

REGISTERED COMPANY NUMBER: 03044061 (England and Wales)

**REGISTERED CHARITY NUMBER: 1057063 (England and Wales)
SCO45963 (Scotland)**

**Report of the Trustees and Consolidated Financial Statements
for the year ended 30 September 2015**

**For
COUNTY AIR AMBULANCE TRUST**



**Crombies Accountants Limited
Chartered Accountants and Registered Auditor
34 Waterloo Road
Wolverhampton
WV1 4DG**

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FOR THE YEAR ENDED 30 SEPTEMBER 2015

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THE COUNTY AIR AMBULANCE TRUST

Report of the Trustees for the year ended 30 September 2015

The trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 30 September 2015. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) 'Accounting and Reporting by Charities' issued in March 2005.

REFERENCE AND ADMINISTRATIVE DETAILS

The County Air Ambulance Trust (hereafter referred to as CAAT) is a private company, limited by guarantee and is registered with the Charity Commission. The Trust was incorporated on 10 April 1995 and was registered as a charity on 24 July 1996.

Registered Company number	03044061
Registered Charity number	1057063 (England and Wales) and SCO45963 (Scotland)
Principal Address & Registered Office	PO Box 999 Green Lane Walsall WS2 7YX
Patron	Catherine, Lady Forester DL
Honorary President	Lisa, Viscountess Cobham
Honorary Chairman	Sir Algernon Heber-Percy, KCVO <i>Lord Lieutenant of Shropshire</i>
Vice Presidents	Mrs Jacky Allen The Countess of Aylesford John Berkeley Lindsay Bury Sir John Cotterell The Duke of Beaufort Mrs Vesey Holt Mrs Simon Kenyon-Slaney John N Kirkland The Lord Stafford The Lord Vestey The Baroness Heyhoe Flint OBE, DL Professor Sir Keith Porter Martin Thompson
Chairman of Charitable Trust	Hugh Bernard Meynell, MBE
Company Secretary & Director	Paul Joseph Harris
Board of Trustees	Dr. Shaukat Ali Mrs Michael Brinton, DL Richard Everard, OBE, DL Paul Harris Barry Johns John Jones DL Michael Henriques Mrs Nicholas Bishop Andrew Tweedie
Chief Executive	Robert William Bertram
Charitable Trust Administrator	Arthur Howard Worthington

THE COUNTY AIR AMBULANCE TRUST

Report of the Trustees for the year ended 30 September 2015

Principal Bankers

Lloyds TSB Bank,
The Bridge, Walsall, WS1 1LU

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

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

Auditor

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

Solicitors

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

Investment advisors

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

THE COUNTY AIR AMBULANCE TRUST

Report of the Trustees for the year ended 30 September 2015

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing instrument

The private company is governed by its Memorandum and Articles of Association and this report and the accounts included have been prepared in accordance with current statutory requirements and the Statement of Recommended Practice-Accounting and Reporting by Charities. It is based at the offices of South Staffordshire Water plc, Walsall, West Midlands.

In the event of the Charity being wound up the Company Members will contribute such amount as they be required, not exceeding £10, towards the winding up costs and any liabilities of the Company which were contracted whilst they were a member.

Recruitment and appointment of new trustees

Each quarter the board of Trustees meet to govern the charity, monitor financial performance, and discuss the strategic direction of the charity, changes in and introduction of new policies. All decisions reached are done so by a majority vote. The Articles of Association of the company provide for the admission of members of the company to act as trustees.

The target number of Trustees is not fixed and the policy of the Trust has always been to ensure that a variety of expertise exists amongst the individual Board of Trustees. There is currently no upper limit to the time that an individual can serve as a trustee.

Recommendations for prospective new Trustees are generally made as a result of personal contact by the current trustees or Vice Presidents with a view to recruiting from a range of business experience that will be of benefit to the Charity.

Induction and training of new trustees

Each new Trustee undergoes an orientation briefing on their obligations under Charity and Company Law; this includes the charity's financial standing and aims to ensure that the Trust's objectives can be met. Documents provided include the Memorandum and Articles of Association, minutes of previous board meetings, Annual Reports and Financial Statements, the decision making process of the charity and other documents as appropriate to begin their Trusteeship effectively.

They are encouraged to develop their knowledge and understanding of their role by visiting the Charity Commission's comprehensive website with particular reference to Trustees responsibilities.

All Trustees give their time freely and do not receive any remuneration or other benefits from the Charity. However, some expenses are allowed.

Organisational structure

The Charity as constituted does not have a complicated organisational structure and the Trustees collectively are responsible for directing the affairs of the Trust.

There is only a small amount of head office staff, the Board of Trustees appoint the Chief Executive and a Senior Management Team to manage the day-to-day administration and running of the charity including finance, employment and administration. Their decisions on day to day management issues are made within the guidelines established by the Trustees that are reviewed and amended if necessary to reflect current operational requirements.

Committees are in place to consider matters of finance, investment, remuneration and governance etc and report back any actions arising at subsequent board meetings. The Trustees are responsible for control over all activities and the day to day activities are undertaken by the Senior Management Team on a delegated basis. They have delegated authority to incur expenditure up to £5,000. Expenditure over this amount can be authorised by the Chairman of Trustees or in his absence the Company Secretary.

Trustees have full access to the information they need to be able to satisfy themselves that the funds and assets of the Charity have been properly administered. Unaudited quarterly and cumulative income and expenditure accounts are distributed to Trustees. All issues incurring more major expenditure are referred to a full meeting of the Trustees.

THE COUNTY AIR AMBULANCE TRUST

Report of the Trustees for the year ended 30 September 2015

Risk management

As part of their responsibilities the Trustees ensure that the major risks to which the Trust is exposed are continually reviewed and systems established to mitigate any major risks arising from or impacting on the activities of the Trust.

As part of this process a risk management review was undertaken by the Board and Senior Management Team that concluded there are no specific areas in which we have identified a particular uncertainty. The risks identified by the board will continue to be monitored both in terms of the likelihood of those situations occurring and impact if they were to happen.

Internal risks are minimised by the implementation of procedures for authorisation of all financial activities.

OBJECTIVES AND ACTIVITIES

Principal activities

The principal objectives of the Charity are: 'To relieve sickness in particular but not exclusively by the provision of helicopter emergency medical services (HEMS)'.

In support of which the principal aim of the Trust is to generate income from fundraising activities to promote, develop and enhance support for the provision of HEMS. These fundraising activities are planned to maximise our income and build the Charity's brand. Good governance is recognised as being essential to maintain the trust and support of the public and their resulting financial generosity.

Within these broad objectives the Charitable Trust's current key objectives are as follows:

- to support and assist in the development of Helicopter Emergency Medical Services (HEMS) throughout the UK
- to encourage and support the implementation of the very best clinical practice within HEMS which improve outcomes for patients
- promote the HELP Appeal campaign to help end preventable loss of life caused by secondary transfers
- to lead the improvement in the availability of primary helicopter landing sites
- to remain completely independent and professional in all aspects of its work in order to meet its key objectives

Directors

The Charity's well established structure enjoys the support of 17 patrons and has a Trustee Board of 10 members drawn widely from all counties over which it works.

The individuals occupying these roles provide and facilitate access to a wide range of expertise, guidance and resources to support the Charity's governance and assist in its activities, management and development.

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

STATEMENT OF TRUSTEES RESPONSIBILITIES

The trustees (who are also the directors of County Air Ambulance Charitable Trust for the purposes of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Generally Accepted Accounting Standards (UK GAAP).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing those financial statements, the trustees are required to

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgments and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

THE COUNTY AIR AMBULANCE TRUST

Report of the Trustees for the year ended 30 September 2015

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006.

They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS

So far as the trustees are aware, there is no relevant information (as defined by Section 418 of the Companies Act 2006) of which the charitable company's auditors are unaware, and each trustee has taken all the steps that they ought to have taken as a trustee in order to make them aware of any audit information and to establish that the charitable company's auditors are aware of that information.

AUDITORS

A resolution to appoint Crombies Accountants Limited as auditors for the ensuing year will be proposed at the forthcoming Annual General Meeting in accordance with section 489 of the Companies Act 2006.

APPROVED BY THE BOARD OF TRUSTEES AND SIGNED ON ITS BEHALF BY

**HUGH MEYNELL, MBE,
CHAIRMAN OF THE TRUSTEES**

Date: 11 February 2016

THE COUNTY AIR AMBULANCE TRUST

CHAIRMAN'S REPORT

Report of the Trustees for the year ended 30 September 2015

WELCOME

Within our Annual Report for 2014-15 it is extremely encouraging to report another very successful year. I am pleased that the overall income achieved during the last financial year is the highest since the Trust was established in the mid-nineties and exceeds the record performance in the 2014 financial year, which naturally and quite rightly should be celebrated.

ABOUT US

The Trust is governed by a Board of Trustees who are volunteers and have a first class knowledge to support the Trust's governance, activities, management and development. We are maintained solely by private and corporate donations and people have put their trust in what we do for over 20 years since 1993 when it was formed to provide essential funding to keep the first air ambulance in the central region in service.

As our Charity grew and developed it became essential that our strategy focused on developing the elements of Helicopter Emergency Medical Services (HEMS) that can make a great difference, not only to survival, but to both short and long term recovery of patients. A flight is termed a Helicopter Emergency Medical Service (HEMS) flight when it is undertaken to facilitate emergency medical assistance where immediate and rapid transportation is required.

Our two valuable initiatives, the 'Golden Hour' and the 'HELP Appeal', are making a considerable difference to critically injured patients. Funds raised from these appeals contribute to vital Air Ambulance operational services and life-saving helipads at hospitals throughout the country.



THE GOLDEN HOUR PRINCIPLE

When someone is seriously injured or suffers a sudden illness, a unique and dangerous clock starts ticking. We know that the best chance of a trauma patient surviving is if they receive the medical treatment they need in the first 60 minutes.

Every second of every minute counts and modern Air Ambulances provide advanced medical care to adults and children with serious illness and injury, reducing suffering and long-term disability – literally saving lives.

Any one of us might need an Air Ambulance at any time.

This is why our Golden Hour appeal raises funds to assist with both the operational costs associated with the provision of aircraft and infrastructure projects at the operational air bases. So every flight, every landing, every life depends entirely on the generosity of the people and businesses to make a difference to someone when the Golden Hour becomes the most important hour of their life.

A key element of this 'Golden Hour' timeframe is ensuring that Air Ambulances can land as close to specialist treatment as possible to help save lives and improve the patient's chance of a full recovery.

HELP APPEAL

Based on experience and informed by the best available clinician's advice in 2009 we decided to change the Trust's previous commitment from that of solely supporting the local Air Ambulance service to also provide funding towards life-saving helipads at Major Trauma Centres and key A&E hospitals around England and now Scotland. This significant change was seen as a logical step to ensure maximum benefit to patient treatment.

The aim of the HELP Appeal is to reduce the need for onward transfer and delays to life saving treatment.

EXPANSION

Having now moved across the border into Scotland we sought and received official consent from the Charity Commission to amend our Memorandum and Articles of Association to reflect this change. Our application for charitable registration in Scotland was approved by Scotland's Charity Regulator and the revised Articles of Association were subsequently lodged with them, the Charity Commission and Companies House.

Scotland's Charity Air Ambulance has been at the disposal of the general aviation airport at Perth, which has caused considerable disruption to the airports operations and sometimes delays in the air ambulance departing. Thanks to a grant from the HELP Appeal, they now have an illuminated helipad that gives them the independence to operate efficiently and to make an approach at night.

THE COUNTY AIR AMBULANCE TRUST

CHAIRMAN'S REPORT

Report of the Trustees for the year ended 30 September 2015

FUNDRAISING

All fundraising activities are planned and undertaken to help generate additional income beyond that of voluntary income to provide essential financial support functions to achieve our objectives. We derive our income mainly from these fundraising activities and award grants to enhance support to the provision of HEMS where and when it is needed. We are committed to maintaining this momentum in the years to come.

Charitable donations are our lifeblood and during the year we worked hard to drive forward our charitable objectives and have stretched our resources as we try to find ways to carry on supporting the needs of our beneficiaries. Fundraising events provide income from two sources. Firstly from organisations and individuals who are authorised by the Trust to raise funds in our name. The second source is those major events organised, financed and operated by the Trust.

The competition from other charities continues to make fundraising still very challenging with success hard to come by particularly from the Business sector, as they too find the economy challenging. It is credit to our dedicated fundraising team that we were able to build on the existing activities and have grown financially again this year.

We all work together to continually improve and raise the profile of both our appeals - 'The Golden Hour' and the 'HELP Appeal' by developing strong relationships with supporters and key organisations within communities across the country.

FINANCIAL PERFORMANCE

I am delighted with our developments and milestones over the financial year. We have worked hard to increase recurring fundraising streams and develop new fundraising initiatives in order to improve the underlying financial position of the charity.

Over the past 20 years we have noted a steady increase in the levels of income achieved by the Trust resulting in a year on year growth and hence an improving position of financial stability for the Trust. As always the demanding financial targets continued to challenge us and it is pleasing to report that the overall income for the year increased by 23% to £7,321,715 against the previous year.

Charitable grants made to our benefactors during the financial year from both the HELP and Golden Hour appeals increased by 35% to £3,798,510.

We are confident that continued public support will enable us to achieve our charitable objectives in support of the HEMS network in future years.

GRANT MAKING

Although the County Air Ambulance Trust is a grant making charity only, it has a vision to be established as an integral partner in helicopter emergency medical service (HEMS) provision by using its resources to their full capability in providing financial support to a wide ranging programme of necessary improvements to the overall HEMS network in the UK.

The proposals we receive for grants to fund projects are subject to an appropriate level of expert review. We make the final decision about each award on the basis of this advice, the relevance of the project and our available budget. We review progress regularly and usually make payments by agreed installments.

Grants made during this period under review are shown under distribution of income in the Trustees Report.

RELATIONSHIPS WITH OTHER ORGANISATIONS

We maintain a close relationship with a number of HEMS organisations and have proved year after year that we can offer vital financial support for the Air Ambulance services in the region in a grant making capacity focused principally towards their day-to-day running costs, on capital projects and towards equipment.

Since its launch in 2008 against a difficult economic background, we have continued to support the **Great Western Air Ambulance Charity** based at Filton, Bristol with generous annual grants that has enabled it to develop a relatively stable financial platform and become one of the busiest HEMS services in the country with the high number of critical care responses undertaken.

During the year their new generation aircraft was launched and proudly reflects our HELP Appeal logo. It was so gratifying to hear their Chief Executive tell guests at the official launch that without our support they would not be here tonight.



A new fundraising event for the HELP Appeal this year included being the chosen charity by the Countryside Alliance at the annual charity race day held at Cheltenham racecourse. To help promote greater awareness for our life-saving HELP Appeal the Great Western helicopter flew to a "rescue mission" in front of the main grandstand before the start of racing. Informative commentary on the "rescue" was provided by aircrew Doctor Phil Cowburn and Alastair Down from Chanel 4 Racing.

THE COUNTY AIR AMBULANCE TRUST

CHAIRMAN'S REPORT

Report of the Trustees for the year ended 30 September 2015

We are proud of the generous, consistent and continuing financial support well in excess of £6.7m that we have provided to the **Midlands Air Ambulance Charity** over the years.

During the year discussions were held over their planned improvements to the service with the introduction of night operations. This required the establishment of a network of suitably lit landing sites in the rural areas that they can use after dark to airlift those in their greatest hour of need. This gives the opportunity for the patient to be taken urgently to hospital by helicopter rather than risk an extended road journey. The Trustees were pleased to approve an additional grant payment of £75,000 for all the community helipads needed to introduce night flying.

Additionally, we have agreed to fund the replacement of essential equipment, both flight and medical related, at all three airbases. Historically this is something for which we have paid for in the past.

Their Chairman and Chief Executive have expressed their long standing commitment to work with us and to provide ongoing support to the successful development of the HELP Appeal helipad campaign UK wide.

We remain fully committed to continue working closely with and supporting our neighboring Air Ambulance Charities as it enables them to allocate their funds to other areas of need whilst having the comfort of a well governed and properly regulated partner to assist in their ongoing service.

A very good relationship has built up with **London's Air Ambulance** who sees the HELP Appeal as an important and integral part of the overall HEMS network across the Capital. In the summer we were privileged to enjoy a tour of their helicopter base on the roof of The Royal London Hospital when their Chief Executive provided an interesting overview of the work that their doctors and paramedics perform.

The service delivers an advanced trauma team to critically injured people in London, using a helicopter by day and rapid response cars at night. Their appeal to raise funds for the acquisition of a second helicopter still has a way to go and as it is in our remit to support air ambulances the Trustees approved a donation to the appeal to take them a step closer to making this a reality. The acquisition of the second helicopter will help them achieve 100% aircraft coverage during daylight hours for the first time in their history and allow them to reach an estimated further 400 patients per year.



Kent Surrey Sussex Air Ambulance Heliport plan

They are the prime operator into St George's hospital, London and discussions have taken place about their plan to build a heliport to house both aircraft and all the office fundraising teams.

As it falls in line with our stated objectives the Trustees approved in principle a significant grant towards this work, completion of which is due in spring 2017.

This grant payment from the HELP Appeal will be a massive boost in what they are hoping to achieve for the heliport.

The helipad at **St George's Hospital in London** was officially opened by Mayor of London, Boris Johnson and turned 1 year-old in 2015. There is little doubt that the ability to fly critically injured patients fast and direct to this major trauma centre has had a significant impact on reducing the time from injury to definitive treatment for patients.

The HELP Appeal's £1 million donation to the helipad's construction, without which the helipad would not have been built, has been of significant benefit to the Air Ambulances operating around London and South East England. The helipad has also enabled St George's to extend its reach, helping to treat severely injured patients from South West London and beyond.

Helipads like St George's can mean huge savings in time and massive gains to the most severely injured patients and our aim is to get patients to the right hospital first time without the need for onward transfer and delays to life saving treatment.

FUTURE PLANS

We are satisfied that the income streams of the Trust continue to hold up well and have stretched our resources to find ways to carry on supporting our beneficiaries by continually looking for new methods of keeping the income streams fresh as well as repeating those activities that have proved to be successful in the past.

It is extremely encouraging to report that work is ongoing with a number of hospitals to initiate new helipads and upgrade those that do not have the full facilities needed to accommodate helicopters at any time of the day or night. We have ambitious plans for the year ahead and beyond with on-going key helipad projects throughout England and Scotland in the pipeline.

This amazing work is down to the constant support which we receive and gives us the ability to make a real difference in saving lives every day.

THE COUNTY AIR AMBULANCE TRUST

CHAIRMAN'S REPORT

Report of the Trustees for the year ended 30 September 2015

APPRECIATION

As Chairman, I would like to thank all those who have made this a successful year and record my gratitude and appreciation to our excellent staff who continue to work so tirelessly to achieve some really outstanding results. It is thanks to this dedication that I am able to report back on the exceptional achievements in the past year.

I am proud to have the continued support from the Board of Trustees and thank them for all their help and guidance throughout the year.

Everyone involved with the Trust takes great pride in our achievements and we are all committed to extending the concept in the coming years.

**HUGH BERNARD MEYNELL, MBE,
CHAIRMAN OF THE TRUSTEES**

11 February 2016

THE COUNTY AIR AMBULANCE TRUST

CHIEF EXECUTIVE'S REPORT

Report of the Trustees for the year ended 30 September 2015

INTRODUCTION

This Annual report of the County Air Ambulance Trust (CAAT) covers the period from 1 October 2014 to 30 September 2015 and reflects the great progress we have made over the last few years. It is a credit to our supporters and staff that we have grown financially and helped in spreading the message that hospital helipads are increasingly an important factor in the provision of Helicopter Emergency Medical Services (HEMS).

As a valuable independent organisation we believe that our type of independence working with regional air ambulance services and major hospitals across the country is efficient and works well. We are fully committed to professionalism in all aspects of our work in order to deliver them the best possible financial assistance within the resources available.

Forming powerful relationships is a key part of our fundraising strategy and raising funds in the current climate is a challenge to us all but having the knowledge and opportunity to develop collaborative partnerships has given us a far greater chance of meeting our aims.

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 helipads with direct access to specialist Emergency Departments.

RECENT CHARITY DEVELOPMENTS

There has been a lot of media coverage, most notably about public unease around fundraising practices. The Trustees have considered the Charity in the context of recent developments and consider ourselves to be well placed in the sector. In particular we have continued to ensure a good level of communication between the Board and its Senior Management Team.

I wanted to reassure all members of the public and organisations that support the work of our Charity that we have never sold donor data to anyone and have never purchased personal data from anyone. We don't cold call phone individuals at home for money.

We have also developed a crisis communications plan setting out agreed protocols should a crisis arise to ensure consistency of messaging and to insure against unforeseen major emergencies of a nature that could seriously impair the Charity's reputation or ability to continue. A Public Relations advisor has been retained to work alongside our Senior Executives to provide support and input where necessary.

Two major areas of activity developed over the years are the HELP Appeal lottery and the subsidiary trading company.

The lottery commenced in 2011 with 300 members and now has in excess of 100,000 providing an important source of revenue. The HELP Appeal lottery has added a sustainable fundraising income stream to the charity.

The subsidiary trading company commenced in 2012 and all profits are passed to the charity as donations from time to time during the year leaving a sufficient margin for the Trading Company to operate efficiently in terms of payments to lottery winners. It is now the Charity's biggest donor. The subsidiary trading company is a separate business that the charity controls by way of a share holding.

Without incurring any cost to the Charity, this business since inception has donated to the Charity £5.59 million. Operating as a complete and separate entity it poses no financial risk to the charity.

LIFE SAVING CARE



Major trauma remains one of the leading causes of death in the UK. In addition there are many thousands of people who live with long term severe and life changing ability as a result of a serious accident or injury.

One of the key benefits of an Air Ambulance is the ability to transport patients to an appropriate hospital quickly. Journeys that could take hours by road ambulance can be completed in minutes by air, enabling the patients to receive definitive treatment in a regional Major Trauma Centre in the shortest possible time following an accident.

Major Trauma Centre's are set up to provide specialist care for patients with multiple serious injuries that could result in death or serious disability. They operate 24 hours a day, and are staffed by consultant led specialist teams with access to the best treatment facilities.

Air Ambulance crews work closely with the major trauma network to ensure the most urgent patients are sent to the most appropriate hospital and being able to land an Air Ambulance seconds away from specialist treatment is a vital factor.

THE COUNTY AIR AMBULANCE TRUST

CHIEF EXECUTIVE'S REPORT

Report of the Trustees for the year ended 30 September 2015

HELIPADS

Hospital helipads have become an integral part of pre-hospital care service and an important facility at many hospitals.

The Charity's **HELP Appeal** is the only charity in the country dedicated to delivering helicopter landing pads at all Major Trauma Centres and key A&E hospitals across England and Scotland to support Air Ambulances in their work to transfer patients with time critical injuries to hospital as quickly as possible.

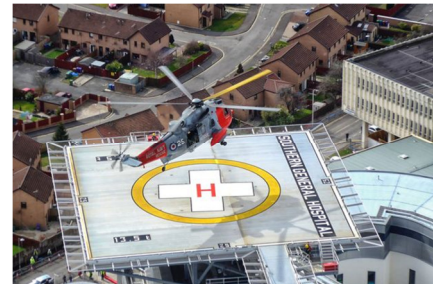
The siting of a hospital helipad can be difficult to achieve, particularly at ground level in congested areas. Helipads built on rooftops, ideally above an Emergency Department, are the most effective from the aviation perspective as they provide the greatest choice of obstacle free helicopter airways but cost more to construct and operate than those at ground level.

A helipad could represent the difference between life and death and here's how we are playing our part in helping save lives -

Queen Elizabeth University Hospital Glasgow

A £700,000 donation from the HELP Appeal to help build its life saving helipad marks the HELP Appeal's first donation in Scotland – a huge milestone for the Charity.

Andrew Robertson, Chairman of the hospital said of the HELP Appeal: "The donation is bringing real benefits to patients and helping save lives across Scotland. I would like on behalf of our staff and patients to personally thank the HELP Appeal for their magnificent donation".



We don't want to stop there and are looking at other parts of Scotland where having a helipad could make a huge difference to seriously ill patients who urgently need emergency care.



Derriford Hospital Plymouth

In June 2015 a new era began at the hospital after the first helicopter landing at its fully night capable brand new helipad.

Previously the hospital did not have a recognised helipad and for the first time ever it will be able to accommodate search and rescue helicopters within their hospital grounds, as well as night landings.

Derriford Hospital is the Trauma Centre for the South West Peninsula and receives around 400 patients per year as emergencies needing transfer by air and we are extremely proud to have played a part in making this purpose built helipad a reality.

The helipad was jointly funded by the HELP Appeal with a contribution of £850,000 alongside the capital funding from the hospital trust.

The Chief Executive for Plymouth Hospitals said: "Thanks to the support of the HELP Appeal, we have been able to make this happen for our patients".

King's College Hospital

Patients requiring care at King's College Hospital are currently flown to a nearby park, where they are transferred to a road ambulance and driven the remaining distance to the hospital. This process can add to the overall journey time as the patient is loaded from the aircraft into a road ambulance and unloaded again when the road ambulance reaches the Emergency Department.

An increasing number of patients are being flown to this hospital and as this demand has grown we have responded by committing £2 million to help build a roof top helipad on the Ruskin Wing, above the Emergency Department. This will be vital in saving the lives of many seriously injured patients by providing the treatment they require faster than ever before.

The rooftop helipad is now built and construction of the lift shaft is currently underway and the helipad will be opened in early 2016. This will allow critically ill and injured patients from South East London, Kent and Medway arriving at King's by helicopter to be taken rapidly to the Emergency Department, minimising the time taken for patients to receive definitive treatment.

Their Chief Executive says: "We hold our partnership with you in extremely high regard"

THE COUNTY AIR AMBULANCE TRUST

CHIEF EXECUTIVE'S REPORT

Report of the Trustees for the year ended 30 September 2015

Stoke Mandeville Hospital

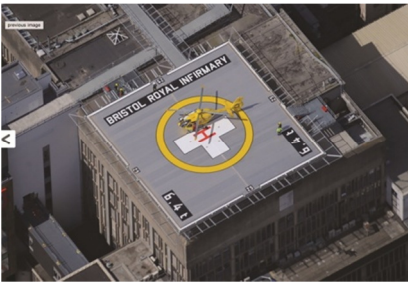
Home of the National Spinal Injuries Centre, the hospital treats major spinal injury patients from across the country and Air ambulances currently have to land in a field close to the hospital from where patients need an additional transfer in a road ambulance, which could seriously affect their chances of recovery.

The new helipad will mean a shorter journey to the point of definitive life saving care and will allow the patient to be admitted straight from the helicopter to the hospital's world class consultants.

It will be elevated over the main visitor car park, located beside the hospital's emergency department and will also allow patients to be flown in at night. The new, well lit helipad is planned to be opened in 2016.

The HELP Appeal is funding the entire design and construction of the helipad.

Bristol Hospitals



We have made significant donations for the construction of helipads at two Bristol hospitals which will speed up transfer times for critically ill and injured patients being air lifted to hospital for emergency treatment.

A grant of £500,000 was provided by the HELP Appeal to support the construction of the helipad on the roof of the **Bristol Royal Infirmary**.

The HELP Appeal also donated £250,000 to a ground level helipad at **Southmead Hospital** and is funding a covered walkway linking the hospital to the helipad.

Nottingham Queen's Medical Centre (QMC)

Currently patients being taken to QMC by Air Ambulance have to complete their journey by road, adding precious minutes to their transfer. Having a dedicated onsite helipad will reduce this transfer time getting the most seriously injured patients from across the region directly to the Major Trauma Centre where specialist teams are available 24 hours to save lives. £500,000 has already been donated by the HELP Appeal in a series of pledged donations that will be made towards the helipad.

There have been further delays to the planned project however current plans are expected to see this facility in operation during 2017.

Royal Shrewsbury Hospital

The existing helipad at the hospital has been extended to allow larger air ambulance helicopters to land and lights have been installed to allow patients to be flown to the site in the dark. The work was undertaken thanks to a donation from the HELP Appeal.

Princess Royal Hospital Telford

The helipad at the hospital has been upgraded with lighting to enable night flights for emergency transfers. The project was funded by the HELP Appeal.

LOOKING FORWARD

Our objective is to ensure that every Major Trauma Centre and key A&E Hospital across the country has access to a life-saving helipad and our Insight Report illustrates the achievements of the Trust through the HELP Appeal initiative and the plans for future years.

There are over 16 other Helipads that are needed and in the planning stage. As Chief Executive I continue to be busy in dialogue with many hospitals across the country regarding the upgrading or construction of helipads where currently none exist.

The HELP Appeal is here to provide funding towards the most appropriate base infrastructure and in the months and years ahead we will continue to work with Major Trauma Centres and key A&E hospitals to ensure that Air Ambulances can land as close to specialist treatment as possible.

Some hospitals that have existing helipads do not have a night capability and as Air Ambulance operators are now looking at introducing a 24 hour Helicopter Emergency Medical Service, we are working with hospitals to explore the feasibility of upgrading these helipads to allow the Air Ambulance operators to deliver patient care by night.

We are the RNLi of the skies and very proud of our achievements with helipads from Stornaway to the Isle of Wight. We have on-going projects in the pipeline and over £17 million has been pledged Nationwide on future projects that will make a real difference in saving lives every day.

THE COUNTY AIR AMBULANCE TRUST

CHIEF EXECUTIVE'S REPORT

Report of the Trustees for the year ended 30 September 2015

The public who support our appeal would agree that their reason for doing so is to ensure that those unfortunate individuals who are seriously ill or injured receive the best possible treatment in the shortest possible time.

Our HELP Appeal lottery is a vital part of our funding

The Lottery is regulated by the Gambling Commission and registered as a Society Lottery.

We have made great progress again this year with the HELP Appeal lottery in helping to deliver helicopter landing pads at Major Trauma Centres and key A&E hospitals across England and this year we have expanded into Scotland.

The Lottery is a fun way to support our Charity and the regular income helps us to finance future helipad facilities at hospitals across the country. This year it has become more sustainable as more members are recruited. It is operated by a subsidiary Trading Company of the Trust and continues to produce excellent trading results and provides funding by donating its profits to the Trust. This separate business (not charitable) is run independently of the Charity.

We remain very grateful to all our Lottery supporters whose personal details are held securely and will only be handled by authorised staff.

WEBSITE and MEDIA PLATFORMS

As a growing organisation we have to ensure that our website is continually updated throughout the year and plans for 2015 included a new website that was launched in September and went live in early October 2015 and is proving to be an increasing source for regular income.

We have continued to raise awareness of our work through better use of technology to engage supporters and develop interaction through social media including Facebook and Twitter.

Social media platforms can be a problem and a policy has been drawn up describing the rules governing their use to ensure it meets legal requirements and reflects best practice. These platforms now form part of our marketing plans for the Trust's events and to increase interaction with our supporters.

APPRECIATION

I would like to record my appreciation to all the Air Ambulance Charities across the country who have made us welcome and who we work closely with to ensure that the UK Helicopter Emergency Medical Service (HEMS) provides the very best service to patients.

Next year will be challenging but I am proud to lead the team that continues to make a genuine impact on our society. We are looking forward to it and I would like to take this opportunity to thank everyone involved in our work.

I hope you enjoy reading about our recent achievements and the impact we have on the lives of the people and their families.

ROBERT WILLIAM BERTRAM
CHIEF EXECUTIVE

11 February 2016

COUNTY AIR AMBULANCE TRUST

TRUSTEES STRATEGIC REPORT

Report of the Trustees for the year ended 30 September 2015

FOREWORD

The Trustees are pleased to present the Trust's twentieth annual report and audited financial statements covering the twelve-month period up to 30 September 2015. These are for the Trust and its wholly owned trading subsidiary.

The Trustees met four times during the year and these meetings were also attended by the Chief Executive, Charity Administrator and Head of Fundraising. Our independent Auditors, Investment Managers and senior personnel from some of our charitable benefactors were also in attendance from time to time. Additional meetings can be held as and when necessary and working committees are also formed to address specific issues.

We have complied with our duty to have due regard to the Charity Commissioners guidance on public benefit in exercising our powers and duties in all aspects of the Trust's activities.

The Trustees have a reasonable expectation that the Trust has adequate resources to continue in existence for the foreseeable future. For this reason they consider that the Trust is financially well managed and have prepared the accounts on a going concern basis as the assets and reserves of the Trust are adequate to fulfill their obligations.

The new Statement of Recommended Practice in Accounting for Charities (SORP) will be in place for the next accounting period and will create some additional work and new disclosure arrangements in the financial statements but is not expected to have a significant impact on the day to day accounting in our office.

FINANCIAL PERFORMANCE SUMMARY

The year has been an excellent one for the Trust and we acknowledge the significant contribution made by our fundraisers who have made a valuable contribution to the success of the charity over the past year.

Total group incoming resources increased by 23% to £7,321,715 (£5,842,034 in 2014)

Total resources expended increased by 30% to £6,603,093 (£5,057,723 in 2014) this includes grant payments at a total cost of £3,624,528 in support of air ambulance operations and helipad construction. .

The consolidated financial results of the Group are available on page 20 in the Statement of Financial Activities.

Although income generation has proved difficult to keep up and has remained static in some of our fundraising activities the Trustees are very pleased that the overall income achieved during the last financial year is the highest ever by the Trust since it was established in the mid-nineties and exceeds the previous record performance achieved last year.

We are very grateful to our regular supporters for their continued support over the year that helped us to maintain total income in line with budgeted expectations for the year.

With continued public support and increased activities we were pleased to build on our income levels during another difficult year for the economy. The Group financially increased the level of total income received both within the charity and within the trading company and this has enhanced our financial stability.

As we receive no Government or LIBOR Funding it is a credit to our supporters and staff that we have grown financially again this year.

Fundraising and trading activities provide for any shortfall in income from voluntary donations thereby justifying the investment in the lottery and other activities. The overall success of these fundraising activities has enabled the Trust to maintain positive levels of income since its formation over 20 years ago.

The amount of money donated to the Trust from its trading subsidiary, after costs, was £2.84m and this donation amounted to 38% of the Group's total income.

The Trustees are mindful of the risks to fundraising targets not being met and the biggest operational risk identified is a fall in income; particularly the level of income generated by the weekly HELP Appeal Lottery.

The Trustees have mitigated such risk by developing excellent relationships and establishing clear protocols for managing relations with its external lottery managers.

Whilst it can be argued that the risks of our working partners have no direct bearing on the internal risks to the Trust, it would be naive to believe that it would not impact in some way on the Trust. Their representatives are often seen as the 'public face' of the Trust. For example: reputational risks through bad practice or dishonesty on the part of the partners.

HELP APPEAL LOTTERY

As in previous years the greatest growth in income was derived from our weekly lottery, which is run through our Trading subsidiary. It continued to grow Lottery sales using the canvassing team of Lottery Fundraising Services who have a proven record of running and managing such teams.

COUNTY AIR AMBULANCE TRUST
TRUSTEES STRATEGIC REPORT

Report of the Trustees for the year ended 30 September 2015

The trading subsidiary's share of group income rose from 61% last year to 70%. Over this financial year the lottery membership increased to over 100,000 who contributed £5,042,528 which represented a very creditable increase of £1,451,227 over the previous year.

This growth is the direct result of our planned strategy of signing up members via lottery canvassers who operate both as teams in supermarkets and door-to-door across both England and Scotland.

FUNDRAISING

Fundraising was aided by a healthy year for legacy income which was down on last year but above the predicted forecast for the year and is once again the result of good engagement of people from all walks of life and suggests that the public reputation of the Trust remains strong.

This is a challenging area in which to fundraise as legacies will continue to fluctuate due to their nature. We have developed a strategy to integrate legacy-giving information into appropriate fundraising activities. Although difficult to measure the success of these activities we are confident that this strategy will be successful as long as the image of the Trust remains strong.

We continued to increase the number of regular committed payroll givers through good communication campaigns within the business sector. The Trust was also highly proactive in the corporate sector. Where the team of fundraisers engaged in telephone appeals and collection tins found it extremely difficult to raise money from businesses, the funds generated by them remained fairly good.

The continued development of the Trust's fundraising activities to provide extra resources to further develop the income generation necessary for sustaining both the HELP and Golden Hour Appeals has meant that our overheads and expenses have been more significant in the past few years. This was largely as a result of the increased investment in the lottery.

We are pleased to receive ongoing annual support from the Leek United Building Society and our Affinity Account with them continues to produce significant donations for our Charity. This year we have received cheques totaling £42,500 bringing the total received from this excellent initiative to over £90,000. We thank them most heartily once again.

We would like to record our grateful thanks to the Jordan Foundation and Bransford Trust for their past, present and continuous financial support over a number of years which is of enormous benefit to the Trust. Also grateful thanks to the Jackson and Lady Forester Trusts for their very generous donations of £28,000 and £5,000 respectively.

We have worked hard over the year to increase the number of fundraising events and key ones of particular note were:

Golf Day at Welcome Golf Club, Stratford upon Avon with special thanks to Steve Benton; The annual Staffs Air Ambulance Ball with special thanks to Angela and Katherine Arnold; Cheltenham Charity Race Day; Aston Wood Golf Club charity of the year, and likewise Olton Golf Club; They were a great success raising in excess of £186,000.

ORGANISATION and ADMINISTRATION

The success of the Charity is only achieved through the continued hard work of our team and on the goodwill and generosity of the public and lastly our thousands of lottery members which this year has been outstanding.

The Trust is not immune to myriad laws that increase costs – such as employment law, company law, taxes and statutory regulations etc; consequently the Trust cannot avoid incurring administrative and professional charges if it is to remain within the law and accountable. Considerable staff time is expended to organise, support and provide a consistent level of service for the Trust throughout the year.

Collectively staff must prepare and distribute fundraising material, manage social media, respond to thousands of public contacts, communications and enquiries per annum. They also manage the donor database by recording and accounting of all financial activity totaling thousands of individual transactions each year.

Policies, financial controls, operational procedures and practices, employment and gambling commission legislation all need to be observed, reviewed and updated throughout the year. In addition, the Trust must maintain staff training and awareness across all disciplines in a professional manner. Without these essential costs and support services which they provide the Trust could not maintain a service of this quality consistently.

BOARD of TRUSTEES

The effective partnership between Trustees and staff continues to contribute significantly to our success. We aim to be an organisation where employees feel supported and kept informed about our strategy and objectives, as well as day-to-day news and events.

From our administrative endeavors the Trust has remained legally compliant in all aspects of the business. The systems, policies and procedures have all been reviewed during the year and where necessary improved. All legal and governance statements during the year were submitted on time and in full accordance with their regulatory requirements. The financial controls of the Trust ensure continued sound financial governance.

COUNTY AIR AMBULANCE TRUST

TRUSTEES STRATEGIC REPORT

Report of the Trustees for the year ended 30 September 2015

The Trust Administrator has again worked closely with the Board of Trustees which has proved very beneficial to the smooth running and decision making process for the Charity.

RELATED PARTIES

The Trust has a wholly 100% owned subsidiary company, County Air Ambulance Trading Limited which trades with a view to generating profit to support the work of the charity. It runs a weekly lottery and undertakes non-charitable activities on behalf of the Trust.

It donates from time to time during the year any surplus under the Gift Aid provisions leaving a sufficient margin to operate efficiently in terms of purchases, payments to lottery winners and commissions. This helps to provide a stable source of income to assist with the future core activities of the Trust. During the year it donated, after costs, £2,844,547 to the Trust.

The trading subsidiary's share of group income rose from 61% to 70%.

INVESTMENT POLICY

Under the Memorandum and Articles of Association, the Trust has the power to invest the monies not immediately required for its objects in or upon such investments as may be thought fit.

The Investment Committee is responsible for maintaining the Trust's investment funds, appointing and regularly reviewing the performance of appropriate fund managers and reporting to the Trustees against a brief to:

- Maintain or increase the value of the Trust's investments in real terms.
- Ensure that sufficient funds are available to finance the Trust's projects.

The Trustees continue to adopt a policy of planned expansion whilst ensuring that the Trust has sufficient funds to maintain its commitments in the event of a downturn in funding for an extended period. Our investment policy minimises the financial risk to the Trust, while producing potential for capital growth over the long term.

Funds are invested in a well diversified and good balance of asset classes and dividends are rolled over to generate income growth. There is no separate entry in the accounts for investment income from this source.

The Trustees' policy at the present time is to instruct our advisers to operate within a low to medium risk parameters to secure reasonable investment income and sustain capital growth. Investment performance is reviewed on a monthly basis. At the end of the financial year the investment Portfolio was well balanced and as stable as we could expect.

Markets have been volatile over the last six months and the net annual income of £159,044 returned a yield of 2.2% which was below the benchmark set at 5.4%.

RESERVES POLICY

It is the policy of the trustees to retain sufficient financial reserves to enable the Trust to maintain its charitable activities for the foreseeable future. These reserves are then invested to generate further income.

We have marginally improved our reserves position this year in line with the desire to increase the stability of the Trust and to provide us with the necessary fallback position to maintain our grant making capability in periods of downturn.

To get an accurate picture of our reserves position, the finances are looked at each month and an assessment of the predictability of income and expenditure is made at the quarterly board meetings.

DISTRIBUTION OF INCOME

Around 50% of the income of the Trust has been applied to grant making applications in support of the HEMS network in the UK as reported above and below at a total cost of £3,624,528.

In support of Air Ambulance Operations:

- £325,000 Great Western Air Ambulance
- £300,000 Midlands Air Ambulance
- £25,000 London's Air Ambulance

In support of Helipad Construction:

- £850,000 Derriford Hospital Plymouth
- £500,000 Kent Surrey & Sussex Air Ambulance
- £350,000 QE University Hospital Glasgow
- £350,000 Sheffield Hospital
- £250,000 Nottingham QMC
- £250,000 Kings College Hospital, London

COUNTY AIR AMBULANCE TRUST

TRUSTEES STRATEGIC REPORT

Report of the Trustees for the year ended 30 September 2015

- £115,000 Bristol Southmead Hospital
- £65,124 Scotland Air Ambulance
- £63,495 Midlands Air Ambulance
- £58,180 St Mary's Hospital Isle of Wight
- £48,000 Stoke Mandeville Hospital
- £20,749 Princess Royal Telford
- £19,606 Feasibility studies at 8 hospitals including: Addenbrookes, Airedale, Hereford, Hull, Ipswich, Sheffield, Stoke and Worcester.
- £18,154 Leeds Hospital
- £11,120 Royal Shrewsbury
- £5,100 Ipswich Hospital

The Trustees feel that these grants will add to the Trust's excellent reputation and will establish it at the forefront of the HEMS network in the UK.

As a charity we rely on those people and organisations who support us financially and we thank them for their generosity and urge all of our supporters to continue to help in this way.

KEY FUTURE STRATEGY -

- continued working with hospitals to maximise the operational benefits of new helipads at their hospitals.
- gain sufficient income to sustain the grants we provide to our partners within the HEMS network
- focus on increasing awareness and support for the HELP Appeal
- operating the Trust in a cost-effective and professional manner and in accordance with legal and regulatory requirements.
- continue to increase lottery growth across the country for long term revenue stability
- maximise all possible opportunities to increase our PR messages to the public, nationally and within the HEMS network

The Trustees are delighted with the continuing progress made during the past twelve months and thank everyone who has supported us and helped us to save lives that otherwise might have been lost and also improved countless patient outcomes

SUMMARY

The data and narrative above shows that this year we have been able to meet our objectives and we remain committed to building relationships with an increasing number of NHS and charity partners locally and nationally that will enable the delivery of an effective HEMS service across the country.

APPRECIATION

The Trustees would like to extend our deep gratitude to so many individuals, companies, organisations and clubs who have provided invaluable financial contributions ever since the Trust was established.

We would like to thank the Executive Chairman of South Staffordshire Water Plc for providing office accommodation and facilities at their Walsall Headquarters.

In addition support and advice is sourced from our Solicitors, Anthony Collins; auditors Crombies Accountants; the Charity Commission; the Gambling Commission; the Lotteries Council; Fundraising Standards Board; Institute of Fundraising; Civil Aviation Authority; Association of Air Ambulances; relationship managers at Lloyds, Barclays and Nat West Banks.

In closing, this overall support and advice is greatly appreciated and ensures the Trust is well governed so maintaining the high standards and legislative issues.

We value every person's contribution to our cause.

To know more about our charity please visit our websites at:
www.countyairambulancetrust.co.uk or www.helpappeal.org.uk

By order of the Trustees

**PAUL JOSEPH HARRIS
TRUSTEE and COMPANY SECRETARY**

11 February 2016

COUNTY AIR AMBULANCE TRUST

**REPORT OF THE INDEPENDENT AUDITORS TO THE MEMBERS OF
COUNTY AIR AMBULANCE TRUST**

We have audited the financial statements of County Air Ambulance Charitable Trust for the year ended 30 September 2015 on pages 19 to 29. The financial reporting framework that has been applied in their preparation is applicable law and the Financial Reporting Standard for Smaller Entities (effective April 2008) (United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities).

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.

Respective responsibilities of trustees and auditors

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.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the trustees; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Chairman's Report, the Operating and Financial Review and the Report of the Trustees to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

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 2015 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.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion 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.

Matters on which we are required to report by exception

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; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Report of the Trustees.

Ian Cattell (Senior Statutory Auditor)
for and on behalf of Crombies Accountants Limited
Chartered Accountants and Registered Auditor
34 Waterloo Road
Wolverhampton
West Midlands
WV1 4DG
Date: 11 February 2016

COUNTY AIR AMBULANCE TRUST

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 SEPTEMBER 2015

	Notes	Group Unrestricted funds £	Group Restricted funds £	Group 2015 Total funds £	Group 2014 Total Funds £
INCOMING RESOURCES					
Activities for Generating Funds					
Donations, legacies & Similar income	2	5,480,621	839,653	6,320,274	4,932,023
Fund-raising appeals	3	402,350	420,438	822,788	886,273
Investment income	4	159,953	-	159,953	32,979
Other incoming resources		<u>-</u>	<u>18,700</u>	<u>18,700</u>	<u>23,738</u>
Total incoming resources		6,042,924	1,278,791	7,321,715	5,875,013
 RESOURCES EXPENDED					
Costs of generating funds					
Costs of generating voluntary income	5	359,964	248,540	608,504	679,938
Fundraising trading costs		2,193,679	-	2,193,679	1,552,546
Charitable activities					
Air Ambulance	6	-	709,780	709,780	704,826
Helipad construction		3,008,848	-	3,008,848	2,064,255
Governance costs	8	<u>72,071</u>	<u>10,211</u>	<u>82,282</u>	<u>56,158</u>
Total resources expended		<u>5,634,562</u>	<u>968,531</u>	<u>6,603,093</u>	<u>5,057,723</u>
 NET INCOMING/(OUTGOING) RESOURCES					
		408,362	310,260	718,622	817,290
Other recognised gains/losses					
Gains/(losses) on fixed asset investments		<u>(136,496)</u>	<u>-</u>	<u>(136,496)</u>	<u>20,949-</u>
Net movement in funds		271,866	310,260	582,126	838,239
 RECONCILIATION OF FUNDS					
Total funds brought forward		<u>4,222,670</u>	<u>700,475</u>	<u>4,923,145</u>	<u>4,084,906</u>
TOTAL FUNDS CARRIED FORWARD		<u>4,494,536</u>	<u>1,010,735</u>	<u>5,505,271</u>	<u>4,923,145</u>

The notes form part of these financial statements

COUNTY AIR AMBULANCE TRUST

CHARITY STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 SEPTEMBER 2015

	Notes	Charity Unrestricted funds £	Charity Restricted funds £	Charity 2015 Total funds £	Charity 2014 Total funds £
INCOMING RESOURCES					
Activities for Generating Funds					
Donations, legacies & Similar income	2	439,982	839,653	1,279,635	1,340,722
Donation from Trading company		2,844,547		2,844,547	2,036,834
Fund-raising appeals	3	402,350	420,438	822,788	886,273
Investment income	4	159,953	-	159,953	32,979
Other incoming resources		<u>-</u>	<u>18,700</u>	<u>18,700</u>	<u>23,738</u>
Total incoming resources		3,846,832	1,278,791	5,125,623	4,320,546
RESOURCES EXPENDED					
Costs of generating funds					
Costs of generating voluntary income	5	359,964	248,540	608,504	679,938
Charitable activities					
Air Ambulance	6	-	709,780	709,780	704,826
Helipad construction		3,008,848	-	3,008,848	2,064,255
Governance costs	8	<u>69,671</u>	<u>10,211</u>	<u>79,882</u>	<u>54,238</u>
Total resources expended		3,438,483	968,531	4,407,014	3,503,257
NET INCOMING/(OUTGOING) RESOURCES					
		408,349	310,260	718,609	817,289
Other recognised gains/losses					
Gains/losses on Fixed asset investments		<u>(136,496)</u>	<u>-</u>	<u>(136,496)</u>	<u>53,928</u>
Net movement in funds		271,853	310,260	582,113	871,217
RECONCILIATION OF FUNDS					
Total funds brought forward		4,222,683	700,475	4,923,158	4,084,920
TOTAL FUNDS CARRIED FORWARD		<u>4,494,536</u>	<u>1,010,735</u>	<u>5,505,271</u>	<u>4,956,137</u>

COUNTY AIR AMBULANCE TRUST

CONSOLIDATED BALANCE SHEET
AT 30 SEPTEMBER 2015

	Notes	Group Unrestricted funds £	Group Restricted funds £	Group 2015 Total Funds £	Group 2014 Total funds £
FIXED ASSETS					
Investments	12	4,434,014	-	4,434,014	3,546,105
CURRENT ASSETS					
Debtors: amounts falling due within one year	13	41,405	5,978	47,383	26,176
Cash at bank		<u>40,057</u>	<u>1,004,757</u>	<u>1,044,814</u>	<u>1,408,749</u>
		4,515,476	1,010,735	1,092,197	1,434,925
CREDITORS					
Amounts falling due within one year	14	(20,940)	-	(20,940)	(57,885)
NET CURRENT ASSETS/(LIABILITIES)		<u>4,494,536</u>	<u>1,010,735</u>	<u>1,071,257</u>	<u>1,377,040</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>4,494,536</u>	<u>1,010,735</u>	<u>5,505,271</u>	<u>4,923,145</u>
NET ASSETS		<u>4,494,536</u>	<u>1,010,735</u>	<u>5,505,271</u>	<u>4,923,145</u>
FUNDS	15				
Unrestricted funds				4,494,536	4,222,670
Restricted funds				<u>1,010,735</u>	<u>700,475</u>
TOTAL FUNDS				<u>5,505,271</u>	<u>4,923,145</u>

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small charitable companies and with the Financial Reporting Standard for Smaller Entities (effective April 2008).

The financial statements were approved by the Board of Trustees on 11 February 2016 and were signed on its behalf by:

**HUGH MEYNELL, MBE,
CHAIRMAN OF THE TRUSTEES**

COUNTY AIR AMBULANCE TRUST

CHARITY BALANCE SHEET
AT 30 SEPTEMBER 2015

	Notes	Charity Unrestricted funds £	Charity Restricted funds £	Charity 2015 Total funds £	Charity 2014 Total funds £
FIXED ASSETS					
Investments	12	4,434,015	-	4,434,015	3,546,105
CURRENT ASSETS					
Debtors: amounts falling due within one year	13	275,976	5,978	281,954	140,630
Cash at bank		<u>(197,038)</u>	<u>1,004,757</u>	<u>807,719</u>	<u>1,258,102</u>
		4,512,953	1,010,735	1,089,673	1,398,732
CREDITORS					
Amounts falling due within one year	14	(18,417)	-	(18,417)	(21,679)
NET CURRENT ASSETS/(LIABILITIES)		<u>4,494,536</u>	<u>1,010,735</u>	<u>1,071,256</u>	<u>1,377,052</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>4,494,536</u>	<u>1,010,735</u>	<u>5,505,271</u>	<u>4,923,158</u>
NET ASSETS		<u>4,494,536</u>	<u>1,010,735</u>	<u>5,505,271</u>	<u>4,923,158</u>
FUNDS	15				
Unrestricted funds				4,494,536	4,222,683
Restricted funds				<u>1,010,735</u>	<u>700,475</u>
TOTAL FUNDS				<u>5,505,271</u>	<u>4,923,158</u>

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small charitable companies and with the Financial Reporting Standard for Smaller Entities (effective April 2008).

The financial statements were approved by the Board of Trustees on 11 February 2016 and were signed on its behalf by:

HUGH MEYNELL, MBE,
CHAIRMAN OF THE TRUSTEES

COUNTY AIR AMBULANCE TRUST

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 SEPTEMBER 2015

1. ACCOUNTING POLICIES

Accounting convention

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 and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008), the Companies Act 2006 and the requirements of the Statement of Recommended Practice, Accounting and Reporting by Charities.

Incoming resources

All incoming resources are included on the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

Resources expended

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 yearend date are noted as a commitment but not accrued as expenditure.

Taxation

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

Fund accounting

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

Restricted funds can only be used for particular restricted purposes within the objects of the charity.

Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

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

Pension costs and other post-retirement benefits

The charity operated a defined contribution pension scheme. Contributions payable to the charity's pension scheme are charged to the statement of financial activities in the period to which they relate.

2. DONATIONS, LEGACIES & SIMILAR INCOME

	Group 2015	Charity 2015	Group 2014	Charity 2014
	£	£	£	£
Donations	499,058	499,058	414,828	414,828
Legacies	780,577	780,577	925,894	925,894
Lottery income	<u>5,040,639</u>	<u>-</u>	<u>3,591,301</u>	<u>-</u>
	<u>6,320,274</u>	<u>1,279,635</u>	<u>4,932,023</u>	<u>1,340,722</u>

3. FUND-RAISING APPEALS

	Group 2015	Charity 2015	Group 2014	Charity 2014
	£	£	£	£
Telephone appeals	246,676	246,676	303,611	303,611
Presentations and promotions	-	-	8,692	8,692
Payroll giving	390,085	390,085	399,266	399,266
Events	<u>186,027</u>	<u>186,027</u>	<u>174,704</u>	<u>174,704</u>
	<u>822,788</u>	<u>822,788</u>	<u>886,273</u>	<u>886,273</u>

COUNTY AIR AMBULANCE TRUST

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS - CONTINUED
FOR THE YEAR ENDED 30 SEPTEMBER 2015

4. INVESTMENT INCOME

	Group 2015 £	Charity 2015 £	Group 2014 £	Charity 2014 £
Bank interest	909	909	2,340	2,340
Investment income	<u>159,044</u>	<u>159,044</u>	<u>30,639</u>	<u>30,639</u>
	<u>159,953</u>	<u>159,953</u>	<u>32,979</u>	<u>32,979</u>

5. COSTS OF GENERATING FUNDS

	Group 2015 £	Charity 2015 £	Group 2014 £	Charity 2014 £
Staff costs	454,078	287,238	424,070	281,228
Telephone appeals	114,887	114,887	140,526	140,526
Printing and stationary	10,862	6,036	13,871	2,009
Office sundries	7,846	6,049	14,645	11,334
Motor expenses	7,913	-	4,238	-
Collections, events, mail shots etc	100,680	100,680	166,926	166,926
Lottery operating expenses	1,945,492	-	1,339,600	-
Merchandising	10,746	-	9,376	-
Payroll giving	90,117	90,117	70,270	70,270
Bank charges	58,464	3,497	48,961	7,645
Legal fees	<u>1,098</u>	<u>-</u>	<u>-</u>	<u>-</u>
	<u>2,802,183</u>	<u>608,504</u>	<u>2,232,483</u>	<u>679,938</u>

6. CHARITABLE ACTIVITIES COSTS

Group	Direct costs £	Grant funding of activities (See note 7) £	Totals £
Helipad construction	53,926	2,289,334	2,343,260
Air Ambulance	<u>59,780</u>	<u>1,315,588</u>	<u>1,375,368</u>
	<u>113,706</u>	<u>3,604,922</u>	<u>3,718,628</u>

Charity	Direct costs £	Grant funding of activities (See note 7) £	Totals £
Helipad construction	53,926	2,954,922	3,008,848
Air Ambulance	<u>59,780</u>	<u>650,000</u>	<u>709,780</u>
	<u>113,706</u>	<u>3,604,922</u>	<u>3,718,628</u>

7. GRANTS PAYABLE

	Group 2015 £	Charity 2015 £	Group 2014 £	Charity 2014 £
Air Ambulance	650,000	650,000	682,745	682,745
Helipad construction	<u>2,954,922</u>	<u>2,954,922</u>	<u>2,040,052</u>	<u>2,040,052</u>
	<u>3,604,922</u>	<u>3,604,922</u>	<u>2,722,797</u>	<u>2,722,797</u>

COUNTY AIR AMBULANCE TRUST

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS - CONTINUED
FOR THE YEAR ENDED 30 SEPTEMBER 2015

7. GRANTS PAYABLE - continued

	Group 2015 £	Charity 2015 £	Group 2014 £	Charity 2014 £
Total grants paid to institutions in the year	<u>3,604,922</u>	<u>3,604,922</u>	<u>2,722,797</u>	<u>2,722,797</u>
Recipients of Institutional Grants				
	Group 2015 £	Charity 2015 £	Group 2014 £	Charity 2014 £
Great Western Air Ambulance	325,000	325,000	382,500	382,500
Midlands Air Ambulance	63,495	63,495	-	-
Midlands Air Ambulance	300,000	300,000	382,745	382,745
Stoke Mandeville Hospital	48,000	48,000	2,556	2,556
King's College, London	250,000	250,000	500,000	500,000
London's Air Ambulance	25,000	25,000	-	-
Scotland Air Ambulance	65,124	65,124	-	-
KSS Air Ambulance	500,000	500,000	-	-
Leeds Hospital	18,154	18,154	-	-
Sheffield Hospital Trust	350,000	350,000	-	-
Ipswich Hospital	5,100	5,100	-	-
Plymouth Hospital	850,000	850,000	-	-
Q E Glasgow	350,000	350,000	-	-
St Mary's Hospital Isle of Wight	58,180	58,180	-	-
St George's Hospital, Tooting	-	-	500,000	500,000
Bristol Royal Infirmary	-	-	500,000	500,000
Bristol Southmead Hospital	115,000	115,000	115,000	115,000
Royal Shrewsbury	11,120	11,120	74,966	74,966
Princess Royal Telford	20,749	20,749	15,030	15,030
Queen's Medical Centre, Nottingham	<u>250,000</u>	<u>250,000</u>	<u>250,000</u>	<u>250,000</u>
	<u>3,604,922</u>	<u>3,604,922</u>	<u>2,722,797</u>	<u>2,722,797</u>

8. GOVERNANCE COSTS

	Group 2015 £	Charity 2015 £	Group 2014 £	Charity 2014 £
Staff costs	10,211	10,211	9,284	9,284
Trustees' expenses	1,811	1,811	1,019	1,019
Printing and stationary	8,108	8,108	7,232	7,232
Insurance	2,531	2,531	1,621	1,621
Legal & professional fees	14,896	14,896	21,446	21,446
Office sundries	9,235	9,235	9,316	9,316
Investment advice fees	29,526	29,526	-	-
Auditors' remuneration	<u>5,964</u>	<u>3,564</u>	<u>6,240</u>	<u>4,320</u>
	<u>82,282</u>	<u>79,882</u>	<u>56,158</u>	<u>54,238</u>

9. NET INCOMING/(OUTGOING) RESOURCES

Net resources are stated after charging/(crediting):

	2015 £	2014 £
Auditors' remuneration	5,964	6,240
	<u>5,964</u>	<u>6,240</u>

COUNTY AIR AMBULANCE TRUST

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS - CONTINUED
FOR THE YEAR ENDED 30 SEPTEMBER 2015

10. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 September 2015 nor for the year ended 30 September 2014.

Trustees' Expenses

In the year ended 30 September 2015, six trustees were paid mileage expenses and one trustee was paid for printing, postage and stationery. Five trustees were paid mileage expenses in 2014.

	2015	2014
	£	£
Trustees' expenses	<u>1,811</u>	<u>1,019</u>

11. STAFF COSTS

	2015	2014
	£	£
Wages and salaries	<u>484,711</u>	<u>451,921</u>

	2015	2014
Wages and salaries comprise:		
Gross wages and salaries	430,565	399,274
Employer's National Insurance	46,310	38,931
Pension costs	<u>7,836</u>	<u>13,716</u>
	<u>484,711</u>	<u>451,921</u>

Average number of staff:	13	14
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Number of staff earning over £60,000:

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

12. FIXED ASSET INVESTMENTS

THE GROUP – INCLUDING SUBSIDIARIES

	Listed investments
	£
MARKET VALUE	
At 1 October 2014	3,546,105
Additions	1,296,904
Disposals	(272,499)
Revaluations	<u>(136,496)</u>
	<u>4,434,014</u>
NET BOOK VALUE	
At 30 September 2015	<u>4,434,014</u>
At 30 September 2014	<u>3,546,105</u>

COUNTY AIR AMBULANCE TRUST

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS - CONTINUED
FOR THE YEAR ENDED 30 SEPTEMBER 2015

12. FIXED ASSET INVESTMENTS - continued

THE CHARITY – AS A SEPARATE ENTITY

	Shares in group undertaking £	Listed investments £	Totals £
MARKET VALUE			
At 1 October 2014	1	3,546,105	3,546,106
Additions	-	1,296,904	1,296,904
Disposals	-	(272,499)	(272,499)
Revaluations	-	<u>(136,496)</u>	<u>(136,496)</u>
At 30 September 2015	<u>1</u>	<u>4,434,014</u>	<u>4,434,014</u>
NET BOOK VALUE			
At 30 September 2015	<u>1</u>	<u>4,434,014</u>	<u>4,434,014</u>
At 30 September 2014	<u>1</u>	<u>3,546,105</u>	<u>3,546,105</u>

The listed investments held as at 30 September 2015 were as follows:

	2015		2014	
	Cost £	Market Value £	Cost £	Market Value £
UK Fixed Interest	1,035,160	1,034,948	830,867	829,396
Overseas Fixed Interest	760,355	717,917	701,010	696,068
UK Equities	1,161,940	1,068,659	837,345	826,318
Overseas Equities	847,343	801,222	528,562	532,449
Property Equities	357,854	391,335	298,954	309,437
Alternative Assets (Property)	<u>407,209</u>	<u>419,933</u>	<u>337,659</u>	<u>352,437</u>
	<u>4,569,861</u>	<u>4,434,014</u>	<u>3,534,397</u>	<u>3,546,105</u>

Also as part of the investment portfolio £103,808 is held and classified as cash held.

The charity'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

Class of share:	%		
		2015	2014
Ordinary	holding 100	£	£
Aggregate capital and reserves		-	(13)
(Loss)/profit for the period/year		<u>13</u>	<u>-</u>

COUNTY AIR AMBULANCE TRUST

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS - CONTINUED
FOR THE YEAR ENDED 30 SEPTEMBER 2015

13. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Group 2015 £	Group 2014 £	Charity 2015 £	Charity 2014 £
Amounts owed by group undertaking	-	-	234,571	114,454
Prepayments	<u>47,383</u>	<u>26,176</u>	<u>47,383</u>	<u>26,176</u>
	<u>47,383</u>	<u>26,176</u>	<u>281,954</u>	<u>140,630</u>

14. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Group 2015 £	Group 2014 £	Charity 2015 £	Charity 2014 £
Trade creditors	15,551	48,159	15,493	15,531
Taxation and social security	(1,734)	1,233	(1,957)	31
Other creditors	<u>7,123</u>	<u>8,493</u>	<u>4,881</u>	<u>6,117</u>
	<u>20,940</u>	<u>57,885</u>	<u>18,417</u>	<u>21,679</u>

15. MOVEMENT IN FUNDS

THE GROUP – INCLUDING SUBSIDIARIES

	At 1.10.14 £	Net movement in funds £	At 30.9.15 £
Unrestricted funds			
General fund	4,222,670	271,866	4,494,536
Restricted fund – Air Ambulance Support	700,475	310,260	1,010,735
	<u>4,923,145</u>	<u>582,126</u>	<u>5,505,271</u>

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

	Incoming resources £	Resources expended £	Gains and losses £	Movement in funds £
Unrestricted funds				
General fund	6,042,924	(5,634,562)	(136,496)	271,866
Restricted funds				
Air Ambulance Support	1,278,791	(968,531)	-	310,260
	<u>7,321,715</u>	<u>(6,603,093)</u>	<u>(136,496)</u>	<u>582,126</u>

COUNTY AIR AMBULANCE TRUST

DETAILED CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 SEPTEMBER 2015

15. MOVEMENT IN FUNDS - CONTINUED

THE CHARITY – AS A SEPARATE ENTITY

	At 1.10.14 £	Net movement in funds £	At 30.9.15 £
Unrestricted funds			
General fund	4,222,683	271,853	4,494,536
Restricted fund – Air Ambulance Support	700,475	310,260	1,010,735
TOTAL FUNDS	<u>4,923,158</u>	<u>582,113</u>	<u>5,505,271</u>

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

	Incoming resources £	Resources expended £	Gains and losses £	Movement in funds £
Unrestricted funds				
General fund	3,846,832	(3,438,483)	(136,496)	271,853
Restricted funds				
Air Ambulance Support	1,278,791	(968,531)	-	310,260
TOTAL FUNDS	<u>5,125,623</u>	<u>(4,407,014)</u>	<u>(136,496)</u>	<u>582,113</u>

16. PURPOSE OF FUNDS

Unrestricted Funds

Unrestricted funds are used in accordance with the charitable objectives of the Trust. Income received in respect of helicopter emergency landing pads is treated as unrestricted funds.

Restricted Funds

Restricted funds represent income received in respect of specific air ambulance donations which are strictly applied to that specific service.

17. CONSOLIDATION

These accounts consolidate the results of County Air Ambulance Trust and its subsidiary County Air Ambulance Trading Limited.

COUNTY AIR AMBULANCE TRUST

DETAILED CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 SEPTEMBER 2015