Income recognition

Residuary legacies have been recognised using a case-by-case basis, when the amount receivable can be measured accurately following written confirmation from the estate executor/administrator.

Provisions

Provision is made for the dilapidation on leasehold premises. These provisions require management's best estimate of the costs that will be incurred based on legislative and contractual requirements.

3. DONATIONS & GIFTS - GROUP

	Unrestricted funds £'000	Restricted funds £'000	Total funds 2024 £'000	Total funds 2023 £'000
Donations	2,920	327	3,247	2,772
Legacies	2,534	851	3,385	3,064
Gifts in kind	42	-	42	-
	5,496	1,178	6,674	5,836

4. OTHER TRADING ACTIVITIES

	Group		Charity	
	2024 £'000	2023 £'000	2024 £'000	2023 £'000
Lifesaving Lottery	7,801	7,219	7,801	7,219
Donated goods & recycling income	1,272	1,344	1,272	1,344
Cardiff Heliport commercial activities	614	637	-	-
	9,687	9,200	9,073	8,563

*Cardiff Heliport income does not include rent paid by the Charity to the Trading Subsidiary as this has been eliminated on consolidation of the accounts.

5. NET INCOMING RESOURCES ON ORDINARY ACTIVITIES FOR THE YEAR AFTER CHARGING

	Group		Charity	
	2024 £'000	2023 £'000	2024 £'000	2023 £'000
Depreciation	202	170	193	161
Other operating leases - land & buildings	255	319	215	279
-other	1,197	32	1,197	32
Auditors' remuneration - audit	17	11	17	11
-other services	-	-	-	-

6. DEFINED CONTRIBUTION PENSION SCHEME

The charity operates a defined contribution pension scheme; the assets being held separately from those of the charity in an independently administered fund. The pension cost charge represents contributions payable by the charity to the fund and amounted to £143,723 (2023: £152,932).

7. INVESTMENTS

	Unrestricted 2024 £'000	Restricted 2024 £'000	Unrestricted 2023 £'000	Restricted 2023 £'000
Group				
Listed investment income	91	-	87	-
Bank deposit interest	304	-	186	-
	395	-	273	-

8. TAXATION

Group

No corporation tax liability arose in the trading company, taxation amounts shown in the consolidated statement of financial activities relate to deferred tax. (2023: nil).

Charity

As a registered charity, there is no liability to tax on income and gains falling within section 505 of the Taxes Act 1988 or s256 of the Taxation of Chargeable Gains Act 1992, in so far as these are applied to the Charitable objects of the Charity.

9. EXPENDITURE ON RAISING FUNDS - GROUP

	Direct costs £'000	Support Costs Allocated £'000	Total 2024 £'000	Total 2023 £'000
Donations & Legacies	1,358	881	2,239	1,853
Lifesaving Lottery	1,348	225	1,573	1,557
Retail & hospitality activities	1,398	438	1,836	1,934
Cardiff Heliport commercial activities	685	-	685	640
Investment management costs	26	-	26	25
	4,815	1,544	6,359	6,009

10. CHARITABLE ACTIVITIES - GROUP

	Unrestricted £'000	Restricted £'000	Total 2024 £'000	Total 2023 £'000
Helicopter operational costs	8,924	908	9,832	7,559
Airbase running costs	186	29	215	242
Rapid Response Vehicle running costs	122	33	155	155
Operations management	51	-	51	43
Crew Training & Wellbeing (MEDTRiM)	2	-	2	1
Patient Liaison Service	82	-	82	82
Legal & professional fees	118	-	118	105
Depreciation	64	1	65	42
Support Costs	472	32	504	367
	10,021	1,003	11,024	8,596

11. SUPPORT COSTS - GROUP

Cost Categories	Executive, Strategy & Compliance £'000	IT £'000	Facilities £'000	Governance £'000	Finance £'000	HR & Training £'000	Communi- cations £'000	Total 2024 £'000	Total 2023 £'000
Donations & Legacies	284	102	97	6	40	176	176	881	700
Lifesaving Lottery	37	45	28	5	32	66	11	225	182
Retail	172	23	14	5	49	154	22	438	370
Charitable activities	175	57	138	39	40	44	11	505	366
	<u>668</u>	<u>227</u>	<u>277</u>	<u>55</u>	<u>162</u>	<u>440</u>	<u>220</u>	<u>2,049</u>	<u>1,618</u>

Support costs are allocated to relevant cost categories based on the percentage time spent on those categories.

12. GOVERNANCE COSTS - GROUP

Analysed as

	2024 £'000	2023 £'000
External audit fees	17	11
Staff time & support at Board meetings	25	24
Trustees insurance	3	3
Trustees' travel and meeting expenses	10	7
	<u>55</u>	<u>45</u>

13. CHARITABLE COMPANY RESULTS

The Charitable Company has taken advantage of Section 408 of the Companies Act 2006 and has not included its own income and expenditure account in these financial statements.

The results are summarised below:

	2024 £'000	2023 £'000
Total incoming resources	16,176	14,684
Total resources expended	(16,780)	(13,973)
Net incoming resources	(604)	711
Net unrealised investment gain/(loss)	346	24
Net movement in funds	(258)	735
Funds:		
At 1 August 2023	16,162	15,427
At 31 July 2024	<u>15,904</u>	<u>16,162</u>

14. STAFF NUMBERS AND COSTS

Group	2024 £'000	2023 £'000
Gross salaries	2,745	2,498
Social security	246	205
Pension costs	155	164
Redundancy costs and payments	24	-
	3,170	2,867

The average number of employees, (excluding directors who are trustees) analysed by function was as

	2024 Number	2023 Number
Administration	12	10
Corporate Services	20	20
Fundraising	12	16
Operations	9	6
Retail & Transport	40	41
Senior Management Team	11	8
	104	101

Redundancy costs and payments on termination were paid to two employees (2023 - nil) under settlement agreements.

The trustees received no emoluments from the charitable company. Three trustees were reimbursed expenses totalling £1,058 (2023 - five trustees were reimbursed expenses totalling £1,343) for travel during the year.

The number of employees whose emoluments (including benefits and employers' pension) were paid over £60,000 in the year were as follows:

	Number
£60,000 - £70,000	1
£70,000 - £80,000	-
£80,000 - £90,000	-
£90,000 - £100,000	1

Contributions of £17,521 (2023: £7,865) were made to defined contribution schemes for higher paid employees.

15. KEY MANAGEMENT

Total remuneration of the key management (the Senior Management Team) including any employer pension contributions was £560k (2023: £460k).

16. TANGIBLE FIXED ASSETS

GROUP	FREEHOLD LAND & BUILDINGS £'000	FIXTURES & FITTINGS £'000	PLANT & MACHINERY £'000	OFFICE EQUIPMENT £'000	MOTOR VEHICLES £'000	TOTAL £'000
COST						
At beginning of year	1,179	679	381	228	282	2,749
Additions	571	24	61	36	39	731
Disposals	(240)	-	-	-	-	(240)
At end of year	1,510	703	442	264	321	3,240
DEPRECIATION						
At beginning of year	60	533	347	97	109	1,146
Charge for year	20	81	20	37	49	207
Eliminated on disposal	-	(7)	-	-	-	(7)
At end of year	80	607	367	134	158	1,346
NET BOOK VALUE						
At 31 July 2024	1,430	96	75	130	163	1,894
At 31 July 2023	1,119	146	34	131	173	1,604
CHARITY COST						
At beginning of year	1,141	665	360	227	282	2,675
Additions	571	23	60	36	39	729
Disposals	(240)	-	-	-	-	(240)
At end of year	1,472	688	420	263	321	3,164
DEPRECIATION						
At beginning of year	55	528	335	96	109	1,123
Charge for year	19	76	17	37	49	198
Eliminated on disposal	-	(7)	-	-	-	(7)
At end of year	74	597	352	133	158	1,314
NET BOOK VALUE						
At 31 July 2024	1,398	91	68	130	163	1,850
At 31 July 2023	1,086	137	25	131	173	1,552

During the year, the charity purchased a property known as 42 and 44 Henblas Street, Wrexham for the purpose of operating a charity shop from the premises. Due to the legal complexities of the building, which in total included three residential flats in addition to the retail floorspace, the charity agreed to enter into a Purchase and Lease back arrangement with the vendor. The property was purchased in its entirety with a value of £560k with an immediate sale of a 999 year lease to the vendor with a value of £240k. This transaction was undertaken on a no profit/no loss arrangement to the Charity, the purchase/ leaseback was entirely to facilitate the purchase of the retail premises.

A grant was received from Wrexham County Council to assist with the purchase and renovation of the Wrexham shop. As part of this funding agreement, no disposition of the property is to be registered without a written consent of the funder for a period of 5 years.

17. FIXED ASSET INVESTMENTS

	LISTED INVESTMENTS £	GROUP TOTAL £	INVESTMENTS IN SUBSIDIARIES £	CHARITY TOTAL £
Cost or valuation				
At beginning of year	4,092	4,092	-	4,092
Additions	835	835	-	835
Disposals	(2,825)	(2,825)	-	(2,825)
Income received	91	91	-	91
Charges	(26)	(26)	-	(26)
Increase in value of investment	346	346	-	346
Movement in cash	(242)	(242)	-	(242)
At end of year	2,271	2,271	-	2,271
Market value at 31 July 2024	2,271	2,271	-	2,271
Market value at 31 July 2023	4,092	4,092	-	4,092

In addition to the above, the Group holds a £1 investment in its subsidiary company "Welsh Air Ambulance Trading Ltd".

The market value of listed investments at 31 July 2024 comprises a sum of £2,270,963 (2023: £4,092,143) managed by RBC Brewin Dolphin, further analysis of which is contained below.

Analysis of investment class	2024 £	2023 £
Equities	1,592	2,799
Fixed interest securities	465	768
Property funds	70	73
Commodities	52	77
Other listed investments	75	184
Cash held as part of the investment portfolio	17	191
	2,271	4,092

17. FIXED ASSET INVESTMENTS CONTINUED

The aggregated amount of capital and reserves and a summary of the subsidiary results for the financial year were as follows:

	2024	2023
Capital and Reserves	2	18
	2024	2023
	£'000	£'000
Turnover	695	735
Expenses	712	718
Surplus for the year	(17)	17
Add tax refund/Less tax on surplus	-	(1)
Less Gift Aid	-	(16)
Surplus for the year after tax	(17)	0

The shares in group undertakings are the charitable company's investment in the trading subsidiary, Welsh Air Ambulance Trading Limited (a company that generates funds for Welsh Air Ambulance Charitable Trust), registered company number 04036635 and registered office address Ty Elusen, Llanelli Gate, Dafen, Llanelli SA14 8LQ. The investment represents the holding of 100% of the ordinary shares of £1 each.

18. STOCKS

	GROUP 2024 £'000	CHARITY 2024 £'000	GROUP 2023 £'000	CHARITY 2023 £'000
Donated goods	18	18	27	27
Fuel Stock	24	-	29	-
	45	18	56	27

19. DEBTORS

	GROUP 2024 £'000	CHARITY 2024 £'000	GROUP 2023 £'000	CHARITY 2023 £'000
Amounts falling due within 1 year				
Trade Debtor	140	45	71	22
Legacy Debtors	3,795	3,795	3,925	3,925
Accrued Income & Other Debtors	22	20	72	41
Prepayments	526	456	486	419
VAT Debtors	89	77	192	176
	<u>4,572</u>	<u>4,393</u>	<u>4,746</u>	<u>4,583</u>
Amounts falling due after 1 year				
Welsh Air Ambulance Trading Ltd	-	168	-	196
Aircraft Security Deposits	458	458	-	-
	<u>458</u>	<u>626</u>	<u>-</u>	<u>196</u>
	<u>5,030</u>	<u>5,019</u>	<u>4,746</u>	<u>4,779</u>

Two separate loan agreements are in place between Welsh Air Ambulance Charitable Trust and Welsh Air Ambulance Trading Ltd. Loan interest of £12,284 has been charged this year.

Included in the charity debtors is a balance of £168,109 (2023 £195,876) from Welsh Air Ambulance Trading. This amount does not include a gift aid payment (2023 £16,086).

20. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	GROUP 2024 £'000	CHARITY 2024 £'000	GROUP 2023 £'000	CHARITY 2023 £'000
Welsh Air Ambulance Trading Ltd	-	-	-	-
Trade Creditors	1,347	1,274	894	806
Pension / PAYE accrual	170	170	157	157
Deferred Income	710	706	726	725
Accruals	470	458	740	733
Onerous Contract Provision	-	-	48	48
	<u>2,697</u>	<u>2,608</u>	<u>2,565</u>	<u>2,469</u>

Deferred income relates to lottery membership paid in advance of the prize draws.

21. DEFERRED TAX LIABILITY

	£'000
Balance at 1 August 2023	4
Timing differences	-
Balance at 31 July 2024	<u>4</u>

22. STATEMENT OF FUNDS

GROUP	AT 1 AUGUST 2023	INCOME	EXPENSES	TRANSFER	UNREALISED GAIN ON INVESTMENTS	AT 31 JULY 2024
	£'000	£'000	£'000	£000	£'000	£000
Unrestricted funds						
General funds	9,227	15,585	(16,178)	514	346	9,494
Designated funds:						
- Fixed Asset Fund	1,603	-	(201)	492	-	1,894
- MEDTRiM	66	-	(1)	-	-	65
- Aircraft procurement	350	-	-	(350)	-	-
- Future Aviation contract	4,700	-	-	(478)	-	4,222
- Helicopter upgrades	150	-	-	-	-	150
Restricted funds						
Restricted Use Funds	84	1,178	(1,003)	(178)	-	81
	16,180	16,763	(17,383)	-	346	15,906

CHARITY	AT 1 AUGUST 2023	INCOME	EXPENSES	TRANSFER	UNREALISED GAIN ON INVESTMENTS	AT 31 JULY 2024
	£'000	£'000	£'000	£'000	£'000	£'000
Unrestricted funds						
General funds	9,262	14,998	(15,585)	516	346	9,537
Designated funds:						
- Fixed Asset Fund	1,550	-	(191)	490	-	1,849
- MEDTRiM	66	-	(1)	-	-	65
- Aircraft procurement	350	-	-	(350)	-	-
- Future Aviation contract	4,700	-	-	(478)	-	4,222
- Helicopter upgrades	150	-	-	-	-	150
Restricted funds						
Restricted Use Funds	84	1,178	(1,003)	(178)	-	81
	16,162	16,176	(16,780)	-	346	15,904

22. STATEMENT OF FUNDS CONTINUED

GROUP	AT 1 AUGUST 2022	INCOME	EXPENSES	TRANSFER	UNREALISED GAIN ON INVESTMENTS	AT 31 JULY 2023
	£'000	£'000	£'000	£'000	£'000	£'000
Unrestricted funds						
General funds	8,807	14,871	(14,048)	(427)	24	9,227
Designated funds:						
- Fixed Asset Fund	1,426	-	(100)	277	-	1,603
- MEDTRiM	67	-	(1)	-	-	66
- Aircraft procurement	350	-	-	-	-	350
- Future Aviation contract	4,700	-	-	-	-	4,700
- Helicopter upgrades	-	-	-	150	-	150
Restricted funds						
Restricted Use Funds	95	446	(457)	-	-	84
	15,445	15,317	(14,606)	-	24	16,180

CHARITY	AT 1 AUGUST 2022	INCOME	EXPENSES	TRANSFER	UNREALISED GAIN ON INVESTMENTS	AT 31 JULY 2023
	£'000	£'000	£'000	£'000	£'000	£'000
Unrestricted funds						
General funds	8,843	14,238	(13,414)	(429)	24	9,262
Designated funds:						
- Fixed Asset Fund	1,372	-	(101)	279	-	1,550
- Night flying	-	-	-	-	-	-
- MEDTRiM	67	-	(1)	-	-	66
- Aircraft procurement	350	-	-	-	-	350
- Future Aviation contract	4,700	-	-	-	-	4,700
- Helicopter upgrades	-	-	-	150	-	150
Restricted funds						
Restricted Use Funds	95	446	(457)	-	-	84
	15,427	14,684	(13,973)	-	24	16,162

THE FUNDS REPRESENT

Fixed Asset

The capital spend designated fund represents the surpluses which have been spent on capital assets. These surpluses are not readily convertible into cash as a commitment has been entered into to invest into assets with a useful life of over one year.

MEDTRiM

Funds designated to raise awareness about mental wellbeing and resilience across the service and involve the introduction of a formal approach for supporting Clinical staff following exposure to a traumatic event.

Aircraft procurement

The Charity's historical Aviation contracts saw its suppliers holding the leases for all aircraft, however to protect the Charity's lifesaving service, Trustees agreed that following the end of the contract on 31 December, 2023, three of the aircraft would be directly leased to the Charity. Trustees designated funds for the security deposit of these aircraft.

Future Aviation contract

Aviation contract procurement, which saw a new contract entered into from 1 January 2024, has seen a significant rise in the Charity's Aviation costs. The Charity is investing in its income generation strategy over the next few years to ensure it is able to meet the increased service delivery costs in the long term, however it is likely that this will take four to five years to achieve. Trustees have designated funds to cover these identified deficits in the short term.

Helicopter Upgrades

In 2025 we will be introducing the next generation of aircraft with a five bladed D3 model. This will provide a smoother flight for patients and the crew and enable the service to carry an increased load. In addition it will mean longer endurance without refuelling. Trustees have designated funds for this investment.

Restricted Funds:

Restricted Use Fund

These restricted funds are unspent funds, restricted in purpose, to be used in the future.

Donor	Purpose of fund	Opening balance 2023 £'000	Income 2024 £'000	Expenditure 2024 £'000	Transfers 2024 £'000	Closing balance 2024 £'000
£'000	£'000	£'000	£'000	£'000	£'000	£'000
Various Donors	Airbase Improvements	4	12	(5)	-	11
Individual Donation	Aviation Fuel Cardiff	-	10	(10)	-	-
Individual Donation	Aviation fuel Dafen	-	20	(20)	-	-
Individual Donation	Aviation fuel North Wales	-	20	(20)	-	-
Various Donors	Caernarfon base - general	-	5	(5)	-	-
Various Donors	Childrens Transfers	-	2	(2)	-	-
Individual Donation	Cyber Security Grant	-	25	(20)	-	5
Individual Donation	Donations North Wales	-	5	(5)	-	-
Various Donors	Fundraising Appeals	5	7	(12)	-	-
Various Donors	Medical Crew PPE	8	31	(1)	(28)	10
Various Donors	Medical Crew Research & Wellbeing	-	10	(6)	-	4
Various Donors	North Patient Liaison Room	-	4	(2)	-	2
Various Donors	Rapid Response Vehicle Caernarfon - running costs	64	-	(33)	-	31
Various Donors	Rapid Response Vehicles- capital improvements	-	9	-	-	9
Various Donors	Volunteer Projects	3	6	-	-	9
Various Donors	Welshpool base - general	-	11	(11)	-	-
Wrexham County Council	Wrexham shop purchase & renovation	-	150	-	(150)	-
Various Legacy Donors	North Wales Area	-	790	(790)	-	-
Various Legacy Donors	Caernarfon base - general	-	25	(25)	-	-
Legacy Donor	Welshpool base - general	-	36	(36)	-	-
Total		84	1,178	(1,003)	(178)	81

THE FUNDS REPRESENT CONTINUED

Transfers

Where restricted funds are received for the purchase of fixed assets, then a transfer from restricted funds to unrestricted funds is made once the purchase of the asset is completed.

General Funds:

These are the reserves remaining when restricted and designated funds are excluded from the total amount. General Funds are held so that the charity can continue its operations in the event of an unforeseen shortfall in voluntary income or increase in costs.

23. ANALYSIS OF NET ASSETS BETWEEN FUNDS

GROUP	FIXED ASSETS	INVESTMENTS	NET CURRENT ASSETS	PROVISION	TOTAL
	£'000	£'000	£'000	£'000	
Unrestricted funds	1,894	2,271	11,664	(4)	15,825
Restricted funds	-	-	81	-	81
Total	1,894	2,271	11,745	(4)	15,906

CHARITY	FIXED ASSETS	INVESTMENTS	NET CURRENT ASSETS	PROVISION	TOTAL
	£'000	£'000	£'000	£'000	
Unrestricted funds	1,850	2,271	11,702	-	15,823
Restricted funds	-	-	81	-	81
Total	1,850	2,271	11,783	-	15,904

24. SHARE CAPITAL - GROUP

The charitable company is limited by guarantee and as such has no share capital. In the event of the charitable company being wound up, the liability of each member is limited to £10.

25. GIFT AID - GROUP

During the year, the Charity was not gift-aided a donation (2023: £16k) from its wholly owned subsidiary, Welsh Air Ambulance Trading Limited. (Company number 04036635).

26. FINANCIAL COMMITMENTS

On 31st July 2024 the Charity entered into a contract to undertake renovation works at its recently purchased premises at Wrexham (see note 16). The contract value was £285k. No work had commenced at 31st July 2024 and no provision has been accrued for this contract at year end.

Financial commitments under non cancellable operating leases will result in the following annual payments in respect of land and buildings:

	LAND & BUILDINGS			
	CHARITY 2024 £'000	GROUP 2024 £'000	CHARITY 2023 £'000	GROUP 2024 £000
Expiring within 1 year	289	331	215	255
Expiring within 2-5 years	326	527	174	367
Expiring after 5 years	-	2,324	-	2,327

Financial commitments under non cancellable operating leases will result in the following annual payments in respect of motor vehicles:

	MOTOR VEHICLES			
	CHARITY 2024 £'000	GROUP 2024 £'000	CHARITY 2023 £'000	GROUP 2023 £'000
Expiring within 1 year	-	-	-	-
Expiring with 2-5 years	-	-	1	1
Expiring after 5 years	-	-	-	-

Financial commitments under non cancellable operating leases will result in the following annual payments in respect of aircraft:

	AIRCRAFT			
	CHARITY 2024 £'000	GROUP 2024 £'000	CHARITY 2023 £'000	GROUP 2023 £'000
Expiring within 1 year	1,795	1,795	-	-
Expiring with 2-5 years	7,180	7,180	-	-
Expiring after 5 years	7,779	7,779	-	-

In December 2023, the charity entered into an agreement to lease three aircraft directly. As the charity does not hold an Air Operator Certificate, it was necessary for the Charity to enter into a sub lease arrangement for each aircraft with its aviation partner, Gama Aviation, to maintain and directly operate the aircraft under the terms of its contract with the Charity.

27. TRUSTEE INDEMNITY INSURANCE

Included in administration costs is the cost of trustees' liability insurance amounting to £3,164 (2023: £2,813)

28. CHARITY RELATED PARTY TRANSACTIONS

Welsh Air Ambulance
Trading Ltd
£'000

Amounts owed to Charity 168

All related party transactions with Group companies are eliminated on consolidation. There were no related party transactions outside of the Group.

29. CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES

For the year ended 31 July 2023.

	Restricted Funds £'000	Unrestricted Funds £'000	Total 2023 £'000	Total 2022 £'000
INCOME				
Donations and legacies	446	5,390	5,836	6,776
Other Trading activities	-	9,200	9,200	8,494
Income from charitable activities	-	-	-	-
Investment income	-	273	273	119
Other income	-	8	8	13
Total Income	445	14,871	15,317	15,402
EXPENDITURE				
Expenditure on raising funds	-	(6,009)	(6,009)	(5,054)
Expenditure on charitable activities	(457)	(8,139)	(8,596)	(8,439)
Total resources expended	(457)	(14,148)	(14,605)	(13,493)
Net gains/(losses) on investment	-	24	24	(230)
Net incoming resources	(11)	747	736	1,679
Transfer between funds	-	-	-	-
Less Taxation	-	-	-	-
Net income after tax	(11)	746	735	1,679
Fund balances brought forward	95	15,350	15,445	13,766
Fund balances carried forward	84	16,096	16,180	15,445

OFFICERS & CONTACTS

Trustees

R M James
D R Kitto
D Gilbert
K Jacques (Chair)
D Jones-Morris (resigned 29.10.2024)
J Wagstaffe
S Curtis (resigned 28.03.2025)
O S Davies
R Locke (resigned 03.03.2025)
L Church
A Burdge
S Ley
C Hamilton-Stone (appointed 29.10.2024)
J Phillips (appointed 29.10.2024)
L Davies (appointed 23.09.2024)
P Harris (appointed 29.10.2024)

Company Secretary

C Hawkins

Chief Executive

S Barnes

Registered office

Ty Elusen,
Ffordd Angel,
Llanelli Gate,
Dafen,
Llanelli,W
SA14 8LQ

Registered Company Number

4036600 (England and Wales)

Registered Charity Number

1083645

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Swansea
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Bankers

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