County Air Ambulance Trust

Board of Trustees' Annual Report and Consolidated Financial Statements for the year ending 30 September 2020

Annual Report of the Trustees of the County Air Ambulance Trust for 2019/20

1 Welcome from the Chairman

It's a great pleasure to welcome you to the County Air Ambulance Trust's Annual Report and Accounts for 2019/20.

It's with mixed feeling that I write this introductory message. When I sat down to write my report, I could scarcely have begun to imagine how much all our lives have changed over the past months and it's fair to say that 2020 has proven to be one of the most challenging in the 27 year history of the charity.

GOVERNANCE

Although this may not seem exciting we have dedicated time and energy during the Covid-19 pandemic in reviewing and modifying our governance foundations to ensure that we have the correct policies and procedures in place to reflect the challenges that both fundraising and Trading Company income face. The Board of Trustees has placed great importance on this aspect and we thank Arthur Worthington for all his incredibly hard work in keeping ahead of an unending stream of new rules and regulations.

FUNDRAISING

This year has been more challenging than any of us could have possibly anticipated. We did not know how income channels would be affected by the pandemic and we had no idea of the depth and length of the lockdown.

As I write we are still feeling the impact from the pandemic and there will no doubt be long-term consequences. However, financially the Charity had a remarkably good year again.

So many people and organisations continued to support our work during these difficult times and the impact on our income is thankfully far ahead of expectations and relatively unaffected. I am particularly pleased to see our income grow as people commit to our cause.

That our staff and third party agencies delivered such a great performance is a wonderful tribute to their dedication and sheer hard work. I thank them all for everything they achieved over the year.

Despite a degree of uncertainty, we have strength in our resources, and in having sufficient reserves, and a healthy cash balance in place, and together with continuing valuable support from our donors we are in good shape to tackle the challenges we face in 2021.

The Charity is fortunate enough to be held in high National regard and, looking ahead we will all need to stiffen our resolve to manage the challenges ahead to ensure we are able to continue supporting Hospitals and Air Ambulance services nationally.

APPRECIATION

It is a privilege to chair the Board and I would like to thank the Trustees who have given freely both of their time and their diverse and considerable expertise over the past year.

Although it is now a common-place phrase, 2020 has been a year of unexpected change, it has shown that we can operate effectively in a situation where most of the staff are working from home and I must thank our Chief Executive and his team for managing a remote workforce throughout such difficult times.

Let's hope that the light at the end of the tunnel shines brightly and that we can look forward to a prosperous future where we can continue to save lives!

Michael Henriques

2 Reflection on the year by our Chief Executive

I am exceptionally proud of what we have achieved in 2019/20.

NEW WAYS OF WORKING

We had to adapt at speed and did everything reasonably practicable to minimise the risks on both our operational and fundraising capabilities, including our financial assets as we entered the Covid-19 pandemic in March 2020. This included a new and flexible way of working habits with colleagues working apart and from different schedules.

Whilst remote working has been challenging, Zoom meetings and discussions continued to work smoothly and in a constructive way, not being face-to-face, one thing that I've missed is the informal elements at the start and end of meetings over a cup of coffee.

NOT THE BUSIEST YEAR – BUT OUR BEST EVER

Our income generation team and third party fundraising agents support and encourage individuals, clubs, businesses and other organisations to raise the vital income through weekly lottery sales, committed giving and payroll giving donors etc. It is thanks to them that we are able to report another successful year for the Charity despite having many fundraising events cancelled due to the pandemic.

We did anticipate that, in the face of such challenging times, we might expect a funding shortfall in the year, but the Charity actually delivered income that topped £9.2m (consolidated), for the first ever time, slightly above budget and the profit of £5.7m (was 13% above budget).

This reflects the splendid contributions that we have received from an array of different loyal supporters providing us with this "best ever year".

Many areas of fundraising income were broadly in line with previous years, and while we saw a decline as canvassing was scaled back, our lead income streams remained consistent. The HELP Appeal Lottery subscriptions and monthly direct debit donors continued to provide a regular income, whilst legacy income, marginally short of £1m, was well ahead of budget. These remained our key income streams.

We made 26 grant payments totalling £4.4 m in the year (8.5% less than last year). This was only because several planned helipad projects have been delayed and remain slow to pick up as hospitals concentrated their efforts on the pandemic.

LOOKING AHEAD

Even now, as the pandemic wears on, as much as we may wish otherwise, there is still great uncertainty as to when face-to-face and event based fundraising will be able to restart or return to the scale of the past.

Planning for the future amidst this ongoing uncertainty is a difficult picture. we shall continue to adapt for it as best as possible as we restart our income generation activities to enable us to provide grant funding as close to normal as possible.

APPRECIATION

I am very proud at what my team and everyone we work with has achieved in the face of what was a challenging year. In particular I would like to express my thanks to Michael Henriques and all our Trustees for their support this year. I give them my personal thanks for their resilience in adapting to change and adopting new practices at an unprecedented pace.

Robert Bertram, FRSA

3 Covid-19 Statement

When the nationwide lockdown measures were announced by the Government in March 2020, the immediate impact was unsettling as it was impossible to know how things would evolve as we were faced with the human and financial challenges presented by the pandemic crisis.

Planning for a pandemic was not, until now, seen as a real threat and we have undertaken a range of activities to maximise the Charity's resilience to the pandemic:

1 Conversations that we had with our Chief Executive included focusing on essential activity only, closing offices, and setting up staff to work from home. A plan was created to ensure we can function properly while offices are closed. This has worked well.

2 We constantly monitored and responded to the latest guidance published by the Government and from the Fundraising Regulator. As such, we ensured that our activities continued to follow the key principles embodied in the Code of Practice applying to fundraising.

3 Planned external community events were cancelled, and we have done very little face-to-face fundraising activity with an emphasis on digital activity to raise funds.

4 Investment in the recruitment of new lottery members and regular givers was halted in March 2020 due to Covid-19 and only restarted on a gradual basis in late summer.

5 The Chief Executive and Senior Managers acted quickly in order to make a sudden transition to remote working from home, so that we've remained open for business as the country went into lockdown to prevent the spread of the coronavirus.

In the 27 year history of the Charity, we have of course, never encountered a pandemic crisis before.

6 A Pandemic Response and Continuity Policy, has been created that provided the Charity with a framework to facilitate a smooth transition to this new way of working and for the continuation of essential operations and functions.

7 The Chief Executive and his management team are also planning for how we can return as lockdown is lifted, ensuring that office environments will be safe and secure.

8 A monitoring system has been created with our fundraising agencies to enable us to get back into local communities to raise awareness and vital funds for our HELP Appeal campaign with sensitivity when the time comes.

9 We are also reviewing our ways of working post Covid-19 to ensure that the learnings and adjustments as to how we work are taken forward. A bespoke risk register covering all aspects of the impact of Covid-19 was created.

10 We are confident that the Charity is financially robust even under these negative scenarios, although should more dire circumstances come to pass, difficult decisions would need to be made.

Our grant making model is flexible, giving a range of options should this be necessary.

11 The Trustees have concluded that the Charity has a reasonable expectation that there are adequate resources to continue in operational existence for the foreseeable future.

Arthur Worthington
Trust Administrator

4 About the HELP Appeal

Since 2009, the HELP Appeal has been raising much needed funds to provide life-saving helipads where they are needed most. In that time, we have achieved a good record of growth and we have identified a number of hospitals where helipads or upgrades are needed over the next few years.

We are the only Charity in the country dedicated to providing funding for NHS hospital's life-saving helipads nationally

The big difference we are making is borne out by the high level of activity from Air Ambulances using the many new and upgraded helipads at locations right across the country.

Helipads provide a vital link in the patients' chain of survival and the HELP Appeal has been involved in a variety of important helipad projects throughout England and Scotland. It has already funded 39 helipads at NHS hospitals.

Over 16,000 landings have taken place on HELP Appeal funded helipads at NHS hospitals

In an emergency, when time is of the essence, being able to land a helicopter close to the Emergency Department increases the potential for better outcomes for the most urgent patients.

Given the scale of work involved from building brand new helipads, improvements to existing helipads, to the installation of the latest state-of-the-art firefighting technology, helipads with lighting to enable night flights, heated helipads so helicopters can land safely in freezing weather is where we spend a significant proportion of our funds.

We aim to significantly increase the number of onsite hospital helipads through our grant scheme which offers non-refundable grants to hospitals to help fund new helipads or upgrade existing helipads.

The process of helipad development is ongoing and we are involved in discussions with Major Trauma Centres and key A&E hospitals, where new helipads or upgrades are needed over the next few years and where we have agreed to provide much needed funding. All undergo feasibility studies conducted by the CAAi to ascertain the most appropriate solutions for their individual situations and needs.

Charitable donations are our lifeblood, without this support, we and a huge number of helipads across the country would not exist.

We are determined that with the support of the general public and businesses we will be in a position to meet the challenges ahead. Our effectiveness relies, in large part, on the powerful links we are able to establish with many key partners.

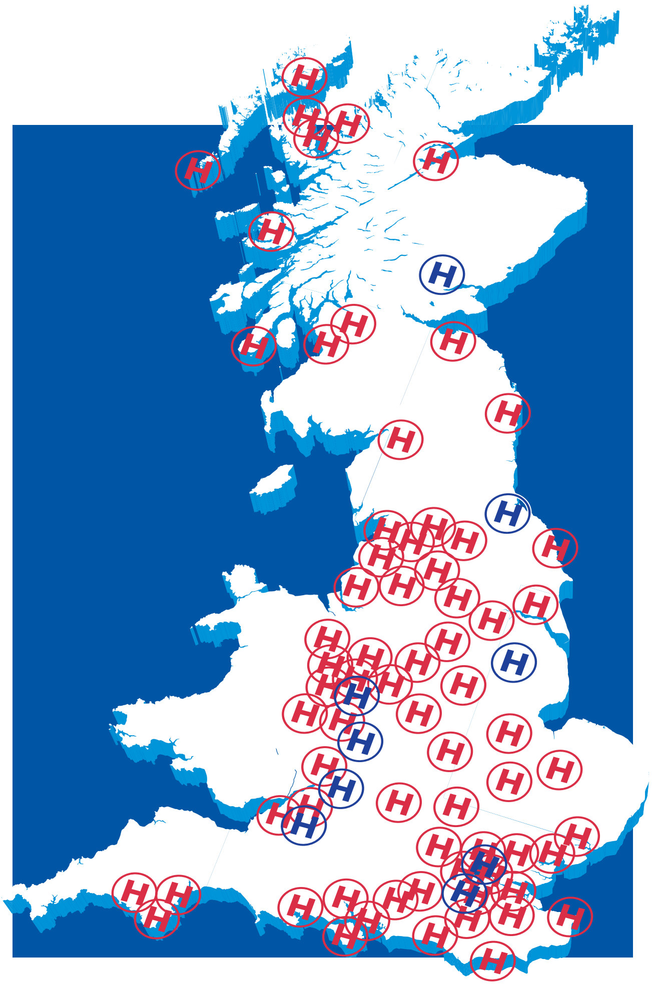
HELP Appeal
Helicopter Emergency Landing Pads
County Air Ambulance Trust
helpappeal.org.uk

PROUD TO SUPPORT
THE NHS

• Nearly £30 million already donated towards 39 completed helipad projects across the country.

• 45 new and upgraded helipads planned over the next 5 years.

EVERY SECOND COUNTS and TIME IS LIFE…

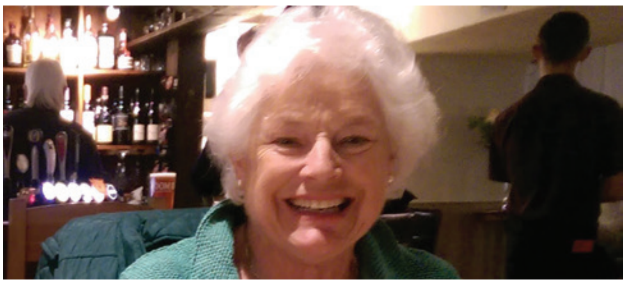


Helipads are an extremely beneficial addition to the emergency services network; creating such safe places for air ambulance helicopters with seriously ill or injured patients to land directly at hospitals is extremely important.

As a result of strict data protection and patient confidentiality restrictions, examples of how our work makes a positive impact on people's lives can only be demonstrated where they give us their permission.

People whose life has been touched by the HELP Appeal can be seen throughout this report.

Firstly, MEET CAROL…



Carol Hider has been a collection box volunteer for the HELP Appeal for several years. Little did she know that one day the Charity would play a vital role in saving her life.

Carol had plans to visit her family in Australia and three days before the visit, she had a serious setback which meant her trip had to be postponed.

Thanks to HELP Appeal funded helipads at St Mary's Hospital on the Isle of Wight where she lives and at Southampton General Hospital where she had an emergency operation, Carol was able to be treated immediately after her diagnosis.

CAROL TAKES UP HER STORY:

In October I started having really bad headaches, even when I moved my head it was very painful. I visited the GP who advised me to wait for another month to see what happens. Just before Christmas, when the pain still hadn't subsided, I returned and was told that if I still have headaches in January, I would be referred for a CT scan.

By January I still wasn't feeling well and along with a headache, my back was playing up and I was starting to lose my balance. After an appointment with a chiropractor, she knew something was very wrong and called the emergency department at St Mary's Hospital.

I will always be very grateful that she made that call.

The hospital did a CT scan on my head, and noticed a serious bleed on my brain. All of a sudden, I had a bed booked in Southampton General Hospital for an operation that night.

I was airlifted from the helipad at St Mary's Hospital IOW to Southampton General hospital's helipad, where I was wheeled straight to the hospitals front door and was able to have my operation in the early hours of the morning.

If there had been no helipads, I dread to think how much longer my journey might have taken and potentially how much bumpier the ride would have been, if I'd had to finish the journey in a road ambulance.

When I started volunteering for the HELP Appeal, I never thought for one second that I might actually need a helipad one day. Thanks to the Charity I had two helipads available, which helped me to access emergency treatment quickly and saved my life.

5 Trustees' Strategic Report

INTRODUCTION and REFERENCE DETAILS

The Trustees are delighted to present their Annual Strategic Report together with the Consolidated Statement of Financial Accounts for the Charity and its commercial trading subsidiary, for the year ending 30 September 2020.

The report has been prepared to meet the requirements for a Director's Report and Accounts for Companies Act purposes and to comply with fundraising reporting requirements.

The Financial Statements comply with the Charities Act 2011, with section 414C(11) of the Companies Act 2006, the Statement of Recommended Practice (SORP) 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 2015)

The Directors of the Charity are its Trustees for the purposes of Charity Law and throughout this report are collectively referred to as the Trustees.

LEGAL STATUS

The County Air Ambulance Trust Limited is a registered charity, and endeavours to follow the rules, regulations and guidance of the Charity Commission. It is incorporated under the Companies Act 2006 and is a company limited by guarantee, governed by its memorandum and articles of association.

As at 30 September 2020, there were 10 Trustees, who are listed on page 27, each of whom guarantees liability of £10 in the event of the Charity winding up.

For the period of this return, there were no serious incidents that the Charity failed to report to the Charity Commission.

COVID-19 ACKNOWLEDGEMENT

We need to give credit to our Chief Executive and management team during the Covid-19 coronavirus pandemic; not only have they had to take care of their team but also themselves and this can often be challenging.

They have been at the heart of our work to adapt to the pandemic crisis. The Board is proud to be working with such a wide range of dedicated caring individuals who have found a way to work effectively by Zoom while facing constantly changing scenarios.

STRUCTURE of the CHARITY

The Board of Trustees administers the Charity. It is made up of independent members who undertake the role on a voluntary basis and who bring a broad range of professional skills, experience and expertise to the Charity.

We have always paid great attention to ensuring that we have the highest standard of governance and a sound decision making framework supported by the highly effective Board of Trustees and governance structures.

BOARD MEETINGS

The Board meets four times a year which provides a forum for debate about major issues affecting the Charity. Additional meetings can be held as and when required and ad hoc working groups can also be formed to address a specific strategic issue. Between Board meetings the Chairman will have weekly calls with the Chief Executive for any issues they wish to discuss.

Matters such as policy and strategic plans are prepared by senior management for consideration and approval by the Board. The key leadership team set up to facilitate decision making at management level, includes the Chief Executive, Trust Administrator, Head of Fundraising and Head of Finance but they do not have voting rights. This structure has been essentially stable throughout 2019/20.

We liaise with them to review regulatory compliance and an overall performance standard to ensure the Charity is well governed and legislatively compliant to meet our charitable objectives.

There are three sub-committees – Nominations, Investment and Remuneration. The Trading Company Directors also report to the main Board. Each committee constitutes at least three Trustees and two Trustees serve as Directors on the Trading Company, all with responsibility to oversee and review the processes of internal control and for making recommendations to the Board. Their names are listed on page 27.

TERM OF OFFICE

Trustees are appointed for an initial term of four years with the option for this to be extended by a further term of four years. Trustees may be reappointed for a further term of four years after a one year break from holding office.

The Trustees are by definition part-time and reliant on systems of assurance for them to operate effectively.

The Board also meets with the senior external auditor at least once a year to review the findings of their work including any issues that might arise during the course of the audit and recommendations regarding improvements to the system of internal control.

PUBLIC BENEFIT STATEMENT

In setting our objectives and planning our activities the Trustees have referred to the Charities (Protection and Social Investment) Act 2016 and the Charity Commission's general guidance on public benefit. We are committed to the very highest possible standard of decision making so that the Charity meets the requirements for public benefit across all that we do.

The Charity exists as a grant making Charity that focuses on providing essential financial support to a wide ranging programme of necessary improvements to the Helicopter Emergency Medical Services (HEMS) network, NHS hospitals and other medically related organisations across the country, with the goal of helping to ensure the best possible pre-hospital treatment and care for those patients who sustain life threatening injuries or illness.

The relationship we have with them makes a significant difference to people and to society as a whole.

To establish the evidence of the benefits of our grant payments we have developed a programme of reporting which provides robust data indicators on the impact and outcomes that we help to provide in saving lives.

In all sorts of ways, we are a force for good and see the benefits that we deliver to society that can make a real difference to the lives of the individuals and organisations we are set up to serve.

The public benefit is thus the non-refundable grants that we provide to NHS hospitals and air ambulance operators in support of the medical treatment of critically ill or injured members of the public free of charge to the NHS and to the patient.

GOVERNANCE

As with most aspects of charity governance, the Board must be seen to be doing things in a fair and thorough manner and follows the Charity Governance Code issued in 2017 which sets out the principles and recommended practice for good governance.

We pride ourselves on achieving and maintaining the highest standards of propriety and take a proactive approach to ensure we are abreast of new fundraising requirements and regulations. We maintain our resolve to always act with integrity and in the interests of our core purpose.

From adjusting to lockdown, to adopting working styles to accommodate home working, there were a lot of unknowns in 2020 about what to expect and how we copied with the challenges that the Covid-19 pandemic posed to our work.

The Board are satisfied that the current Trustee' membership has considerable relevant experience to provide an informed and rigorous delegated control and assurance on the Charity's governance of internal control and risk management framework, within the Code principle on decision making.

RECRUITMENT AND APPOINTMENT OF TRUSTEES

The Nominations Committee leads the process of selection of candidates for appointment to the Board of Trustees and makes recommendations to the Board as regards plans for succession.

New Trustees are appointed by the Board in accordance with the Charity's constitution and clearly defined Terms of Reference which were adopted at the Annual General Meeting held in May 2019.

Recruitment is based on consideration of the skills we need to enhance and strengthen the capability of the Board and help to make the Charity a more agile and responsive organisation, mindful always of the need to reflect diversity and maintain a balance of individuals that will be of benefit to the Charity.

They are elected by a majority vote normally for a term of four years. Each Trustee will retire from office at the fourth Annual General Meeting following the commencement of their term of Office.

They give their time freely and no Trustee received remuneration or other benefits from their work but the Charity reimburses reasonable expenses incurred by these volunteers in carrying out their duties. They are disclosed in note 10 to the accounts.

TRUSTEE INDUCTION and TRAINING

After being formally appointed, all new Trustees are provided with a comprehensive Trustee handbook which includes information about the organisational structure of the Charity; Guidance on their roles and responsibilities; The Memorandum and Articles of Association; the decision making processes of the Charity; the latest Annual Report and Accounts; and the most current financial information.

This is aimed at helping them to understand the duties and responsibilities attached to the position under Charity and Company Law so that they can contribute to Board meetings as quickly as possible.

Trustees are encouraged to develop their knowledge and understanding of their role by visiting the Charity Commission's comprehensive website and, as part of ongoing training, they regularly receive charity law updates and presentations in relation to operational and topical charity sector matters.

FUNDRAISING STRATERGIES AND APPROACHES

This section of the annual report covers the requirements charities must follow as set out in the Charities (Protection and Social Investment) Act 2016.

As a Charity that receives no national government funding, it is absolutely essential that we take an active and responsible approach to our range of fundraising activities which are carefully planned to receive financial support through a variety of means.

Our approach to fundraising is that it must never feel unreasonably intrusive, persistent or pressurised but rather focuses on inspiring support.

Maintaining relevance with our supporters is vital to our success and we are committed to providing an excellent service to them and maintaining the highest standards of fundraising behaviour in all our fundraising activities. We are always conscious of the responsibility we hold towards our supporters, alongside our beneficiaries, and do our best to make those relationships as meaningful as possible.

Fundraising policies are in place for all of our main fundraising areas and we make every effort to ensure that our fundraising team observes the highest standards in terms of fundraising practice.

They are expected to act in a professional manner and to follow the Fundraising Regulators Code of Practice. Our Head of Fundraising oversees these fundraising approaches to make sure that our good engagement with supporters remains the key to our success. We treat them respectfully and fairly so they feel valued and free to donate when and if they wish to do so.

All donations are formally acknowledged in the most appropriate method.

We are registered with the Fundraising Regulator and our activities are carried out with reference to the guidance and standards set out in the Code of Fundraising Practice. We are also licensed by the Gambling Commission to run our HELP Appeal lottery and raffles.

We continue to monitor amendments to the Code of Fundraising Practice to make sure we comply with the latest fundraising standards and our policies are updated in line with these.

We are satisfied that we meet all current standards and we also weave this approach through our third-party external fundraisers.

WORKING WITH EXTERNAL ORGANISATIONS

While most of our fundraising work is undertaken by our directly employed fundraising team whose prime role is to provide information, support and stewardship for those people, clubs and organisations participating in fundraising events to raise funds on our behalf, where we do not have the expertise in house, we do work alongside professional fundraisers to help deliver some of our face-to-face fundraising activity.

All contracts and partnerships that we enter into are subject to due diligence and professional advice, if necessary, from our legal advisers. They detail the obligations of each organisation and we closely monitor canvassing activities undertaken though regular reviews and compliance meetings to thoroughly appraise the service provided, as well as updates on our activities, such as the ongoing helipad program.

They operate under our guidance and tight governance arrangements require them to perform and support our fundraising activities within the remit of the Fundraising Regulator framework, and all the appropriate regulatory bodies.

TRAINING

Our experienced Gambling Commission accredited external lottery managers provide extensive training to its representatives that focus on gambling and fundraising regulation, and the standards of behaviour that are expected by us when they interact with the public on our behalf.

Canvassers are qualified as 'Dementia Friends' through the Alzheimer' Society's accreditation to protect vulnerable persons. They also wear our Charity brand and carry identification whilst canvassing in the community.

Like the Charity they are a member of The Lotteries Council, through which we contribute to efforts to encourage responsible rather than problematic gambling.

MANAGING COMPLAINTS

In 2019/20 we received 21 fundraising complaints from members of the public, an improvement on last year's figure of 27. We always aim to respond promptly and courteously to complaints in accordance with our published complaint procedure.

A very high proportion of these complaints continue to be mostly related to expressions of dissatisfaction at the method of recruiting donors by our third party fundraising agencies and were relatively minor in nature.

They are reported to the Board, by the Head of Fundraising on a quarterly basis, who review the number and general nature of them and any areas of risk that might need to be addressed.

Although unwelcome, the number of complaints received is statistically very low considering the extent of canvassing undertaken, and does not give the Board undue cause for concern.

VULNERABLE PERSONS

We also take our responsibility to protect vulnerable persons seriously.

We follow best practice guidance and make sure all our agency partners are fully aware of this. In 2020, we implemented a robust policy and developed guidance for all staff on engaging with people in vulnerable circumstances. This policy follows Charity Commission and Chartered Institute of Fundraising recommendations.

SAFEGUARDING

We have a Safeguarding Policy reflecting the importance of this in the Charity's work that is aimed at protecting the wellbeing and rights of anyone coming into contact with us.

During lockdown we reviewed and updated the policy which sets out our approach to protecting our beneficiaries, supporters, staff and potential donors to ensure robust procedures are in place and everyone working for the Charity abides by it.

CYBER SECURITY

With cyber crimes becoming more and more common, the change in working habits brought about by the Covid-19 pandemic crisis has seen the Charity continue to place specific emphasis on ensuring that the highest possible standards of information security is in place to meet our objectives, and regulatory requirements.

Our policy for working with members of the public who could potentially be vulnerable is regularly reviewed and updated, most recently in 2020.

With information increasingly being held digitally, we recognise that any digital fraud or theft would have a greater impact than it would ever have done in the past. As we have something of value that is worth something to others, we have to remain vigilant and prepared at all times.

We remain committed to the prevention of fraud and the promotion of an anti-fraud culture.

For this reason we have produced a new policy on Cyber Security, based upon the National Cyber Security Centre guidance for small charities, to help protect the Charity from the most common cyber attacks and for everyone to refer to when they need advice or guidance related to cyber security law and cyber crime.

Cyber security has been at the heart of this year's governance review so that we remain abreast of cyber developments to ensure that we can swiftly respond to any changes in the cyber risk landscape.

Meet Harrison Beswick

Jockey Harry Beswick knows more than most the importance of having a helipad as close to an Emergency Department as possible. He suffered multiple injuries after a drastic fall at Sedgefield; one of his worst ever, according to Harrison.

Here is Harry's story…

"I love riding. I've been doing it all my life. I started racing when I was 17 and taken up a career as a jockey which I really enjoy.

I don't remember anything about the day of the fall, which isn't surprising after I suffered concussion. But I was told that the horse I was riding slipped on the bend three furlongs out and I was thrown to the ground. The horse was fine but I wasn't as lucky, after getting a right kicking from the oncoming horses.

I had concussion, a fractured leg, broken hip, compressed vertebrae and a broken nose. The severity of my injuries meant I had to get to a hospital as soon as possible.

Having a helipad close to the Emergency Department meant that I could get the treatment I urgently needed as quickly as possible, which must have helped with my recovery.

Horseracing is the only sport where an ambulance follows you around the course, but I suppose you try to put that to the back of your mind when you're racing. After my fall, I now know that we have the best medical teams and air ambulance crews on hand to look after us whenever things go wrong.

Having a helipad close to the Emergency Department at every Major Trauma Centre near a racecourse, would provide even more reassurance.

"You never know when you might need it".

6 Financial Review

This section summary on the key fundraising activities undertaken during the year includes the subsidiary trading company.

The financial results for the year are set out in pages 31 to 55 of this report.

FUNDRAISING STATEMENT

The Charity does not receive any funding from central Government or local authority bodies, the National Lottery or from outside of the UK.

To ensure we can continue to provide vital financial support for our beneficiaries we need reliable and broad income streams. So many people continued to support our work during the year and helped to make the work outlined in this report possible.

We always strive to maintain a range of income each financial year to ensure that the majority of the funds received by the Charity are spent on our charitable cause. Every pound donated adds up to vital support for our work.

We understand that everyone gives according to their means, with the Charity being reliant on people who give small amounts in our collection boxes, as well as businesses, clubs and corporate donations. The response we have been receiving from them has been extremely positive and encouraging and we can only do what we do because of them.

During the lockdown fundraising events were cancelled and face-to-face canvassing was halted. It is not yet possible to foresee the full impact this will have on our future income.

There might have to be some financial modeling going on in the next financial year, as social distancing measures reduce our ability to generate funds through community, corporate and fundraising events. However, we are constantly planning ahead to generate the financing required to sustain our grant funding programme, our plans remain firm and we will move forward with them as soon as it's financially viable and safe to do so.

With the easing of lockdown for a couple of months, together with our third party fundraising agents, we gradually introduced various new safety measures based on the guidance published by the Government and charity regulators, to get back into limited local communities to raise awareness and funds for our HELP appeal.

This decision was taken after a great deal of thought and consideration and within a socially distanced framework at all times. We ensured that our website and social media platforms provided information to the public that we were about to resume canvassing.

INCOME & INVESTMENT

A real change has happened in the fundraising landscape and thanks to the generosity of the public, organisations and our weekly lottery has helped us to keep funds coming in during Covid-19. They are summarised as follows:

Our consolidated income was £9.262m, that's more than last year's figure of £8.664m, which represents an increase of 6%.

Donations and Legacies of £2,678m (2018/19 - £1.990m) an increase of 34.57%

Trading income of £6.298m (2018/19 - £6.384m) predominantly from our well supported HELP Appeal lottery subscriptions, represents 68% (2018/19 - 74%) of our total income.

Investment income of £152,000 (2018/19 £185,000) reduced by 17.83%

Gift Aid income of £134,000 (2018/19 -£106,000) increased by 26.41%

HELP APPEAL LOTTERY and COMMITTED GIVING

Players of the HELP Appeal weekly lottery and people who support our work through the monthly committed giving scheme have contributed £6.223m, and £587,000 respectfully in playing a significant part in enabling us to continue our work during the year.

We have monitoring arrangements in place to obtain feedback on people's experience of joining the lottery and committed giving programme to ensure quality and constancy of service. We are pleased to report this is overwhelmingly positive.

Robert Bertram, Chief Executive, Arthur Worthington, Trust Administrator are registered as the relevant responsible persons with the Gambling Commission. They ensure that the lottery returns and annual submissions to the Gambling Commission are completed on time.

PROFESSIONAL WILL WRITING SERVICE

We are also delighted to be supported by a specialist paralegal law firm located across the country who as part of its National Charity Wills campaign, offers a professional Will writing service to members of the public in exchange for a donation to the Help Appeal.

100% of the donations come directly to us to support the HELP Appeal contributing £396,989 during the year an increase of 103% over 2019. Since 2014, over 120,000 families have entrusted them to write their Wills generating over £1.0m in donations for emergency helipads so far, but they're aiming to reach £2.0m, to help build more NHS hospital helipads across the country.

GIFTS IN WILLS (Legacies) and in MEMORY DONATIONS

Our support from legacies was strong and steady throughout the year totalling £988,382 (2018/19 - £557,511) in essential funding.

Legacies are by their nature unpredictable and cannot be accurately forecast or predicted. It remains the case that the majority of legacy donations come from people unknown to the Charity who have simply not been able to support us during their lifetime. However, sometimes those connections do exist.

Making a legacy decision takes time and thought, whilst the Charity does not aggressively market or target individuals to leave a legacy, the possibility of leaving a gift in a will is promoted through community engagement and on our websites.

The generosity of those who remember us in their will is invaluable. We are incredibly grateful for the generosity of these supporters when naming our Charity in their wills. The future legacy pipeline also appears strong.

In memory donations are received from people who choose us as beneficiary to donate to in memory of a loved one who has sadly died.

PAYROLL GIVING

Donations of £337,034 (2018/19 - £380,000) were received from people giving £1 per week from payroll and we are extremely grateful.

COLLECTION TINS

During the year we had many shops, public houses, clubs, hotels, offices and other community buildings that allow us to place collecting tins in their premises. Generating £161,567 but down by 29% over 2019 due to Covid-19 restrictions.

INDIVIDUAL and COMMUNITY GROUPS DONATIONS

We received valuable donations totalling £764,000 (2018/19 - £684,000) from individuals, many of these amounts consisted of personal donations, but also sponsorship from family, friends and colleagues.

Community groups donated from a wide range of 'charity of the year' partnerships from Rotary, golf clubs, staff led events, cycle and motor cycle events, trekking, running and other diverse challenges and events generating £75,000 (2018/19 - £126,000), including £10,000 raised by Chartley Estates and £5,017 by Kington Golf Club.

CORPORATE SUPPORTERS

We are proud to work closely with several corporate supporters including the Leek United Building Society who have been a generous supporter of our work since 2006. The kindness of their donation in 2020 of £61,000 lifted their contribution for supporting our work to over £340,000.

TRUSTS and FOUNDATIONS

Grant applications are undertaken on a cyclic basis. During the year grant income of £66,399 (2018/19 - £116,932) was received. We are particularly grateful the Jordan Foundation has supported our work since 1997. Their donation of £20,000 lifted their contribution for supporting our work to over £350,000. We are also grateful to receive grants of £10,000 from E M Chapman Trust and £7,500 from the Hilda Farr Charitable Trust.

GIFT AID RECLAIMED

£134,000 (2018/19 - £106,000) was raised by supporters adding gift aid to their donations.

MARKETING

Our focussed and targeted marketing campaigns have been successful in continuing to create awareness of the HELP Appeal. We are building on this profile to ensure that our fundraising aspirations are achieved and then applied to maintain a facility, which anyone of us might need at anytime.

TRADING SUBSIDARY

The Charity is supported by County Air Ambulance Trading Limited, (Company number: 08308860) registered in England and Wales and wholly owned by the Charity.

Under the guidance of its Directors, the company operates independently of the Charity in accordance with Charity Commission guidelines and is used for trading activities, primarily the HELP Appeal weekly lottery, the Charity's largest income stream, and for generating awareness of the Charity through its activities.

The Trading Company continued to achieve year on year results and a summary of these results appear in note 19 in the accounts.

All funds are held in a separate bank account from the funds of the Charity. All profits generated from the Company are released to the Charity as donations. The subsidiary company made a return to the Charity of £3.8m (£3.8m – 2018/19) in the current year under HMRC legislation so that no corporate tax becomes payable at the financial year end.

Two of the Trustees are also Directors of the Trading Company; this relationship enables them to report on their activities and performance to the Board.

INVESTMENT POLICY and PERFORMANCE

We report here on the Investment Policy which is to maintain and enhance the capital value of our assets and to produce, as far as possible, funding which is available to spend on projects towards new and upgraded helipads at Major Trauma Centres and key A&E Hospitals across the country, and other urgent medical related emergencies.

Our investment activities are supported by Investec Wealth & Management together with the Board investment committee, who also measure performance against established market benchmarks that are regularly beaten during the year.

All investment income is reinvested in the portfolio; including the £152,000 generated over the past year.

We have direct access to the Investec specialists managing our investments who provide a bespoke and common sense approach to delivering steady, risk adjusted returns for the Charity over time resulting in a portfolio that meets our needs.

We consider it essential that in making investment decisions our investment managers take account of acceptable codes of management conduct and practice in terms of socially responsible, environmentally aware and ethical management, all of which could affect the investment portfolio.

As at 30 September 2020 the total value of all assets held with our fund manager was £7.3m. It is encouraging to note that our investment value has returned to its value of that before Covid-19.

The Board is satisfied with the performance of our investment managers, and especially the speed with which they responded to early worries about the falling value of the portfolio at the beginning of the pandemic crisis. They have always been readily available to offer advice and the Board welcomed this.

REMUNERATION COMMITTEE

The role of the Remuneration Committee is to oversee the remuneration policy for the Charity to ensure that the reward package offered to staff is competitive so that we are able to recruit and retain them. Inability to do this is seen as a key risk to the Charity.

The Committee includes a subset of Trustees with particular focus to making sure staff are rewarded fairly through a review, on an annual basis, of a salary percentage increment for consideration and approval by the Board. They take account of affordability for the Trust, and the fact that it operates in the third sector.

All members of the Committee have the experience and skill to make appropriate remuneration decisions.

RISK MANAGEMENT

Risk identification and management is a key process within the Charity at all levels. We have in place a comprehensive risk framework in line with best practice and the requirements of the Charities Statement of Recommended Practice (SORP) (FRS 102), to assess any risks to the Charity and implement risk management strategies.

Foremost for consideration are the principal risk categories of strategic governance, financial risk including investments, income generation risk, reputational risk, data protection, and cyber security risk.

Risk Management is a standing agenda item at each half-yearly meeting to ensure that major risks to which the Charity may be exposed are reviewed and systems established to mitigate those risks. Whereas the existing risk register has served us well, the Board agreed to adopt a new risk policy and risk register based on current legislative and best practice. This included updates on cyber security and dealing with a pandemic to mention but a few examples.

The Risk Register is monitored by the Senior Management Team and each meeting of the Board provides an opportunity for the Trustees to challenge them on whether they are taking sufficient mitigating actions to manage the key risks they have identified and the effectiveness of the internal controls, especially in relation to core strategic objectives.

In this way the Board maintains oversight of identified risks and is in a position to satisfy itself that proper measures and systems are in place, as far as reasonably possible, so that relevant legislation is complied with to mitigate or eliminate any risk.

Covid-19 has inevitably had an effect on the risk register across many areas. During the lockdown the charity has developed a bespoke pandemic impact policy and continuity plan to ensure that the Charity is prepared to deal with factors beyond its control that could seriously impair its ability to continue normal working. An action plan has been put in place to gradually mitigate these risks, although it is recognised that this will not all be within the control of the Charity.

This strategy seeks to minimise all operational and compliance risks to as low a level as is practicable given the activities and responsibilities the Charity fulfils.

The system of risk management and internal control is designed to minimise rather than eliminate the risk of failure to achieve the Charity's objectives and cannot provide absolute assurance against the risks that we face.

Appropriate insurance cover and special advice has also been obtained.

The Trustees are satisfied that, as far as is practicable, adequate procedures and systems are in place to monitor, manage and where appropriate, mitigate the Charity's exposure to major risks.

RESERVES

The reserves policy has given the Charity the reliance to be able to continue meeting its charitable objectives and grant making provision even within times of great uncertainty.

The scale of our non-refundable financial grants to our beneficiaries is a massive undertaking for a charity of our size and requires substantial financial resources each year and imposes substantial financial obligations on the Board.

Despite spending several million pounds on helipad projects at hospitals and air ambulance operational services each year, the strengthening of our reserves position plays a key role in helping the Charity in its core purpose. The majority (80%) of the Charity's reserves are defined as unrestricted funds that the Trustees can use for any of its charitable purpose.

We need a consistently strong financial performance if our reserves are to be sufficient to address our long-term planned projects. Our long-term intention is to improve our operating result and so to maintain an adequate reserve level while growing our project spend for our beneficiaries.

Reserves are an inherent part of our risk management process and the need for them will vary depending on our financial position at a particular time. The need to maintain and strengthen reserves is assessed regularly taking into account the planned spending and budgeting process.

The Board aims to maintain its total unrestricted reserves level above £3 million which we consider prudent to ensure financial security and to provide for contingencies. This threshold is reviewed and set by the Board following an assessment of the following factors:

- The need to provide short-term protection when there is a temporary period of reduced income, such as legacies;
- The need to provide long-term strategic financial support to fund planned helipad construction at key hospitals across the UK;
- The need to finance unplanned projects where the need arises;
- The need to provide a financial cushion in the event of extreme circumstances affecting our ability to operate normally;
- The need to protect the Charity from investment market volatility;
- Provide for a 'Once in a lifetime rainy day'.

The funds available in reserve as at 30 September 2020 are £8.7m, up from £7.6m last year. The Trustees consider this level of reserves position is acceptable and prudent given, in the next 12 months, we anticipate an increase in grant awards to cover the cost for NHS hospital helipad projects that were delayed this year.

As required by the SORP, the pandemic crisis has reminded the Board just how important financial strength is in having good reserves to be able to draw on. The reserves policy is periodically reviewed to ensure that it remains appropriate as circumstances change.

The Board has reviewed this policy to consider the impact of Covid-19 on our charitable activities and on the level of reserves held. The reserves policy underpins our financial sustainability and we have not raided the reserves yet but so much depends on what happens next to ensure continuity of our grant making program over the years once the pandemic restrictions begin to lift.

Meet George

When George was 12 years old, he was walking to school when he was hit by a motorbike at speed. He was flown to St George's hospital helipad in 22 minutes from Ashford in Surrey, a journey that would have taken one hour by road.

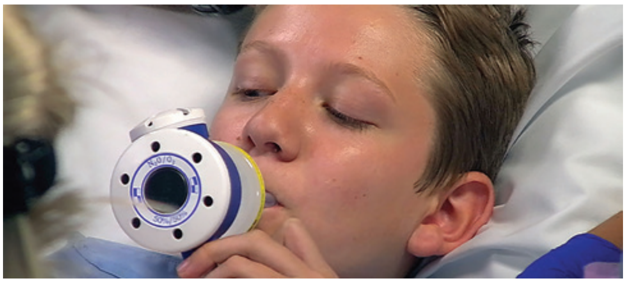
Caroline, George's mother, was at home when she received the news. She said: "I was just waiting for my boys to come home, when I got a knock on the door. The lady said to me, your son has been in a road accident. As I walked round, I was so shocked. The road had been closed off, there were three police cars, an ambulance and George was in the middle of the road."

"When I went up to him at the scene, I didn't know what to say to him. At the roadside, I just felt so guilty that he was on his own when this had happened to him."

HEMS doctor Sarah was at the scene: "If a fracture is open, like George's was, that means that there's also damage to the skin. If the fracture is displaced the bone may be facing in the wrong direction, which may affect blood supply, cause nerve damage and could be a lymph threatening injury.

This is why George was flown directly to St George's hospital helipad, **funded by the HELP Appeal** which has immediate access to the Emergency Department.

Caroline adds: "The helipad's location made the process of getting to A&E as stress free as possible. This was important as it was a very anxious time for us. The alternative of landing anywhere else and being transported to hospital by vehicle would have taken longer and added to the strain."



George has recovered well and is back to normal. The doctors are seeing him every six months to check for any growth plate issues.

Thank you to the air ambulance service for their help and support. He received first class treatment and for that we are extremely appreciative. Also, having the helipad at the hospital made it possible for George to receive the best treatment in the quickest time possible. We will truly be forever grateful for this."

7 Saying our thanks

We would like to express our special thanks to:

Staffordshire Group Plc for providing free office accommodation and facilities at their Walsall Headquarters for over 26 years.

These provisions have enabled us to focus our efforts on raising much needed funds in support of our air ambulance and hospital beneficiaries across the country.

It's been two years since West Way Nissan kindly donated a Nissan Juke, free of charge, to the HELP Appeal. It was an enormous boost in helping to raise its profile.

A HELP Appeal fundraising executive drove 37,063 miles in the Nissan Juke to meet 558 businesses across the country, which in turn donated nearly half a million pounds to the Charity to help build new lifesaving NHS hospital helipads.

Awareness of the Charity is essential for the long-term support of our lifesaving work and the HELP Appeal branded car was a perfect platform to show this. We feel very grateful for the kindness and support West Way Nissan has given us.

We were delighted to see so many people at the HELP Appeal Christmas Concert in December 2019.

We are grateful to Anne Robinson, Michael (Eddie the Eagle) Edwards, Jackie Colburn, Tewkesbury Abbey Schola Cantorum, Nicky Kennedy, Peter Medland and Kate Hicks Beach who gave outstanding performances and helped to create a magical evening for everyone.

Thank you also to our event sponsors, Steppes Travel and Cotswold Life Magazine. Finally we are enormously appreciative of everyone who helped us to spread the word about the concert throughout Cirencester and Gloucestershire.

The role of volunteers is integral to what we do, operating in and around the London area coordinating collection tins and raising awareness and support for the Charity within local communities.

We value the huge support and encouragement we receive from Air Ambulance Charities around the country. This close cooperation is important in developing the network of landing sites with direct access to specialist Emergency Departments, to ensure that UK Helicopter Emergency Medical Services (HEMS) provides the very best service to patients.

In addition we are grateful for the support and advice sourced from:

Anthony Collins LLP Solicitors
Meridian Private Client Solicitors
Crombies Accountants Limited
Investec Wealth & Investment
PGMS Limited
Smee & Ford Ltd
Verbatim Call Services
Kablooie Creative
Civil Aviation Authority international
Managers and staff at –
 Lloyds Commercial Banking
 Barclays Corporate
 Nat West Bank

Their overall support and advice is greatly appreciated and ensues the Charity is well governed so maintaining the high standards and legislative issues.

We have a tradition of recognising the people whose support has allowed us to flourish over the decades and are particularly grateful for the financial support that we regularly receive from:

The Jordan Foundation
Leek United Building Society
Steppes Travel Ltd
Green Turtles Swimming Club
Investec Wealth and Investment Limited
G4S Care & Justice Service (Oakwood)
CC Giro
Everards Brewery
The Lady Forester Trust
Sports Argus and Smethwick Labour Club
Darts Team
BNI Isaac Walton & its members
Mill Farm Holiday Park
Lottery Fundraising Services
Steve Timmis, Sempar Accountancy Services

We appreciate that leaving a gift in a Will is a very personal decision and we are fortunate to have received 31 generous donations this year from the following people who have also remembered the Charity in their Will:

Charles John Dawkins
Betty Margaret Dickinson
Margaret Irene Summers
Mavis Doreen Powell
May Winifred Reale
Margaret Joan Gillam
Dora Ethel Poslethwaite
Pearl Troth
John Craddock
Ethel Lavinia Griffiths
Roger Taylor Vera Ingram
Beatrice Lavinia Cotton
Marilyn Hiscock
Karl Lindenmayer
Anthony Statham
Mary Kenton-Slaney
Audrey Nancy Green
Norman Foxley
Joan Rowe
Florence Wheeler
Irene Osborn
Pauline Pallestri
Joan Mary White
Elvira Jean Bradley
Winifred Jean Dodd
Ronald Tanner
Beatrice Emberton
Irene May Burt
M Newbery
Brian Butler

Meet Tom Locke

Tom fell three stories from the roof of his house while trying to remove nesting pigeons from behind solar panels.

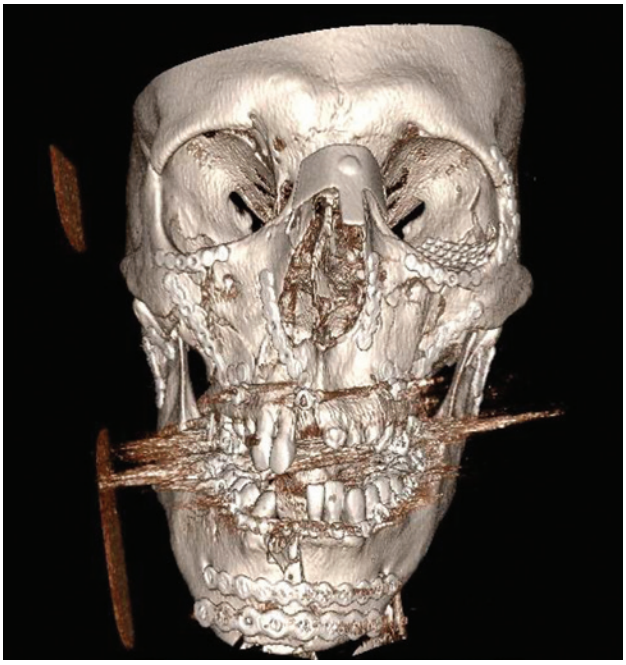
He landed on the patio on his left-hand side and fractured every bone in his face, as well as sustaining an open femoral fracture, a fractured wrist and forearm, a dislocated elbow and severe hemorrhaging.

His partner, Lydia Clark, called an ambulance and the 999 call operator made the decision to send an air ambulance.

Tom was intubated at the scene, and arrived on the helipad at King's College hospital, which the HELP Appeal helped to fund, around 25 minutes later.

Tom was moved to the Intensive Care Unit and had his femur fixed, wrist set and underwent 10 hours of facial reconstruction. He has since made a good recovery.

Tom said: "Without the helipad I probably would have died, so I'm grateful for King's and the air ambulance crew for saving my life. You really don't realise how crucial it is until you need it – thankfully my children still have their daddy".



Lydia added: "Without the helipad Tom may not have made it in time. This whole experience has had such a dramatic effect on all our lives, and thanks to the helipad and team at King's our family has been kept together.

Looking back I can see how much difference the helipad can make – the traffic near King's was so bad on the day that Tom was brought in that I ended up getting out of the car and running to the hospital".

Since its opening the helipad has had a massive impact, significantly reducing the time it takes to transfer patients from the scene of an accident by helicopter to the Emergency Department.

Before the helipad opened helicopters landed in Ruskin Park and patients were transferred to the Emergency Department by road – adding a further 25 minute to their journey, time that is now being saved.

8 How we spend our money

Overall our non-refundable financial grants have long been the underlying theme of the Charity.

Through the' HELP Appeal' we provide essential funding for life-saving helipads where helicopters can land directly at NHS hospitals so critically ill and injured patients have immediate access to the Emergency Department.

We also distribute funding from the 'Golden Hour' appeal primarily to support vital Air Ambulance operational costs and infrastructure projects.

Other emergency medical related organisations such as BASICS benefit from our financial support toward their high response vehicles because - 'saving time' - 'saves lives'.

We believe that the impact of our non-refundable grants continues to improve the patients experience and survivability whilst adding value to the UK's health economy without cost, in many instances, to the NHS.

That's how we are playing our important part in helping to save people's lives.

EXPENDITURE

The costs of delivering our charitable activities in the year totalled £8.083m a drop of 2.49% over last year. The expenditure resources are summarised here:

Overall we made combined non-refundable grant payments on delivering our charitable activities of £4.447m over this year, 8.5% less than in 2018/19 (£4.818m). This was less than we expected because some of the planned expenditure has been delayed due to a number of Helipad projects being delayed.

Total expenditure on raising funds increased by £178,000 (5.30%) to £3.534m (2018/19 £3.356m); breakdown as follows:

a) Trading activities £2.439m (2018/19 £2.465m). Lottery management costs of £2.153m remained close to last year (£2.152m)

b) Raising donations and legacies £1.061m (2018/19 £0.854m)

c) Investment management and advice costs £34,000 (2018/19 £37,000).

Any surplus generated is held for future investment and to support the reserves policy laid down by the Trustee Board.

GRANT PAYMENTS

Grant making is the main way our Charity carries out its charitable purposes.

Grants payable are made in line with the strategic objectives, and overall income increased sufficiently to cover all grant payments in line with our expectations for the year.

When considering a grant application for financial support from an organisation we do this based on all the facts and circumstances in relation to their clinical and operational service providing the very best patient care.

We make a final judgment on the whole picture of public benefit having a positive impact to improve the patients' experience.

These grants continue to add to our excellent reputation at the forefront of the UK HEMS network.

Here's a snapshot of how some of our grant payments have supported a number of NHS helipad projects this year.

Luton & Dunstable Hospital - £500,000
(2018/19 £500,000) Planned new helipad construction with integrated DIFFS

Royal Devon and Exeter Hospital - £500,000
(2018/19 £500,000). Brand new replacement helipad able to receive night landings.

Worcester Acute Hospital - £625,000
(2017/18 £625,000) Planned new helipad construction.

Sheffield's Children Hospital - £562,500
(2018/19 £587,300) Planned new helipad construction with integrated DIFFS

Airedale Hospital - £500,000
Planned new helipad construction.

Notts and Lincs Air Ambulance - £316,152
(2018/19 £65,950) New airbase

Maidstone Hospital
In December 2019 Maidstone Hospital's helipad was officially opened by HRH The Princess Royal. The HELP Appeal donated the **entire £300,000** required to build the all-weather helipad.

Hereford Hospital - £100,000 New helipad.

Royal Stoke Hospital - £51,000. Provision of a weather station

Peterborough Hospital - £46,000 Helipad improvements

Carlisle Hospital - £45,836 Helipad improvements

London's Air Ambulance - £300,000 (2018/19 £250,000) New crew accommodation, educational and training facility.

Our on-going financial support to the Midlands Air Ambulance Charity (MAAC) since 1995 is now in excess of £9m following our donations over the year of £315,772 towards their operational and equipment costs and additional donations of £199,680 towards their Critical Care Car service.

The critical care cars, based in Birmingham and the Black Country and Worcestershire areas, have become an integral part of the Air Ambulance service to supplement the helicopters as a response to patients suffering cardiac arrest, stroke or sepsis.

Whilst the cars cannot be used to convey a patient to hospital, they play a crucial role in expanding the capacity to reach and treat a greater number of patients where access by helicopter may be restricted or during hours when the helicopters do not operate. The cars allow them to utilise their critical care skills to better serve specific communities, in particular when responding to medical emergencies for seriously sick or injured patients on blue lights.

The Charity's links with the British Association for Immediate Care (BASICS) and the West Midlands Care Team continues to grow and during the year we presented them with donations of £250,000 and £30,000 respectively. These payments will be used to cover significant running costs of delivering an enhanced clinical care service to seriously ill patients.

We hope this report has given you a good sense of what we do and how we spend our money.

A full list of our charitable grant payments is set out in the consolidated statement of financial activities in page 45.

Meet the Kik family

Matt and Genna Kik, who live in Dore, Sheffield, are passionate that there should be a helipad at Sheffield Children's hospital, after their daughter Ellena, who has a congenital condition, became dangerously ill while they were on holiday.

Matt Kik: "Shortly after Ellena was born, the doctors discovered that she had a congenital illness affecting her food pipe and airway. The doctors and nurses who provided intensive neo-natal care before Ellena had surgery were incredible, but we were told that she may stop breathing at any time, so they gave us resuscitation training.

"After Ellena left hospital, we decided to take her on holiday to Sherwood Forest, when she was a few months old.

One day she began coughing, choking and spluttering. I thought I know what to do, so I tried to restart her breathing again, but she didn't respond. She started to turn blue and I just thought, 'oh god, she's gone'. Finally, a rescue breath from me brought Ellena back to life. The paramedics who arrived shortly afterwards recommended that she should be transferred immediately by air ambulance to hospital, so my wife Genna flew with Ellena, while I drove our car to the Sheffield Children's hospital."

Genna Kik: "As the air ambulance couldn't land at Sheffield Children's Hospital, we had to hover over nearby Weston Park, for what seemed like a very long time. I remember that it was a really sunny day, so the park was full of families enjoying themselves. Unfortunately, this meant that it took, for what seemed like forever, for everyone to move a safe distance away before the helicopter could land.

"We were then met by a team of nurses with a trolley, but Ellena was so small and with the park and road to the hospital so uneven, I decided it would be safer to carry her instead. Our journey to the hospital then faced another obstacle. We had to wait for the traffic lights to change, before we could run across a very busy road and dash to the expert care that Ellena needed urgently."

Thankfully, due to her parents' quick intervention and the hospital care she received, Ellena has had no lasting effects.

The highly-trained paramedics aboard every flight are often fighting against tremendous odds – and the sooner they can get the victim of a serious accident or illness to a specialist doctor the better a patient's chances of survival.

Having a helipad beside Sheffield Children's Hospital's Emergency Department will save time and save lives. The HELP Appeal has pledged £2.25million towards the project - half of the total cost.

9 Our future focus

2020 has been a year of unexpected change and as we look towards 2021, we know that the foundations we have laid in our 27 years to date gives us a strong platform from which to be able to deliver our planned outputs and desired outcomes, maintain the wellbeing of our staff and continue to remain relevant to those emergency medical service providers who are in need of our financial support.

PLANS FOR THE FUTURE PERIOD INCLUDE:

In the year ahead, whilst the fundraising climate remains challenging, we will retain a positive outlook and continue our strategy of income diversification in other markets wherever possible to ensure sufficient charitable funds are available to maintain our grant spending in line with the changing circumstances. We will:

- Continue to respond to the challenges of Covid-19, whilst planning for the future by:
- As restrictions begin to lift we will re-engage with the general public to grow awareness of our Charity status and reputation through fundraising campaigns and social media too;
- Secure sustainable, long-term and diverse income streams for our charity;
- Increase and develop the Charity's regular giving program;
- Expand community fundraising when it's safe to do so to support delivering the Charity's non-refundable grants;
- Grow the HELP Appeal lottery;
- Secure grants and donations from charitable trusts and foundations;
- Deliver Charity of the Year initiatives and corporate partnerships.
- Use the Charity's resources responsibly.

OUR SUPPORTERS AND STAFF

Our work is only possible thanks to the relationship we have with so many different people and organisations. The kind donations they give us enable us to continue our financial support of air ambulance services, hospital helipad projects and other emergency medical providers across the country for the people who benefit from it.

We would like to record our thanks to all the staff at the Charity who show so much dedication and commitment to their work and to the Charity; from adjusting to lockdown, to adopting working styles to accommodate homeworking.

Both our staff and supporters have remained at the forefront of everything we do. We could not have achieved what we did in 2019/20 without you and the support of so many people and partner organisations. We thank you for everything you do.

In approving this Strategic Report, on the 9 March 2021, the Trustees do so in their capacity as company directors on behalf of the Board of the County Air Ambulance Trust.

GOING CONCERN

Having reviewed the Charity's financial position and assessed the projected future grant projections, and associated cash flow forecasts, the Trustees have concluded that there is reasonable expectation that the Charity and its (Trading subsidiary) have adequate resources to continue in operational existence for the foreseeable future.

For this reason the financial statements have therefore been prepared on the basis that the Charity is a going concern.

Michael Henriques
Chairman

Paul Harris
Director and Company Secretary

Meet Martin Henderson

Martin Henderson was flown to St George's Hospital helipad by Kent, Surrey and Sussex Air Ambulance, after a gust of wind caused him to crash into a cliff while paragliding.

Martin's wife Wendy takes up the story.

"Martin left in the morning at 9.0 am and I tried calling him but there was no reply, but I thought he's just up in the air flying.

I'm part of the cabin crew at BA and was on the crew bus ready to check in for my flights when my phone rang with a number I didn't recognise. There was a gentleman called Paul and he said Martin's had an accident. I'm with him but he's been very badly injured and they're going to airlift him to St George's Hospital. I just needed to get there as soon as possible".

After landing on the HELP Appeal funded helipad, Martin was taken on a short trolley push to the Emergency Department at St George's. His injuries were extensive and included a closed midshaft femur, left hip dislocation and spinal immobilization.

During emergency treatment, there was a sudden drop in Martin's blood pressure. The hospital registrar explains: "In a trauma patient, this suggests that the patient is bleeding internally and they're potentially going to die if we don't sort it out quickly".

Martin had to have an emergency CT scan which showed multiple fractures to his spine and spinal cord damage. If Martin had been moved inappropriately there was a very real risk that he could have been paralysed.

Being airlifted to a helipad right beside the Emergency Department, instead of being transferred by a road ambulance, was essential to Martin's survival and recovery.

Martin needed immediate surgery if he could walk again. But his health deteriorated.

Wendy says:

"After Martin's first operation, he was rushed to the neuro intensive unit where he was placed in a coma, incubated and on a feeding tube. After eight days in a coma, doctors woke Martin up. Seven weeks later he took his first steps".

Martin adds:

"The helipad ensured that I was delivered into the right hands promptly, which can only be a good thing. Any delay in treatment could have been detrimental to my health and the final outcome.

The flight took just seven minutes from the crash site to the hospital. This speed would not have been possible in a road ambulance.

I can't thank the HELP Appeal enough. The whole package – the air ambulance, helipad and hospital, saved my life".

10 Reference and Administration details

The County Air Ambulance Trust Limited is a private company, limited by guarantee and is registered with the Charity Commission and Scottish Charity Regulator. The Charity was incorporated on 10 April 1995 and was first registered as a charity in England and Wales on 24 July 1996.

Principal Address and Registered Office:
PO Box 999, (Offices of South Staffordshire Plc), Green Lane, Walsall, WS2 7YX

Registered Company Number: 03044061

Registered Charity Numbers:
1057063 (England & Wales)
SC045963 (Scotland)

KEY PEOPLE

Honorary Patron
Catherine, Lady Forester DL

Honorary Chairman
Anna Turner, Lord Lieutenant of Shropshire

Life President
Hugh Meynell MBE

Vice Presidents
Sir Algernon Heber-Percy, KCVO
The Countess of Aylesford
Lindsay Bury
The Duke of Beaufort
John N Kirkland
Professor Sir Keith Porter
The Lord Stafford
Martin Thompson
The Lord Vestey
Robert Bentley

Honorary Officers
Michael Henriques, Chairman
John Jones DL, Deputy Chairman
Paul Harris, Company Secretary

The Trustees and Directors
Michael Henriques, Chairman
John Jones DL, Deputy Chairman
Paul Harris, Company Secretary
Hugh Meynell MBE
Richard Everard OBE DL
Dr Shaukat Ali
Mrs Angela Brinton DL
Mrs Jane Bishop
Hon. Arthur G Vestey
Tobias Askin

Trading Board Directors
Hugh B Meynell MBE
Paul J Harris
Robert W Bertram FRSA
Arthur H Worthington

Nominations Committee

Paul J Harris, Chairman
Michael Henriques
John Jones DL

Investment committee
John Jones DL, Chairman
Michael Henriques
Hon. Arthur G Vestey
Robert W Bertram

Remuneration Committee
Michael Henriques
Richard Everard, OBE DL
John Jones DL

Senior Management Team
Robert W Bertram, FRSA - Chief Executive
Arthur H Worthington - Trust Administrator
Sally M Abbott - Head of Fundraising
Carol A Follos – Head of Finance

THE CHARITY'S ADVISORS

Principal Bankers
Lloyds Commercial Banking,
The Bridge,
Walsall, WS1 1LU

Barclays Corporate Banking,
Barclays House,
Ocean Way,
Southampton, SO14 3TJ

Nat West Bank,
57 High Street,
Christchurch Dorset, BH23 1BB

Independent Auditors
Crombies Accountants Limited
34 Waterloo Road,
Wolverhampton, WV1 4DG

Solicitors
Anthony Collins LLP,
134 Edmund Street,
Birmingham, B3 2ES

Meridian Private Client Solicitors,
Wood Rydings Court,
Packington Lane,
Little Packington,
Warwickshire, CV7 7HN

Investment Managers
Investec Wealth & Investment Limited,
Festival House,
Jessop Avenue,
Cheltenham, GL50 3SH

11 Structure, Governance and Management

GOVERNING INSTRUMENT

Originally founded in 1993 the County Air Ambulance Trust Limited is a private company (number 03044061) governed by its Memorandum and Articles of Association which were amended by special written resolution of the Board of Trustees dated 2 May 2019.

Objectives and activities

The principal aim of the Charity is to generate income from fundraising activities to promote, develop and enhance support for the provision of Helicopter Emergency Medical Services ('HEMS'). These fundraising activities are planned to maximise our income and build the Charity's brand.

The Charity primarily operates in England and Wales, also in Scotland where we have a number of important hospital helipad projects. The total income and expenditure figures for Scotland are shown separately in the statement of financial activities on page 42.

The Charity does not have a share capital and has one wholly owned trading subsidiary, County Air Ambulance Trading Limited, which is registered and operates within the United Kingdom that carries out trading activities.

Organisational structure

We have a governing Board of Trustees committed to maintaining a high standard of governance. Trustees, all of whom are unpaid roles, are drawn from diverse backgrounds to bring a broad range of relevant experience and skills to Board discussions. Their names are listed on page 26 above.

Committees are in place to oversee and review policies for the Charity with particular focus on matters of financial control, investment, remuneration and governance. They report back any actions arising at subsequent board meetings which over the past year have been held by Zoom.

The Chief Executive, Trust Administrator and Head of Finance each have delegated financial authority to incur expenditure up to £5,000 within our finance policy.

This level has not been increased since 2007. Expenditure over this amount can be authorised by the Chairman or in his absence the Company Secretary. All issues incurring more major expenditure are referred to a full meeting of the Trustee Board.

During the financial period, none of the Trustees received remuneration or benefits other than the reimbursement of reasonable expenses incurred by them in carrying out their duties as volunteers and they are disclosed in note 10 to the accounts.

No Trustee resigned or took up employment with the Charity during this financial period.

The Charity holds trustees and directors Indemnity Insurance cover of £1,000,000 but the cost is not separable from the total cost of insurance.

TRUSTEES' RESPONSIBILITY STATEMENT

The Trustees confirm that the Annual Report and Financial Statement of the Company and the Group comply with the Charities Acts 2011 and 2016, the Company's Act 2006, and the requirements of the Charity's governing document and in accordance with United Kingdom Generally Accepted Accounting Practice, including FRS 102, the financial reporting standard applicable in the UK effective from 1st January 2015.

The Trustees are satisfied that they give a true and fair view of the state of affairs of the charitable company and the group and of the incoming resources and application of resources, including the income and expenditure, of the charitable group for that period.

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

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable group will continue in business.

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.

Then, there is our work on compliance that means we all have to operate in accordance with the many rules, laws and regulations that relate to the work of the Charity.

STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS

The Trustees confirm that:

- so far as each Trustee is aware, there is no relevant audit information (As Defined By Section 418 of the Companies Act 2006) of which the charitable company's auditor is unaware; and
- each trustee has taken all the steps that they ought to have taken as a trustee in order to make themselves aware of any relevant audit information and to establish that the charitable company's auditor is aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the Charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

No Trustees have any beneficial interest in the Charity and guarantee to contribute £10 in the event of a winding up. The Trustees receive no remuneration for their services.

APPOINTMENT OF AUDITORS

Crombies Accountants Limited had signified their willingness to continue as the Charity's auditors for the ensuring year. A role they have discharged most diligently over the past few years. Their re-appointment will be considered at the Annual General Meeting on 2 June 2021 in accordance with Section 489 of the Companies Act 2006.

12 Financial statements

What follows is our Financial Statements for the year.

REPORT OF THE INDEPENDENT AUDITPRS TO THE MEMBERS OF COUNTY AIR AMBULANCE TRUST GROUP

Opinion

We have audited the financial statements of County Air Ambulance Trust Group (the 'charitable company') for the year ended 30 September 2020 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement 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).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 30 September 2020 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

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 charitable company 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

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you were:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

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.

Opinions 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.

REPORT OF THE INDEPENDENT AUDITPRS TO THE MEMBERS OF COUNTY AIR AMBULANCE TRUST GROUP

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable 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 or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' 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 Trustees' Responsibilities, 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 charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have 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.

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 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 an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Ian Cattell FCA (Senior Statutory Auditor)
for and on behalf of Crombies Accountants Limited
Chartered Accountants and Statutory Auditor
34 Waterloo Road
Wolverhampton
WV1 4DG

10 March 2021

COUNTY AIR AMBULANCE TRUST GROUP

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 30 SEPTEMBER 2020

	Notes	Unrestricted fund £'000	Restricted fund £'000	2020 Total funds £'000	2019 Total funds £'000
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	2,209	469	2,678	1,990
Other trading activities	3	6,293	5	6,298	6,384
Investment income	4	122	30	152	185
Other income		121	13	134	106
Total		8,745	517	9,262	8,664
EXPENDITURE ON					
Raising funds	5	3,384	150	3,534	3,356
Charitable activities	6				
Grants for Air Ambulance		-	394	394	352
Administrative Costs		61	41	102	116
Grants for Helipad construction		4,053	-	4,053	4,466
Total		7,498	585	8,083	8,290
Net gains/(losses) on investments		(3)	-	(3)	373
NET INCOME/(EXPENDITURE)		1,244	(68)	1,176	747
RECONCILIATION OF FUNDS					
Total funds brought forward		6,047	1,568	7,615	6,868
TOTAL FUNDS CARRIED FORWARD		7,291	1,500	8,791	7,615

COUNTY AIR AMBULANCE TRUST

CHARITY STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 SEPTEMBER 2020

	Notes	Unrestricted fund £'000	Restricted fund £'000	2020 Total funds £'000	2019 Total funds £'000
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	2,209	469	2,678	1,990
Other trading activities	3	3,854	5	3,859	3,918
Investment income	4	122	30	152	185
Other income		121	13	134	106
Total		6,306	517	6,823	6,199
EXPENDITURE ON					
Raising funds	5	945	150	1,095	891
Charitable activities	6				
Grants for Air Ambulances		-	394	394	352
Administrative Costs		61	41	102	116
Grants for Helipad construction		4,053	-	4,053	4,466
Total		5,059	585	5,644	5,825
Net gains/(losses) on investments		(3)	-	(3)	373
NET INCOME/(EXPENDITURE)		1,244	(68)	1,176	747
RECONCILIATION OF FUNDS					
Total funds brought forward		6,047	1,568	7,615	6,868
TOTAL FUNDS CARRIED FORWARD		7,291	1,500	8,791	7,615

COUNTY AIR AMBULANCE TRUST GROUP

CONSOLIDATED BALANCE SHEET
AT 30 SEPTEMBER 2020

	Notes	Unrestricted fund £'000	Restricted fund £'000	2020 Total funds £'000	2019 Total funds £'000
FIXED ASSETS					
Investments	13	5,777	1,474	7,251	6,418
CURRENT ASSETS					
Prepayments and accrued income		378	-	378	586
Cash at bank		1,190	20	1,210	685
		1,568	20	1,588	1,271
CREDITORS					
Amounts falling due within one year	14	(48)	-	(48)	(74)
NET CURRENT ASSETS		1,520	20	1,540	1,197
TOTAL ASSETS LESS CURRENT LIABILITIES		7,297	1,494	8,791	7,615
NET ASSETS		7,297	1,494	8,791	7,615
FUNDS	15				
Unrestricted funds				7,297	6,047
Restricted funds				1,494	1,568
TOTAL FUNDS				8,791	7,615

The financial statements were approved by the Board of Trustees and authorised for issue on 10 March 2021, and were signed on its behalf by:

M R Q Henriques
Chairman of Trustees

COUNTY AIR AMBULANCE TRUST

CHARITY BALANCE SHEET
AT 30 SEPTEMBER 2020

	Notes	Unrestricted fund £'000	Restricted fund £'000	2020 Total funds £'000	2019 Total funds £'000
FIXED ASSETS					
Investments	13	5,777	1,474	7,251	6,418
CURRENT ASSETS					
Debtors	14	1,129	-	1,129	413
Prepayments and accrued income		378	-	378	586
Cash at bank		47	20	67	269
		1,554	20	1,574	1,268
CREDITORS					
Amounts falling due within one year	15	(34)	-	(34)	(71)
NET CURRENT ASSETS		1,520	20	1,540	1,197
TOTAL ASSETS LESS CURRENT LIABILITIES		7,297	1,494	8,791	7,615
NET ASSETS		7,297	1,494	8,791	7,615
FUNDS	16				
Unrestricted funds				7,297	6,047
Restricted funds				1,494	1,568
TOTAL FUNDS				8,791	7,615

The financial statements were approved by the Board of Trustees and authorised for issue on 10 March 2021, and were signed on its behalf by:

M R Q Henriques
Chairman of Trustees

COUNTY AIR AMBULANCE TRUST GROUP

CASH FLOW STATEMENT
FOR THE YEAR ENDED 30 SEPTEMBER 2020

	Group 2020 £'000	Charity 2020 £'000	Group 2019 £'000	Charity 2019 £'000
Cash flows from operating activities				
Cash generated from operations	1,209	482	(100)	(130)
Net cash provided by (used in) operating activities	1,209	482	(100)	(130)
Cash flows from investing activities				
Purchase of fixed asset investments	(1,760)	(1,760)	(518)	(518)
Sale of fixed asset investments	924	924	879	879
Interest received	1	1	-	-
Dividends received	151	151	184	184
Net cash provided by (used in) investing activities	(684)	(684)	545	545
Change in cash and cash equivalents in the reporting period	525	(202)	445	415
Cash and cash equivalents at the beginning of the period	685	269	240	(146)
Cash and cash equivalents at the end of the period	1,210	67	685	269

COUNTY AIR AMBULANCE TRUST GROUP

NOTES TO THE CASH FLOW STATEMENT
FOR THE YEAR ENDED 30 SEPTEMBER 2020

1. RECONCILIATION OF NET INCOME/(EXPENDITURE) TO NET CASH FLOW FROM OPERATING ACTIVITIES

	Group 2020 £ '000	Charity 2020 £'000	Group 2019 £'000	Charity 2019 £'000
Net income for the period (as per the statement of financial activities)	1,176	1,176	747	747
Adjustments for:				
Investment income received	(152)	(152)	(184)	(184)
(Decrease) Increase in creditors	(26)	(37)	(4)	(2)
Decrease (Increase) in debtors	208	(508)	(286)	(318)
Revaluation of investments	3	3	(373)	(373)
Net cash provided by (used in) operating activities	1,209	482	(100)	(130)

COUNTY AIR AMBULANCE GROUP

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 SEPTEMBER 2020

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charitable company, limited by guarantee, 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 2015)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland', the Companies Act 2006, the Charities and Trustees Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended).

The financial statements have been prepared under the historical cost convention with the exception of investments which are included at market value, as modified by the revaluation of certain assets.

The presentation currency of the financial statements is the Pound Sterling (£)

Use of estimates and judgements

When preparing the financial statements, the trustees and management make a number of judgments, estimates and assumptions on the way in which assets, liabilities, income and expenditure is recognised and measured.

Critical accounting judgements and key resources of estimation uncertainty

In the application of the accounting policies, trustees are required to make judgement, estimates and assumptions about the carrying value of assets and liabilities that are not readily apparent from sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an on-going basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period of the revision and future periods if the revision affected current and future periods.

Group financial statements

The financial statements consolidate the results of the charity and its wholly owned subsidiary County Air Ambulance Trading Limited on a line by line basis.

Going concern

These accounts have been prepared on the basis that the charity is a going concern, because the trustees consider that there are sufficient reserves to secure the future of the charity for at least the next 12 to 18 months.

Expenditure

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

Grants offered subject to conditions which have not been met at the year end date are noted as a commitment but not accrued as expenditure.

Allocation and apportionment of costs
The trust initially identifies the costs of its support functions and then identifies those costs which relate to the governance function. Having identified its governance costs the remaining support costs are apportioned between the charitable activities undertaken on an invoiced or time apportioned basis as appropriate.

Income
All income is reported gross when raised by the charity or its agents. Any fee charged by a third party and deducted from the amount collected before it is remitted to the charity is not offset against income but is reported as a fundraising expense.

Income is recognised in full within the Statement of Financial Activities as soon as the following three factors can be met:

- Entitlement – control over the rights or other access to the economic benefit has passed to the charity

- Probability – it is more likely than not that the economic benefits associated with the transaction or gift will flow to the charity

- Measurement – the monetary value or amount of the income can be measured reliably and the costs incurred for the transaction and the costs to complete the transaction can be measured reliably.

a) Legacies
Legacies are included in the Statement of Financial Activities when all the criteria for Income recognition have been met. In addition, where the entitlement and probability criteria have been met, but the monetary value is not completely certain, then if reliability can be placed on a partial receipt, that income also will be included in the Statement of Financial Activities.

b) Event Income
Income received in advance of an event is deferred if the event takes place after the year-end, unless that income is non-refundable.

c) Gifts in kind
Assets donated to the charity for its own use are included in the Statement of Financial Activities as incoming resources at the market value at the time of the gift.

Assets and gifts made for the conversion into cash and subsequent application for the charity are included in the accounting period in which the item/s are sold at the sale value.

d) Volunteers and supporters
The charity benefits greatly from the involvement and enthusiastic support of its many volunteers and supporters, details of which are given in our annual report. In accordance with FRS 102 and the Charities SORP (FRS 102), the economic contribution of general volunteers is not recognised in the accounts.

Taxation
The charity is exempt from corporation tax on its charitable activities.

COUNTY AIR AMBULANCE TRUST GROUP

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 SEPTEMBER 2020

1. ACCOUNTING POLICIES- CONTINUED

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

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

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

Balance Sheet
The Balance Sheet reflects the resources available to the charity, and identifies any restrictions placed on their use.

a) Investments
Investment funds are stated at market value at the Balance Sheet date. The Statement of Financial Activities includes the net gain or loss during the financial year. Detailed analysis of the changes in investment value during the year is set out in Note 15. Investments in group undertakings are stated at cost.

b) Financial instruments
The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basis financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

c) Debtors
Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

d) Short term deposits
The charity categorises short-term deposits as those funds intended to be held in accounts for five years or less.

e) Creditors and provisions
Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or
estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due. Interest free intercompany loans are recognised at present value.

2. DONATIONS, LEGACIES AND SIMILAR INCOME

	Group 2020 £ 000's	Charity 2020 £ 000's	Group 2019 £ 000's	Charity 2019 £ 000's
Donations	764	764	684	684
Committed giving	587	587	368	368
Legacies	989	989	558	558
Payroll giving	338	338	380	380
	2,678	2,678	1,990	1,990

Of the Committed giving received by the Group £96,640 (2019 £158,816) was generated in Scotland, as were donations of £96 (2019 £571)

3. OTHER TRADING ACTIVITIES

	Group 2020 £ 000's	Charity 2020 £ 000's	Group 2019 £ 000's	Charity 2019 £ 000's
Lottery income	6,223	3,784	6,258	3,792
Events	75	75	126	126
	6,298	3,859	6,384	3,918

Of the lottery income received by the Group £270,726 (2019 £337,230) was generated in Scotland.

4. INVESTMENT INCOME

	Group 2020 £ 000's	Charity 2020 £ 000's	Group 2019 £ 000's	Charity 2019 £ 000's
Investment income	151	151	184	184
Bank interest receivable	1	1	1	1
	152	152	185	185

COUNTY AIR AMBULANCE TRUST GROUP

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 SEPTEMBER 2020

5 RAISING FUNDS

	Group 2020 £ 000's	Charity 2020 £ 000's	Group 2019 £ 000's	Charity 2019 £ 000's
Raising donations and legacies				
Staff costs	302	302	280	280
Printing and stationery	4	4	4	4
Office sundries	9	9	7	7
Collections, events, mailshots etc	55	55	74	74
Payroll giving	10	10	14	14
Bank charges	10	10	8	8
Legal fees	70	70	86	86
Committed giving costs	587	587	368	368
Database system costs	14	14	13	13
Trading activities				
Lottery operating expenses	2,153	-	2,152	-
Staff costs	162	-	181	-
Merchandising	5	-	7	-
Printing and stationery	1	-	2	-
Public Relations	47	-	48	-
Motor expenses	5	-	6	-
Office sundries	2	-	3	-
Legal & professional fees	3	-	5	-
Bank charges	61	-	61	-
	3,500	1,061	3,319	854
Investment management costs				
Support Costs	34	34	37	37
Aggregate amounts	3,534	1,095	3,356	891

COUNTY AIR AMBULANCE TRUST GROUP

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 SEPTEMBER 2020

6. CHARITABLE ACTIVITIES COSTS

	Direct Costs £'000	Grant funding of activities (see note 7) £'000	Support costs (see note 8) £'000	Totals £'000
Grants for Air Ambulance	-	394	-	394
Administrative Costs	55	-	47	102
Grants for Helipad construction	-	4,053	-	4,053
	55	4,447	47	4,549

7. GRANTS PAYABLE

	2020 £'000	2019 £'000
Grants for Air Ambulance	394	352
Grants for Helipad construction	4,053	4,466
	4,447	4,818

COUNTY AIR AMBULANCE TRUST GROUP

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 SEPTEMBER 2020

7. GRANTS PAYABLE - continued

	2020 £'000	2019 £'000
Recipients of Institutional Grants:		
Midlands Air Ambulance	387	352
London's Air Ambulance	300	250
Devon and Exeter Hospital	500	500
Sheffield Children's Hospital	562	587
BASICS	250	250
Worcestershire Hospital	625	1
Luton & Dunstable Hospital	501	500
MAAC- critical car 1 and 2	129	131
Lincolnshire & Nottingham Air Ambulance	316	66
Royal Stoke Hospital	51	3
West Midlands Care Team	30	30
Maidstone & Tunbridge Wells Hospital	1	300
Hull & East Yorkshire Hospital	1	91
Airedale NHST	500	-
Wyre Valley	100	-
University Hospital Birmingham QE	11	-
Torbay and South Devon NHS Foundation Trust	20	-
East Anglian Air Ambulance	60	-
North Cumbria Integrated Care NHS FT	46	-
North West Anglia NHST Peterborough	46	-
Airedale	1	-
Darrent Valley Dartford	3	-
Abbotts Bromley First Responders	3	-
Campbeltown Hospital	1	-
Stoke Mandeville	3	-
Kings College Hospital, London	-	500
Royal Sussex Brighton Hospital	-	500
Great North Air Ambulance	-	230
Central Manchester Hospitals	-	250
Royal Preston Hospital	-	111
Scottish Ambulance Service	-	70
Portsmouth Hospital	-	29
Dorset County Hospital (Dorchester)	-	28
Great Western Air Ambulance	-	5
Aintree Hospital, Liverpool	-	9
Glan Clwyd Hospital	-	3
Hastings Hospital	-	3
Margate Hospital	-	3
Ashford Hospital	-	3
Redhill Hospital	-	3
Colchester Hospital	-	3
St Mary's hospital	-	3
New Cross Hospital	-	3
Leicester Royal Infirmary	-	1
Total Grants paid to Institutions	4,447	4,818

8. SUPPORT COSTS

	Governance costs £'000
Administrative Costs	47

Support costs, included in the above, are as follows:

Governance costs

	2020 Administrative Costs £'000	2019 Total activities £'000
Trustees' expenses	-	1
Wages	10	9
Auditors' remuneration	7	7
Insurance	6	4
Postage and stationery	15	21
Sundries	9	12
	47	54

9. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2020 £'000	2019 £'000
Auditors' remuneration	7	7

10. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 September 2020 nor for the year ended 30 September 2019.

Trustees' expenses

In the year ended 30 September 2020, three trustees were paid expenses, these are purely for travel costs

COUNTY AIR AMBULANCE TRUST GROUP

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 SEPTEMBER 2020

11. STAFF COSTS

	2020 £'000	2019 £'000
Wages and salaries	493	488
	493	488

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

	2020	2019
Administration	5	5
Fund-raising	6	7
	11	12

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2020	2019
£90,001 - £100,000	1	1

Wages and salaries comprise:	2020 £’000	2019 £’000
Gross wages and salaries	441	429
Employer's National Insurance	37	41
Pension costs	15	18
	493	488

COUNTY AIR AMBULANCE TRUST GROUP

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 SEPTEMBER 2020**

12. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

Totals included on the Statement of Financial Activities for the previous year are made up as follows:-

	Unrestricted fund £'000	Restricted fund £'000	Total funds £'000
INCOME AND ENDOWMENTS FROM			
Donations and legacies	1,364	626	1,990
Other trading activities	6,376	8	6,384
Investment income	148	37	185
Other income	95	11	106
Total	7,982	682	8,664
EXPENDITURE ON			
Raising funds	3,198	158	3,356
Charitable activities			
Grants for Air Ambulance	-	352	352
Administrative Costs	72	44	116
Grants for Helipad construction	4,466	-	4,466
Total	7,736	554	8,290
Net gains on investments	373	-	373
NET INCOME	619	128	747
RECONCILIATION OF FUNDS			
Total funds brought forward	5,428	1,440	6,868
TOTAL FUNDS CARRIED FORWARD	6,047	1,568	7,615

COUNTY AIR AMBULANCE TRUST GROUP

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 SEPTEMBER 2020

13. FIXED ASSET INVESTMENTS

	Listed investments £'000
MARKET VALUE	
At 1 October 2019	6,418
Additions	1,760
Disposals	(924)
Revaluations	(3)
At 30 September 2020	7,251
NET BOOK VALUE	
At 30 September 2020	7,251
At 30 September 2019	6,418

THE CHARITY – AS A SEPARATE ENTITY

	Shares in group undertaking £	Listed investments £ 000's	Totals £ 000's
MARKET VALUE			
At 1 October 2019	1	6,418	6,418
Additions	-	1,760	1,760
Disposals	-	(924)	(924)
Revaluations	-	(3)	(3)
At 30 September 2020	1	7,251	7,251
NET BOOK VALUE			
At 30 September 2020	1	7,251	7,251
At 30 September 2019	1	6,418	6,418

COUNTY AIR AMBULANCE TRUST GROUP

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 SEPTEMBER 2020

13. FIXED ASSET INVESTMENTS - continued

The listed investments held as at 30 September 2020 were as follows:

	2020		2019	
	Cost	Market Value	Cost	Market Value
	£ 000's	£ 000's	£ 000's	£ 000's
UK Fixed Interest	1,017	1,055	1,340	1,441
Overseas Fixed Interest	633	667	453	478
UK Equities	1,296	1,499	1,113	1,386
Overseas Equities	2,056	2,898	1,551	2,203
Property Equities	274	274	254	310
Alternative Assets (Property)	794	858	510	600
	6,070	7,251	5,221	6,418

Also as part of the investment portfolio £1,082,079 (2019 £40,697) is held and classified as cash.

The company's investments at the balance sheet date in the share capital of companies include the following:

County Air Ambulance Trading Limited
Nature of business: Fund raising through charity lotteries

	% holding
Class of share:	
Ordinary	100

	2020	2019
	£	£
Aggregate capital and reserves	1	1
Profit / (Loss) for the year	-	-

COUNTY AIR AMBULANCE TRUST GROUP

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 SEPTEMBER 2020

14. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2020	2019
	£'000	£'000
Trade creditors	20	64
Social security and other taxes	18	-
Pensions creditor	2	2
Accrued expenses	8	8
	48	74

15. MOVEMENT IN FUNDS

	At 1.10.19	Net movement in funds	At 30.9.20
	£'000	£'000	£'000
Unrestricted funds			
General fund	6,047	1,244	7,291
Restricted funds			
Air Ambulance Support	1,568	(68)	1,500
TOTAL FUNDS	7,615	1,176	8,791

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

	Incoming resources	Resources expended	Investment gains and (losses)	Movement in funds
	£'000	£'000	£'000	£'000
Unrestricted funds				
General fund	8,745	(7,498)	(3)	1,244
Restricted funds				
Air Ambulance Support	517	(585)	-	(68)
TOTAL FUNDS	9,262	(8,083)	(3)	1,176

15. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.10.18 £'000	Net movement in funds £'000	At 30.9.19 £'000
Unrestricted funds			
General fund	5,428	619	6,047
Restricted funds			
Air Ambulance Support	1,440	128	1,568
TOTAL FUNDS	6,868	747	7,615

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

	Incoming resources £'000	Resources expended £'000	Investment gains and (losses) £'000	Movement in funds £'000
Unrestricted funds				
General fund	7,982	(7,736)	373	619
Restricted funds				
Air Ambulance Support	682	(554)	-	128
TOTAL FUNDS	8,664	(8,290)	373	747

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

	At 1.10.18 £'000	Net movement in funds £'000	At 30.9.20 £'000
Unrestricted funds			
General fund	5,428	1,863	7,291
Restricted funds			
Air Ambulance Support	1,440	60	1,500
TOTAL FUNDS	6,868	1,923	8,791

15. MOVEMENT IN FUNDS - continued

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

	Incoming resources £'000	Resources expended £'000	Gains and losses £'000	Movement in funds £'000
Unrestricted funds				
General fund	16,727	(15,234)	370	1,863
Restricted funds				
Air Ambulance Support	1,199	(1,139)	-	60
TOTAL FUNDS	17,926	(16,373)	370	1,923

16. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 30 September 2020.

17. PURPOSE OF FUNDS

Unrestricted Funds
Unrestricted funds can be used in accordance with the charitable objectives of the Trust. Income received in respect of helicopter emergency landing pads and air ambulance support is generally treated as unrestricted funds.

Restricted Funds
Restricted funds represent income received in respect of specific air ambulance services which must therefore be applied to that specific service.

18. DONATED FACILITIES

The charity receives free use of office space from South Staffordshire Water Plc on an informal lease. It is not considered possible to arrive at an accurate value for the donated use of these facilities for inclusion in the Statement of Financial Activities however the monetary value of the donation is not considered to be material in the context of the financial statements as a whole.

19. SUBSIDIARY UNDERTAKING

The subsidiary of the charitable company is County Air Ambulance Trading Limited, a company incorporated in England & Wales, registration number 08308860, whose registered office is situated at PO Box 999, Green Lane, Walsall WS2 7YX. The subsidiary is included in the consolidated accounts and the profit raised from its activities is donated to the charitable company. Its turnover for the year was £6,222,967 (2019 £6,258,229) and its expenses (including the donation) amounted to £6,222,967 (2019 £6,258,229).

COUNTY AIR AMBULANCE TRUST GROUP

DETAILED STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 30 SEPTEMBER 2020

	2020 £'000	2019 £'000
INCOME AND ENDOWMENTS		
Donations and legacies		
Donations	764	683
Committed giving	587	368
Legacies	989	558
Payroll giving	338	380
	2,678	1,990
Other trading activities		
Lottery Income	6,223	6,258
Events	75	126
	6,298	6,384
Investment income		
Investment income	151	184
Bank interest receivable	1	1
	152	185
Other income		
Gift aid reclaimed	134	106
Total incoming resources	9,262	8,664
EXPENDITURE		
Raising donations and legacies		
Wages	302	280
Printing and stationery	4	4
Office sundries	9	7
Collections, events, mailshots etc	55	74
Payroll giving	10	14
Legal fees	70	86
Bank charges	10	8
Committed giving costs	587	368
Database system costs	14	13
	1,061	854
Other trading activities		
Wages and subcontract	162	180
Lottery expenses	2,153	2,152
Public relations	47	49
Printing and stationery	1	2
Office sundries	2	3
Motor expenses	5	6
Accountancy	3	3
Carried forward	2,373	2,395

COUNTY AIR AMBULANCE TRUST GROUP

DETAILED STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 30 SEPTEMBER 2020

	2020	2019
	£'000	£'000
Other trading activities		
Brought forward	2,373	2,395
Bank charges	61	61
Merchandising	5	7
Legal fees	-	2
	2,439	2,465
Investment management costs		
Investment advice	34	37
Charitable activities		
Wages	19	19
Consultancy	9	10
Collections, events, mailshots etc	27	33
Grants to institutions	4,447	4,818
	4,502	4,880
Support costs		
Governance costs		
Trustees' expenses	-	1
Wages	10	9
Auditors' remuneration	7	7
Insurance	6	4
Postage and stationery	15	21
Sundries	9	12
	47	54
Total resources expended	8,083	8,290
Net income	1,179	374