



ANNUAL REPORT

AND ACCOUNTS 2023/24



Together we save lives



CONTENTS

Welcome	4 - 5
What we do	6 - 7
Our purpose and intent	6
Statement of public benefit	6
Strategic objectives	7
Our impact	8 - 39
Year in numbers	8
Delivering outstanding out-of-hospital critical care	10
Aftercare	16
Life-saving skills in the community	18
Ground-breaking research	21
Reputation and striving for excellence	22
Partnership working	24
How we achieve our aims	27
Environmental sustainability	38
Plans for the future	40
Reports, accounts and administrative details	42 - 81
Financial review	42
Structure, governance and management	47
Statement of Trustees' responsibilities	51
Independent auditors' report	52
Financial statements	56
Reference and administrative details	80

MATTHEW JONES

Chief Executive Officer



YEAR IN BRIEF AND WELCOME

On May 12, 2024, at 12pm, East Anglian Air Ambulance (EAAA) treated its 25,000th patient. Although this is not something we celebrate, as it represents 25,000 times someone's life has been in danger, it does give us a chance to pause and reflect on our collective achievements since our service was launched in 2001.

Since that time, 25,000 people – mothers, sons, fathers, daughters, loved ones – have been given the best possible chance of surviving a life-threatening illness or injury, all thanks to the generosity and support of the people and communities in East Anglia. We are humbled by this support. It is this, together with the dedication and hard work of our staff, volunteers and trustees, that keep EAAA flying and saving lives 24/7.

And the demand for our service continues to grow. In the last year, and for the second year running, the charity has had its busiest 12 months ever, with 2,042 patients across East Anglia receiving treatment from our specialist doctor and paramedic critical care teams, an increase of 135 (7%).

Alongside the growing need for our core service, we continue to strive for excellence in everything we do so that we can reduce the

impact of trauma and medical emergency in our communities, keeping more families and loved ones together. Improving patient outcomes is at the heart of our mission, and in recent years we have expanded our focus beyond 'on scene' critical care to training, cutting edge research and 'after the event' support, all of which have a part to play in this mission.

Our aftercare service, which supports people and families in the aftermath of their illness or accident, has continued to develop with the team connecting with 392 people this year.

In 2023/24, one in four of the medical emergencies to which we attended were cardiac arrests. In these situations, early intervention with bystander CPR and use of a defibrillator is vital to the patient's chances of survival and recovery. Our programme of community training in CPR and defibrillator use trained 26,000 members of the public in the last year. We ultimately aim to train over 100,000 people each year by 2029, with the expectation that widespread familiarity with these skills and their impact on the chain of survival will start to have a significant effect on cardiac arrest survival rates in the East of England.

Constant improvements in medical technology bring the possibility of life-changing advances in clinical practice. Supported by external funding, our research and education activities are taking a pioneering role in this area with the aim of measurably improving the pre-hospital treatment and care provided to all patients in East Anglia and beyond. Our work is being recognised nationally and internationally and is often delivered in collaboration with partner organisations.

We are proud that we have made significant progress against our aims, despite the economic headwinds and uncertainties of the world we live in. Resilience in the face of an unpredictable external environment is vital to ensure that we are available to our communities when they need us but also key to being able to invest and develop our service so that we can save more lives.

The future is not without its challenges as EAAA took its first steps this year to find a new home for its Cambridge-based service, which currently operates out of Cambridge City Airport and is due to close. We aim to be operational from a new base in Cambridgeshire by the end of 2027 and are currently in the process of confirming a new location and launching an appeal to raise £10m for the build.

May we take this opportunity to thank all trustees for their diligence, expertise and care in guiding EAAA in 2023/24. We pay tribute to and deeply thank our former trustees Stephanie Bourne, Nigel Savory and Alastair Wilson who stood down in December 2023 after their many years of selfless service to the charity, and we welcome Charlotte Hignett, Marie Sigsworth and Dr Tom Davies to the board. They bring with them a wealth of leadership, financial, human resource and clinical knowledge and experience which will be invaluable as we continue to drive forwards.

We are pleased to report that EAAA remains in good financial health. With income slightly ahead of last year and helped by an increase in the value of its investments, the charity was able to generate a surplus despite the inevitable effect of inflation on our running costs.

We are sincerely grateful to our many supporters during this time of economic uncertainty, and their continued and remarkable generosity despite the cost-of-living pressures facing households over the last year. Our life-saving charity is reliant on public support and would simply not exist without you. **Thank you.**

Sarah Evans, Chair of Trustees & Matthew Jones, CEO.



SARAH EVANS

Chair Of Trustees

WHAT WE DO

East Anglian Air Ambulance (EAAA) is a Helicopter Emergency Medicine Service (HEMS) charity that provides 24/7 life-saving critical care to the most seriously injured and unwell people across East Anglia by air and road.

STATEMENT OF PUBLIC BENEFIT

The Trustees confirm that they have had due regard to the Charity Commission's guidance on public benefit under the Charities Act 2011 and that the Charity meets the requirements in the advancement of its objects. The board considers that the activities undertaken during the year are in line with EAAA's charitable objectives and deliver both the 'public' and 'benefit' aspects of public benefit; EAAA's critical care service is delivered to anyone who needs it free of charge and brings benefit through the provision of advanced critical care to patients at the scene of their injury or illness and rapid onward transportation to the most appropriate hospital for their needs.



CHARITABLE OBJECTS

- The relief of sickness and injury by the provision of emergency medical services and equipment and in particular by the provision of a helicopter air ambulance service or other emergency transportation wholly or mainly within the area served by the East of England Ambulance NHS Trust;
- For the benefit of the public and the advancement of health, the provision of training, research and education in the field of pre-hospital medicine and the treatment or prevention of sickness and injury; and
- The provision of health-related services by and including the provision of post-hospital support for patients.

OUR INTENT

Together with our supporters, we will reach the highest possible standards of excellence and pioneer advances in out-of-hospital critical care to measurably improve patient outcomes across East Anglia.

EAST ANGLIAN AIR AMBULANCE'S FIVE YEAR STRATEGIC OBJECTIVES:



1 Delivering outstanding 24/7 out-of-hospital critical care



2 Supporting patients and families with their recovery journeys



3 Educating, raising awareness and training the community in life-saving skills



4 Evolving patient care through ground-breaking research



5 Collaborating and developing mutually beneficial partnerships



6 Guided by our values, enhancing EAAA's reputation through integrity, good governance and striving for excellence in all we do

YEAR IN NUMBERS

OUR IMPACT IN 2023/24

£19M
RAISED TO DELIVER
AND DEVELOP EAAA'S
LIFESAVING SERVICE


1,682
HELICOPTER
TASKINGS


1,274
CRITICAL CARE
CAR TASKINGS


6
PEOPLE TREATED
EVERY DAY


2,042
PATIENTS ATTENDED


1,125
NIGHT-TIME
TASKINGS


392
PATIENTS AND
FAMILIES SUPPORTED
WITH AFTERCARE


6
COUNTIES
COVERED


£4,250
COST OF A TASKING



26,363
TRAINED IN COMMUNITY CPR


3
NEW TRUSTEES


258
REGULAR
VOLUNTEERS


46 TASKINGS FUNDED
BY VOLUNTEER
HOURS


127,443
SUPPORTERS


24/7
LIT HELIPAD AT
ADDENBROOKE'S
HOSPITAL

1. DELIVERING OUTSTANDING OUT-OF-HOSPITAL CRITICAL CARE

OUR IMPACT IN 2023/24

With an outstanding team, cutting-edge tools and infrastructure, and through sustainable income, we will deliver the very best out-of-hospital critical care to our patients.

2023/24 ACTIVITY:

The past year was EAAA's busiest year on record, with the charity's advanced doctor and critical care paramedic teams treating 2,042 patients, a 7% increase from the previous 12 months. The EAAA crews' most common callouts remained cardiac arrests (26%), road traffic collisions (22%) and medical emergencies (21%). The charity now treats, on average, six people each day.



2,042
patients treated



252
children treated

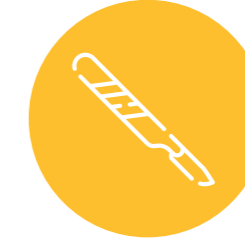


- Road traffic collisions (448)
- Cardiac arrests (538)
- Medical emergencies (427)
- Falls (296)
- Self harm (114)
- Accidental injuries (60)
- Assault (57)
- Sport/leisure (34)
- Equestrian (25)
- Other (43)

IN 2023/4, OUR CRITICAL CARE TEAMS DELIVERED:



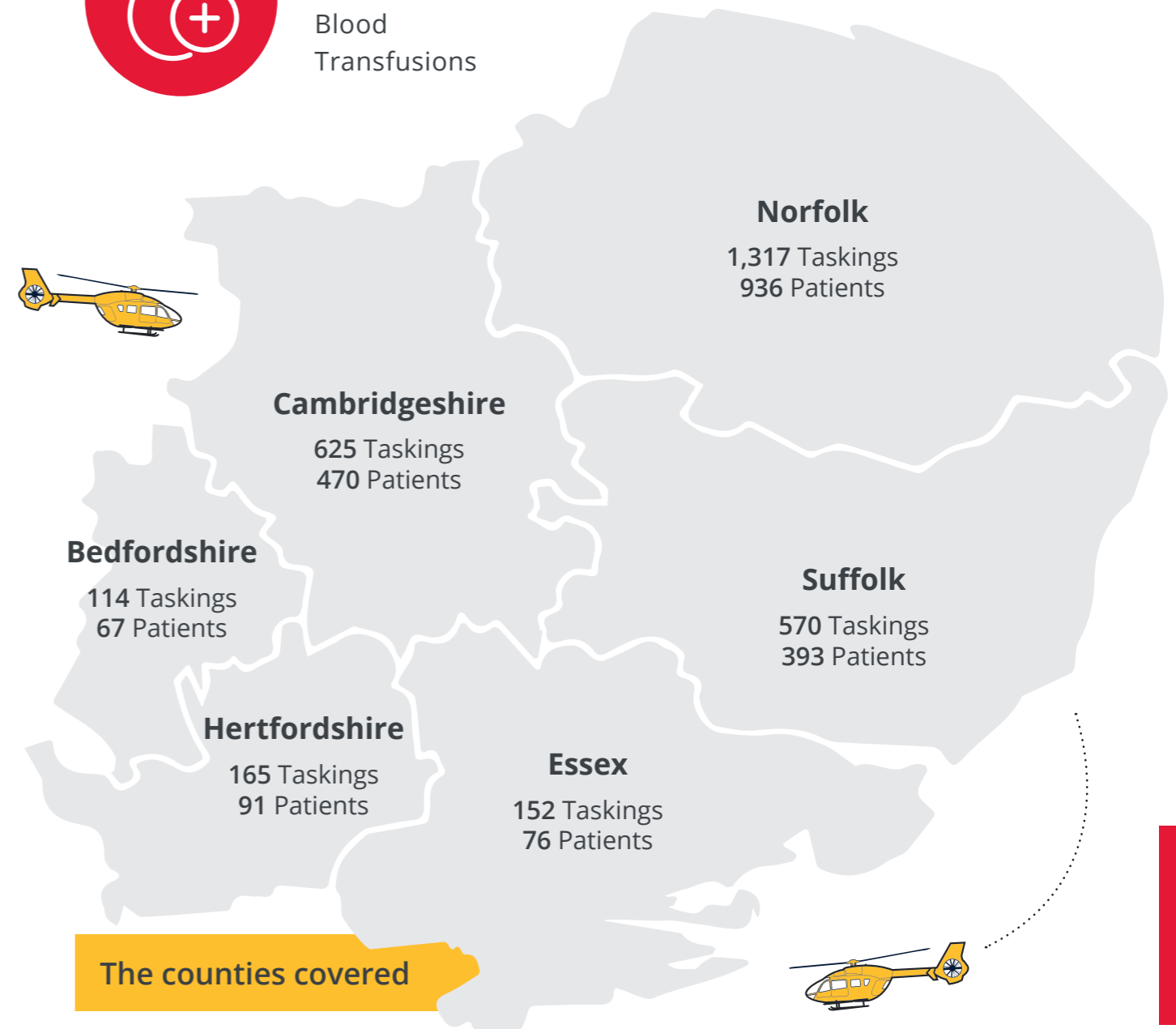
261
Advanced anaesthesia



66
Surgical procedures



68
Blood Transfusions





ALBIE'S STORY

Six-year-old Albie lives with his parents Katie and Tim and older brother Owen in North Norfolk. Albie was born with hydrocephalus, a condition which means he has extra fluid in his brain, and he has had multiple brain surgeries to fit a shunt to help drain the excess fluid. In April 2023, he needed urgent help from the EAAA crew after he contracted chickenpox.



Albie went to bed as normal. Shortly afterwards, Owen alerted Katie and Tim that Albie was making “funny noises”. They went upstairs to find Albie was having a full seizure. His eyes were at the back of his head and arms and legs were jerking. Thinking there was a problem with Albie’s shunt, Katie and Tim quickly called 999.

EAAA’s Anglia One (Norwich) helicopter was tasked to support the East of England Ambulance Service at the scene. Katie says it was then she realised it was a life-or-death situation.

“Seeing and hearing them [EAAA] land came with a mixture of emotions; relief that the extra help was coming but petrified that it was needed,” she said.

At the scene EAAA’s Dr Toby administered advanced medication and intubated Albie.

Dr Toby says, “We deliver rapid critical care interventions at the scene of incidents because our team contains doctors and critical care paramedics working together. These interventions are not available from

the ambulance service alone. In Albie’s case, we were able to deliver an anaesthetic hours earlier than would have been possible otherwise, stopping Albie’s seizures. In essence we brought the intensive care unit to Albie outside his home.”

Albie was transferred by air to Addenbrooke’s Hospital, a specialist neurological centre. The flight only took 30 minutes, while the drive from the family home would have taken in the region of two hours. At hospital, Albie’s shunt was checked, he was given antibiotics and diagnosed with Epilepsy.

Katie says, “The EAAA crew were with us so quickly that night; their advanced drugs made a big difference. The speed of getting Albie to a specialist hospital too was crucial. It could have been a different story otherwise. The advanced skills, equipment and medicine of EAAA gave him the best possible chance and our family is so grateful to the crew and to the supporters of the charity who made it possible. We can’t thank you enough.”

PATIENT DATA SHARING AGREEMENTS

To help in the delivery of outstanding care we need to understand the impact we have on patient outcomes and ensure we make continued improvements to our clinical practice. To do this, we need to be able to analyse patient data and regularly measure our performance. For this, we rely on collaboration with other healthcare partners and data sharing with the many hospitals that we deliver our patients to. Examples are:

- In July 2023, EAAA received consent to share confidential patient information with Cambridge University Hospitals (CUH) and as a result, we will now be able to analyse outcomes of over 3,500 patients treated by EAAA and taken to CUH.
- EAAA has also entered into information sharing agreements with the East of England Trauma Network, and Trauma Audit and Research Network (TARN) to enable the charity to match patient records with regional and national datasets and better understand our performance.
- Another step forward is EAAA's agreement with NHS Digital that allows the charity to access hospital episode statistics (HES) data for all its patients. This has shown that the EAAA teams delivers patients to the right destination, first time, in the vast majority of cases.



SURVIVAL RATES IN CARDIAC ARREST PATIENTS

Cardiac arrest patients are the single largest group of patients EAAA attends, with 538 people treated in 2023/24. Analysis into this group has found that 16% of EAAA patients survived compared with average cardiac arrest survival rates across the UK of 8%, and only a 5% survival rate for patients in the East of England who were not treated by an air ambulance critical care team.

Average survival rates across the UK compare poorly with other countries, particularly in Scandinavia, where knowledge of cardiac pulmonary resuscitation (CPR) amongst the public is widely taught and practiced. Our community CPR training programme (see page 19) aims to improve public knowledge and skill with the aim of improving cardiac arrest survival rates across the East of England.

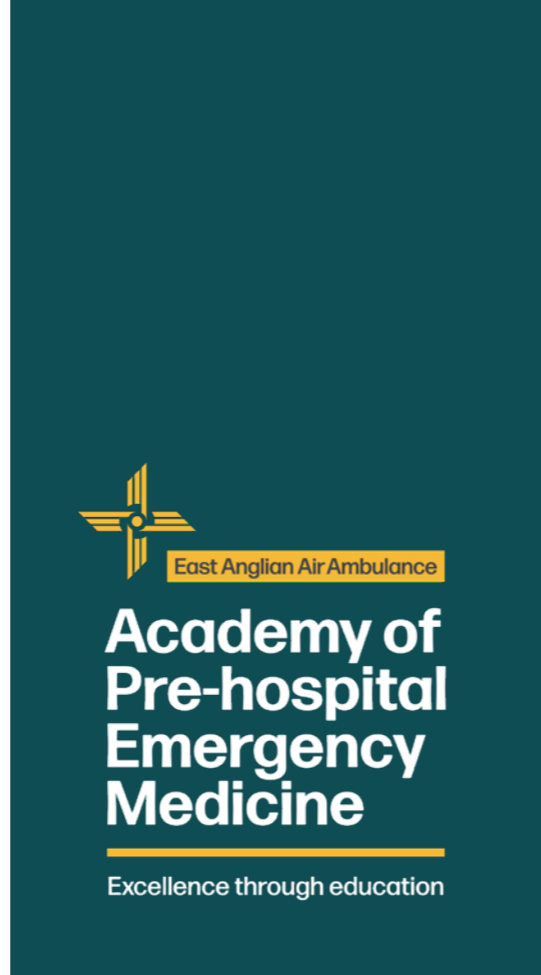


2. SUPPORTING PATIENTS AND FAMILIES WITH THEIR RECOVERY JOURNEYS

EAAA's service to local communities goes far beyond the critical care it brings to the incident scene. The charity's Aftercare Team of specialist clinicians provides emotional and practical support to patients and their families in the turbulent aftermath of their life-changing incident, helping them make the difficult transition back to daily life and beyond. The service also extends to bereaved families and members of the public who witness medical or trauma emergencies.

Over the last year, the aftercare service connected with 392 new patients and their families. The Aftercare team also seeks and gathers important feedback from patients and relatives on their experience of being treated by EAAA. The opportunity to meet the crew that treated them is mutually beneficial, often furthering understanding of the incident on the part of the patient and/or their family, sometimes giving closure, as well as providing a vital feedback loop for our clinicians concerning the outcome of their treatment.

3. EDUCATE CLINICIANS, RAISE AWARENESS AND TRAIN THE COMMUNITY IN LIFE-SAVING SKILLS



We are committed to improving the likelihood of good patient outcomes through the delivery of high-quality clinical education and training in our communities.

Our work in this area recognises the value that the charity can bring to two distinct stakeholder groups who contribute to improved patient outcomes in the East of England and beyond: clinical professionals and the community we serve.

Academy of Pre-hospital Emergency Medicine

During the year, EAAA brought its clinical training together under the Academy of Pre-Hospital Emergency Medicine (PHEM), through which the charity aims to pioneer advances in pre-hospital clinical education and innovation to improve measurably the outcomes of all patients.

The Academy, often in conjunction with valued partners, delivers courses to a range of clinical professionals including those already practicing in the pre-hospital environment and those who may choose to step into a career in HEMS in the future. This is particularly important in the field of paramedicine where high turnover

and UK shortage is beginning to impact the air ambulance sector with a diminishing pipeline of suitably qualified and experienced clinicians.

Our training programmes focus on areas where EAAA clinicians have specialist in-depth knowledge and experience, including:

- Advanced Life Support (ALS)
- Point of Care Ultrasound (POCUS)
- Specialist Percutaneous Endovascular Aortic Resuscitation (SPEAR)
- Pre-Hospital Emergency Medicine (PHEM) induction and initial training
- Pre-Hospital Surgical Skills
- Post Graduate Certificate (PGCert) in PHEM (delivered in partnership with the University of East Anglia (UEA).

Many of these courses, such as the PHEM induction and initial training, are mandatory for EAAA clinicians and are paid for through specified training budgets. Non-EAAA clinicians pay to attend our courses, such as ALS and POCUS.

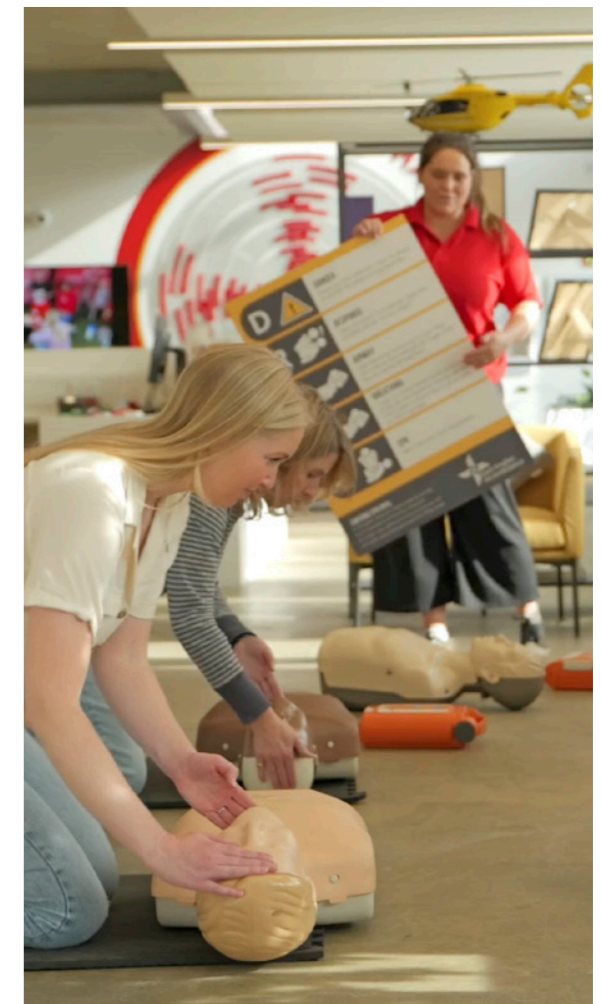


Community CPR and Defibrillator Training

Recognising the vital role that bystander CPR plays in the cardiac arrest chain of survival, EAAA has substantially developed the scope of its community CPR and defibrillator training programme this year.

The out-of-hospital cardiac arrest survival rate in the UK is around 8% if only resuscitation/ CPR is attempted but if a defibrillator is also used within the first 3-5 minutes, the chances of survival can more than double.

This year, EAAA trained over 26,000 people through a combination of paid training, staff and volunteers. The charity has also embarked on the next phase of its plan to scale up its efforts by beginning to trial a quality assured 'train-the-trainer' programme in schools, thereby achieving the multiplier effect that will ensure whole generations of children enter adulthood with these skills well established. We aim to train 100,000 members of the public a year in the East of England by 2029.



DAN'S STORY

In August 2021, Dan Gilkes age 56 from Bury St Edmunds, was in training for his seventh marathon when he suffered a cardiac arrest in the early hours of the morning. Over one quarter of the medical emergencies attended by East Anglian Air Ambulance are cardiac arrests and every second counts during these life-threatening medical emergencies.

"My wife, Mel woke up and thought I was snoring, but she quickly realised something was seriously wrong and dialled 999", Dan explains.

An East of England Ambulance was just four minutes away. EAAA was also tasked. Critical Care Paramedic (CCP) Joe was extremely close by in one of the charity's critical care cars from Anglia Two's Cambridge base. EAAA's critical care cars carry the same equipment as the helicopters and give crews an alternative way of getting to patients in the quickest time possible. This meant that Dan received the advanced care he needed within minutes.

The East of England Ambulance Service quickly identified that Dan needed defibrillation and cardiac drugs. When CCP Joe arrived, he

provided Dan with the advanced pre-hospital critical treatment and care he needed, including administering sedation to keep him comfortable.

"I was 'gone' for between 10-12 minutes." Dan continues, "the ambulance paramedics shocked me three times with an AED and brought me back. EAAA's CCP Joe gave me the enhanced care I needed before accompanying me to the hospital, where I spent two to three days in an induced coma."

After having an S-ICD fitted at Papworth Hospital, Dan returned home after just three weeks to continue his recovery. Dan and Mel also received support from the EAAA Aftercare service. Understanding what happened during their pre-hospital treatment (and why) can be a huge step towards a positive recovery for patient attended by EAAA.

Dan is now a huge advocate for CPR and talks to groups about the importance of learning potentially life-saving skills, as well as continuing to champion and support the work of EAAA.

Dan concludes: "EAAA provides an essential service. Public support and donations provide critical care at scenes of emergencies, ultimately saving lives."

4. EVOLVE PATIENT CARE THROUGH GROUND-BREAKING RESEARCH

Through the work of the EAAA's Research, Audit, Innovation and Development (RAID) Group, we aim to pioneer advances in pre-hospital clinical research by developing new treatments, equipment and skills through trials, extensive research, evaluation and by using the latest cutting-edge evidence in PHEM.

We are taking a leading role in UK and international thinking and research in pre-hospital emergency medicine, and our focus into areas such as out of hospital cardiac arrest, traumatic brain injury, blood and aftercare will further our aim to deliver outstanding out of hospital critical care, and save more lives.

Research trials delivered by EAAA are primarily funded by applications made to organisations such as the National Institute for Health and Care Research.

Four research studies are currently being undertaken by the RAID group:

Endovascular Resuscitation in Cardiac Arrest (ERICA): EAAA has partnered with Queen Mary University of London to carry out a research study to assess the feasibility of using a special balloon device to help resuscitate patients who have suffered a cardiac arrest outside of hospital. During the trial, resuscitation teams, led by a consultant, will deliver a small balloon device in the main aorta artery, using a tube placed in the top of a patient's leg. This balloon will be inflated inside the blood vessel to direct more blood flow to the heart and brain. This is true pioneering research: If we are successful at proving feasibility of this intervention outside of hospital, we will be able to look into undertaking a further trial to assess whether it improves chances of survival for those in cardiac arrest in the East of England.

Near Infra-Red Spectroscopy (NIRS):

NIRS is a non-invasive technique that uses near infra-red light to measure tissue oxygenation and blood volume. It can be used to monitor a variety of tissues, including the brain, muscle, and connective tissue. RAID, in partnership with a commercial company, NONIN, are delivering a study using NIRS which aims to inform the strategy on optimising brain oxygenation and facilitate early identification of patients who are likely to have a favourable outcome.

Aftercare Study: RAID's study in

partnership with UEA has examined the level of burnout, stress, PTSD and anxiety of EAAA's crew, patients and next of kin as a result of being involved in life-changing and life-threatening incidents. This important study hopes to establish the psychological impact of Helicopter Emergency Medicine work on these groups. The finding will be written up and presented at the annual RAID conference in November 2024.

Other work undertaken during the year is to understand the importance of blood pressure control in management of patients with traumatic brain injuries, and how clinicians might optimise that control during out-of-hospital anaesthesia.



East Anglian Air Ambulance

**Research, Audit,
Innovation &
Development
Group**

Improving patient outcomes

5. GUIDED BY OUR VALUES, ENHANCE EAAA'S REPUTATION THROUGH INTEGRITY, GOOD GOVERNANCE AND STRIVING FOR **EXCELLENCE** IN ALL THAT WE DO

The ethos within EAAA to continually improve patient outcomes will only be sustained if the organisation strives for excellence across all its activities and staff uphold its values at all times.

Brand research

The charity undertook market research in 2024 to understand its levels of awareness in our communities and how and why people value the service. The report found that the charity has strong brand awareness, averaging 88% across Norfolk, Suffolk, Cambridgeshire and Bedfordshire. 92% of the four counties valued EAAA's work, noting 24/7 availability, speed of response and ability to bring the accident and emergency department of a hospital directly to scene as key factors in their support. There were also high levels of advocacy for the charity both in the general public and from the charity's supporter base.

Patient feedback

The charity seeks feedback from its patients and their relatives to align with the Care Quality Commission requirements. Feedback is gathered in many forms but is formally gathered via an online questionnaire. In

2023/24, we received 132 responses of which 93 were from patients, 34 from relatives and 5 were from bystanders or unknown. The results overall were positive and praised the kindness, care and compassion of the crew. Some excerpts from this feedback are below:

'I was overwhelmed and amazed at the level of care during my accident before getting to the hospital'

'Thank you from the bottom of my heart for the second chance'

'I have nothing but praise for not only the efficiency and professionalism of all those in attendance but also for the genuine kindness and compassion shown to both me and my family.'



Clinical Governance

Governance of EAAA spans the many activities of the charity. EAAA's approach to clinical governance is fundamental to achieving the charity's strategic goals. The Medical Director is responsible for clinical governance of all clinical activity delivered by EAAA clinicians and reports to the CEO and charity Board.

Operational aspects of clinical governance are delegated to the charity's two Deputy Medical Directors. One such delegation is a Deputy Medical Director acting as Chair of the Clinical Governance Steering Group.

The Clinical Governance Steering Group (CGSG) is made up of the Medical Director, Deputy Medical Directors, the charity's Consultant Paramedic, EAAA consultants, EAAA doctors and critical care paramedics, and representatives from the charity's operations, aftercare and research teams. This group has oversight of all EAAA clinical activities, including clinical risk management, and reviews all clinical incidents, with the RAID Group and

Patient Outcome Group (POG) also reporting to this group. The CGSG meets monthly and presents at a monthly clinical governance team meeting.

At an operational level, all clinical cases are reviewed by the duty EAAA consultant, and the more complex cases are discussed at a weekly case review session. Learning points are shared with the entire team. At the patient-clinician interface, all new clinicians undergo initial formal PHEM training over a period of nearly three weeks, followed by 100% supervision over a minimum of nine shifts, before being signed off when ready to practice with remote support and a minimum of 20% consultant supervision.

As a medical charity, EAAA is regulated by the Care Quality Commission (CQC). We were rated 'outstanding' by the CQC at our last inspection in Norwich, with inspectors finding 'an excellent service which was securing exceptional outcomes for local people and saving lives'. A later section of this report summarises the approach to non-clinical governance.

6. COLLABORATE AND DEVELOP MUTUALLY BENEFICIAL PARTNERSHIPS

We can only be successful in delivering outstanding outcomes for our patients by working in close partnership with the many NHS Trusts and other organisations we work alongside.

EAAA'S KEY PARTNERS ARE:

East of England Ambulance Service Trust (EEAST)

EAAA is tasked by EEAST's Critical Care Desk (CCD) to support paramedics at life-threatening medical or trauma emergencies across the region. In addition, the majority of our critical care paramedics are seconded from EEAST.

- Paramedic pathways: The charity is reliant on a dedicated and professional cohort of specialist paramedics. Working with EEAST, we have been exploring ways to develop the paramedic career pathway which extends beyond HEMS. This must be balanced against a need to retain our core strength of experienced pre-hospital clinicians.



Babcock Mission Critical Services Onshore Ltd

Babcock is EAAA's aviation partner which provides the aircraft, pilots and engineering support, and holds the Air Operators Certificate (AOC) for EAAA's service by air. EAAA has partnered with Babcock for 14 years and our current contract, which came into effect in April 2021, runs until April 2028.

- Pilot recruitment: We have worked closely with Babcock in the last year to overcome a challenging recruitment market for pilots, which has affected the charity's operational resilience. We are committed to supporting Babcock with finding ways to improve recruitment and retention of pilots.

- Other air ambulance charities, particularly those in the East of England: Essex & Herts Air Ambulance Trust and Magpas Air Ambulance. Collaboration across the air ambulance sector in all disciplines is increasing and delivering huge benefits through sharing of beneficial practice and acceleration of innovation.

- Regional specialist hospitals (Trauma Units, Cardiac Centres and the Major Trauma Centre) that receive EAAA's patients and with which EAAA shares information in order to measure and optimise the collective impact on patient outcomes.

- National guardians of health data such as the Trauma Audit & Research Network (TARN) who EAAA can work with to measure its relative performance.

- Specialists in HEMS research such as the National HEMS Research & Audit Forum (NHRAF) and the Pre-Hospital Trainee-Operated Research Network (PHOTON), with whom EAAA can increase the significance of its research through larger datasets.

- NHS and third sector organisations that provide specialist support services and EAAA can signpost its patients and their families towards during their recovery or as they adapt to life after their incident.

- Academic partnerships with the University of East Anglia (UEA) and others to deliver both research and training programmes where there are complementary skills, knowledge and/or expertise.

- Corporate partners that support the charity's work through a combination of fundraising and increasing awareness of EAAA's life-saving work to their stakeholders.



HOW WE **ACHIEVE** OUR AIMS

To be able to achieve our aims, the charity has key enablers in which it must invest to progress and improve patient outcomes.

AN OUTSTANDING TEAM

Recruit, retain and develop excellence, and listen to and learn from our people.

Our workforce

The success of the charity is highly dependent on its ability to attract and retain talented staff, with appropriate skills, and whose personal values align with those of the organisation.

We are therefore committed to investing in our people, both in terms of remuneration and their professional and personal development. Positive wellbeing in the workplace is always at the core of the charity's culture and is taken very seriously. EAAA led the development of the McQueen Charter which is designed to guide HEMS on the best way to support the mental health of those who work in any role within the sector. Staff engagement is excellent and this approach to our staff has seen EAAA establish:

- Low levels of voluntary employee turnover of 16% (compared with a sector average of 22%),
- Low levels of sickness absence – 1.6 days per employee
- A good reputation as an employer with EAAA being named as one of the Best Places to Work by The Sunday Times in 2023
- High applicant numbers, good quality candidates and successful appointments for most vacancies



EAAA is committed to ensuring equal opportunities, fairness of treatment, dignity, work-life balance and a proactive approach to ensure there is no place for any form of discrimination in the workplace. The charity aims to create a working environment in which all individuals are able to make best use of their skills and in which all decisions are reasoned and based on merit. This commitment extends to staff, applicants, volunteers and contractors engaged in the work of the charity.

Charity values

EAAA values are designed by all staff with patients, supporters and the community in mind. The values are demonstrated through the actions of staff and volunteers, embedded within everything the charity does, and factored into all decision-making. The values provide the structure of behaviours that underpin EAAA's efforts to reach the highest possible standards of excellence. In 2024, EAAA reviewed and relaunched its charity values in consultation with staff.

These will be integrated into charity culture and the appraisal system throughout 2024/25.



REASONED

Our actions and decisions are evidence based and with others' views in mind



ACCOUNTABLE

We accept ownership and deliver on that acceptance



INTEGRITY

We are honest and ethical



SYNERGY

We work with others to create a better outcome



EVOLUTION

We are constantly working to improve



VOLUNTEERS

The charity hugely benefits from the support of its diverse and dedicated 258 regular volunteers and 613 occasional volunteers, who make a significant and ever-increasing contribution to EAAA's activities. Although formal inclusion of the value of this contribution in EAAA's statutory accounts is not permitted, EAAA has developed a system to make a reasonable estimation of its value. For the year 2023/24, EAAA volunteers have donated the equivalent of £195,000, which equates to 46 taskings.

Volunteers' roles are hugely diverse and support the charity's work in many different ways, including as trustees, delivering clinical and community training, providing expert advice and guidance across many charity activities and running our welcome desk at our headquarters. Their immense contributions are recognised through an annual celebration and within documents such as this report, demonstrating the charity's sincere appreciation and reliance on their time and expertise.



Pay and grading policy

The charity has a structured pay and grading policy which ensures that salaries reflect the knowledge, skills, responsibilities, experience and personal competencies required for the satisfactory performance of each role. Salary grades are reviewed regularly and benchmarked against similar roles in the not-for-profit sector, but with an eye on other sectors given the competitive nature of the employment

marketplace. Annual appraisals are based on a combination of performance and demonstration of the behaviours underpinning EAAA's values, and individual pay increases are linked to appraisal outcomes. The policy will be reviewed in the next financial year to adapt pay bands and appraisal processes to reflect the changing market dynamics, taking into account the impact of raised employer's NI rates/lower thresholds and the above inflation increase in National Living Wage on pay band hierarchy.

CUTTING EDGE TOOLS & INFRASTRUCTURE

Platforms, equipment, facilities and IT systems

It is vital that the charity has the tools and infrastructure in place to deliver against its aims and objectives. In the past year, EAAA has made significant progress in its systematic plan to upgrade and evolve information systems, equipment and infrastructure.

Helipads

24/7 lit helipads at hospitals are essential to delivering an effective and efficient air ambulance service but of the 17 hospitals that EAAA delivers patients to in East Anglia, only five hospitals had 24/7 lit helipads at the start of the year.

There has been significant progress in developing helipad infrastructure in 2023/24. Importantly, planning permission for a 24/7 helipad operations at Addenbrooke's Hospital, the region's major trauma centre, was achieved in May 2024.

The charity has also seen improved engagement with regional NHS Trusts and the New Hospital Programme around retaining and improving hospital helipads, including engagement with CUH to agree short, medium and long-term strategies for helipad infrastructure in the face of neighbouring development. The charity will continue to work with NHS partners to secure a world-class regional network of hospital helipads.



New critical care cars

The charity welcomed two new critical care cars to its fleet in November 2023. These vehicles were a direct response to a fundraising appeal in 2022 to replace cars which had reached the end of their lifespan. In 2023/24, 43% of EAAA taskings were by road. The vehicles are sometimes the best option to reach patients in the quickest time. For example, in the more built-up areas of the region where helicopters cannot easily land.



ADAPTABLE & RESILIENT

Adopt robust processes & resources, agile & adaptable delivery models

As the charity grows, the organisation must remain agile as new approaches and technologies are adopted, while balancing this with policies & procedures which provide our governance framework.

Data security

As the charity becomes more sophisticated and more dependent on its systems, it is also vitally important that we ensure our patient, staff and supporter data is protected, and cyber threats are managed effectively. EAAA is in the process of developing its enhanced cyber security strategy, and part of this process

was to undertake cyber audits to measure effectiveness of existing security measures in 2024. A user training and awareness programme was carried out with staff, and we undertook external penetration testing of our systems. This testing highlighted areas where we demonstrated high levels of security and some areas where we can improve. The charity has accreditation with Cyber Essentials Plus, a nationally recognised certification of good cyber practice, and the NHS data security and protection toolkit, which demonstrates that we are a trusted partner and have safe processing of patient data.

The charity will continue to develop better integration of systems to improve data security and combat the ongoing cyber threat.

SUSTAINABLE INCOME

Invest in growing engagement and diverse & sustainable income channels

It is important that the charity has a diverse mix of income streams including lottery, regular donations, events and legacies. This makes the charity less vulnerable to downturns in one income type and improves cash flow as some income is regular, whilst other income is seasonal.

To ensure the charity has a sustainable income stream to support its activities, it must:

- Engage audiences with exciting and relevant content
- Retain and steward long-term supporter relationships
- Diversify income streams & acquire new supporters
- Invest in development of regular income streams to increase financial resilience
- Embrace innovation and new income opportunities

Despite the economic challenges, the charity and its supporters raised nearly £19m in 2023/4 to develop and deliver EAAA's life-saving service. With fundraising performing well against budget, higher than expected investment gains and challenging-to-predict gifts in wills income, the charity raised £1.7m more than was expected, delivering a surplus of £1.6m.



Lottery

The EAAA weekly lottery remained the charity's biggest source of income, generating £6.6m. The economic climate continues to impact the number of lottery players and our ability to recruit new players compared with previous years. We remain committed to identifying and testing alternative methods of recruitment of new lottery and this income stream will continue to be core to EAAA's sustainable income strategy.

Gift in wills

Gifts in wills left to EAAA reached £5.7m in 2023/4, funding 1 in 4 of the charity's taskings. Legacy giving remains difficult to predict each year but plays an increasingly pivotal role in the financial success of the charity. We are continuing to invest in innovative and thought-provoking marketing campaigns to actively promote this form of giving, generating gifts long into the future and increasing the number of pledgers who we can recognise in their lifetime.

Regular giving

The charity also continues to invest in its regular giving programme, and innovation in fundraising is key to this. EAAA launched a new award-winning Missions based app to target new regular donors, which won the 2024 Third Sector Awards in the Digital Innovation of the Year category. Last year, donors who donated on a regular monthly basis gave over £590K to the charity.

Community activity, corporates and events

Huge numbers of supporters took part in EAAA managed events and challenges throughout the year including Only the Brave, Trek 24, London Marathon and Cambridge Half Marathon, raising over £500K. Many more supporters organised their own events in aid of the charity from golf days, bake sales, Christmas fayres and cycle events, raising £785K. Local and regionally based companies continue to generously

support EAAA in many different ways, raising almost £500K. Our team and volunteers have also been testing new cashless 'tap to donate' boxes at in person and countertop collections, alongside traditional cash boxes and buckets, raising £122K in the process.

Grants and Trusts

Many grant giving Trusts and Foundations remain oversubscribed with applications, and this has had an impact on this area of fundraising in 2023/24 which saw income drop to £261K. Trust income this year funded specific areas of activity including Community CPR Training, clinical research, and specific pieces of lifesaving equipment.

Philanthropy

Over this year, EAAA continued to invest in the Philanthropy team to identify and engage with individual donors who have the capacity to give significant gifts towards the charity's clinical and operational activity. This has resulted in some very generous donations from individuals totalling almost £440K.



FUNDRAISING GOVERNANCE

EAAA's fundraising activity is delivered and managed by an experienced team who follow policies and procedures, are compliant with regulators' rules and practices and uphold the charity's values at all times. The charity is registered with the Fundraising Regulator and adheres to the Code of Fundraising Practice. EAAA has fundraising policies in place which set out its approach and which are updated on a regular basis; many of these are published on EAAA's website or available for review by supporters on request.

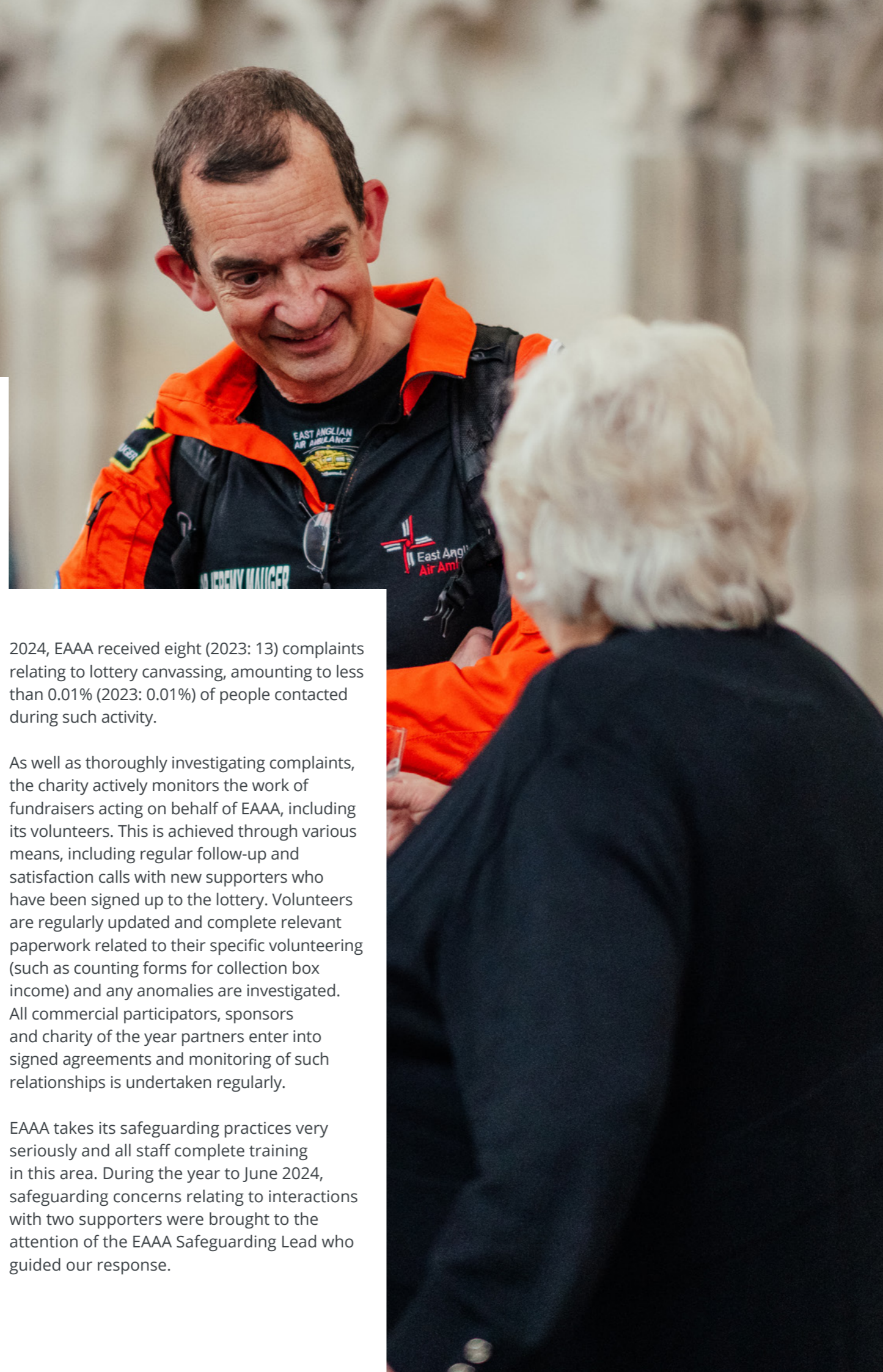
EAAA's lottery and raffle activity is regulated by the Gambling Commission. The charity has three registered Responsible Persons and completes gambling returns to the Gambling Commission's specified schedule. The charity also subscribes to the Direct Marketing Association and abides by the requirements of the General Data Protection Regulation (GDPR).

EAAA continues to use an online incident reporting system for reporting, recording and monitoring all complaints. Fundraising complaints are evaluated and responded to as quickly as possible and in accordance with our Complaints Policy. In the year to 30 June

2024, EAAA received eight (2023: 13) complaints relating to lottery canvassing, amounting to less than 0.01% (2023: 0.01%) of people contacted during such activity.

As well as thoroughly investigating complaints, the charity actively monitors the work of fundraisers acting on behalf of EAAA, including its volunteers. This is achieved through various means, including regular follow-up and satisfaction calls with new supporters who have been signed up to the lottery. Volunteers are regularly updated and complete relevant paperwork related to their specific volunteering (such as counting forms for collection box income) and any anomalies are investigated. All commercial participators, sponsors and charity of the year partners enter into signed agreements and monitoring of such relationships is undertaken regularly.

EAAA takes its safeguarding practices very seriously and all staff complete training in this area. During the year to June 2024, safeguarding concerns relating to interactions with two supporters were brought to the attention of the EAAA Safeguarding Lead who guided our response.



FINANCIALLY SECURE

Financial policies which facilitate resilience and delivery of our objectives

EAAA adopts a prudent and long-term approach to financial planning, always aiming to secure best value and control costs. Part of EAAA's financial strategy is to protect balance sheet strength and mitigate market risk through prudent investment policies, as well as plan and save for future high value projects through use of designated funds.

In 2023/24, the charity revised its reserves policy to improve the definition of minimum operational cover. Alongside this, a fixed asset designated fund was created to increase transparency of the charity's free reserves. EAAA will further review and refine its reserves and investment policies in the next financial year, as well as develop and improve cash flow reporting to ensure liquidity and improve treasury capability to optimise return on cash held.

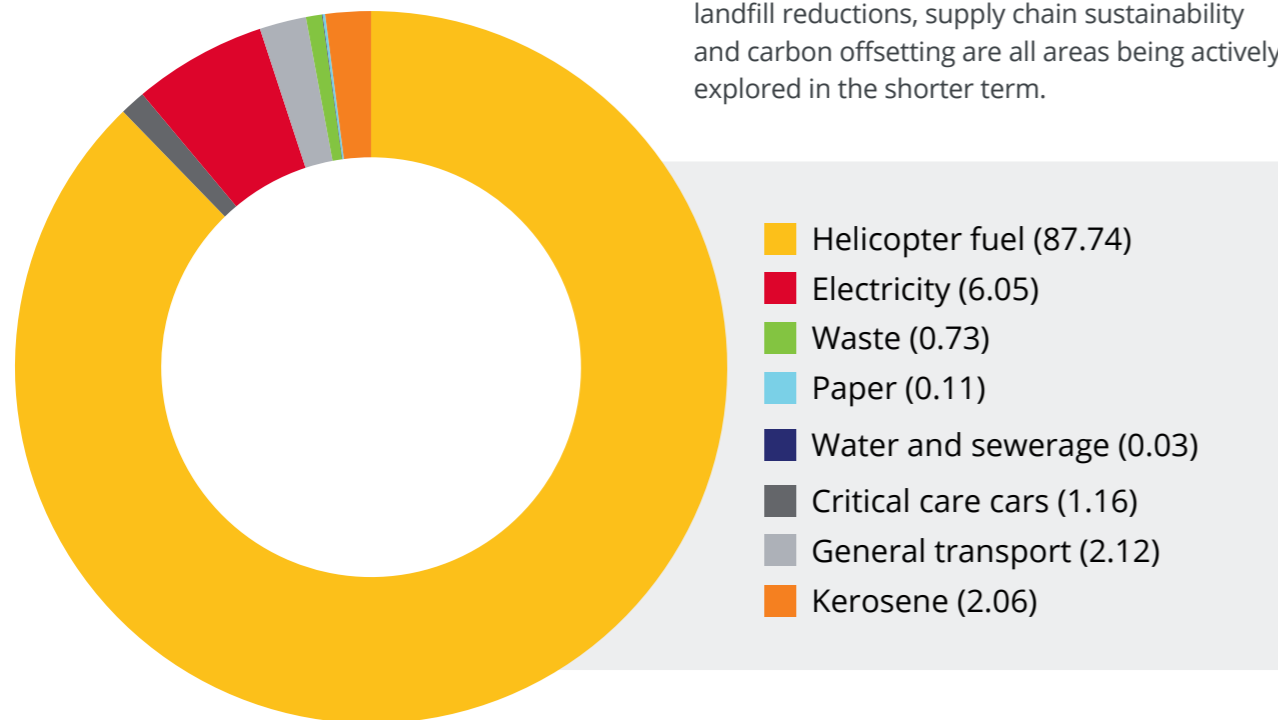
See page 42 for EAAA's full financial review for 2023/24.

MINIMISING ENVIRONMENTAL IMPACT

Reducing our operational footprint wherever practical & proportionate

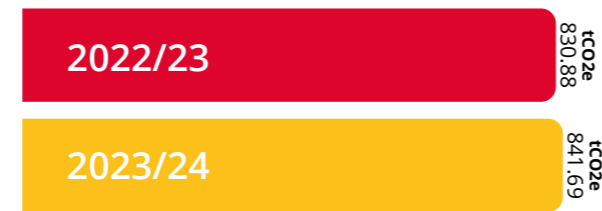
EAAA is committed to minimising its energy consumption and carbon footprint and developing a road map to achieving carbon neutrality from its operations by 2040.

We recognise that our helicopters use non-renewable hydrocarbon fuel and are therefore not exemplars of low carbon transport. Whilst continuing to provide our critical care service to patients, and in consultation with our supporters, we will work with partners and other air ambulance organisations to identify more environmentally friendly means of operating and developing a stepwise plan to reduce the charity's carbon footprint from core operations. We are driven by a combination of economic and environmental returns on investment.



Carbon emissions report

EAAA measured its baseline direct and indirect organisational emissions in 2023 and will measure progress on an annual basis. The total carbon emissions for EAAA in 2023/4 was 841.69 tCO2e, compared to 830.88 tCO2e in 2022/3.



We saw an increase in our carbon footprint in 2023/24 which was primarily as a result of the increased demand for our services (see page 10). Although the CO2 emissions from the charity's air operations make up a high proportion of EAAA's environmental impact and are dictated by community need each year, improvements in ground-based emissions, use and generation of renewable energy, waste to landfill reductions, supply chain sustainability and carbon offsetting are all areas being actively explored in the shorter term.



Solar panels

In the last financial year, the charity selected a supplier for roof mounted solar panels at Helimed House. These were installed in August 2024 and will offset 13% of electrical consumption, with a payback period of six years.

Sustainable Aviation Fuel (SAF)

In partnership with its aviation partner Babcock Mission Critical Services Onshore Ltd, EAAA took part in a 24-hour feasibility trial of using Sustainable Aviation Fuel (SAF) in its Norwich-based H145 aircraft earlier this year. G-RESU was refuelled with 470 litres of SAF from Norwich Airport, which was a blend of 30% SAF with 70% conventional Jet A1 fuel, this being the standard blend in use. The trial resulted in 90 minutes of flying time, covering two medical emergencies: a night tasking in West Norfolk, and a task the following day near the Norfolk/Suffolk border. While SAF is currently more costly than traditional fuel, the expectation is that this won't always be the case as technology and investment advances, and the benefits of SAF become more widely recognised. While we acknowledge the SAF trial is only one small step towards becoming carbon neutral, and one that cannot be fully adopted currently due to costs, it's one we are

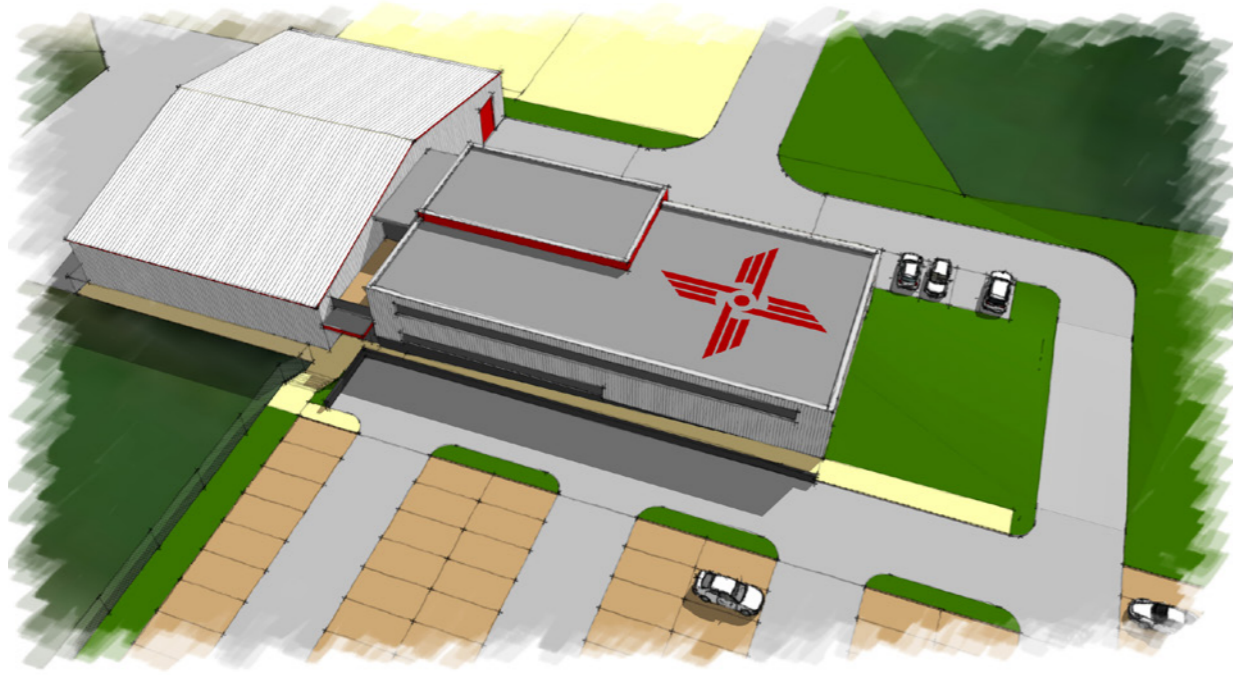
pleased to take.

Cycle to work scheme

EAAA has partnered with Halfords to offer eligible employees the opportunity to sign up to Cycle2Work. This initiative was identified through the charity's Environmental & Sustainability Group, which works towards achieving the charity's carbon neutral pledge. The initiative is designed to support staff with the cost of a new cycle and cycle safety equipment for commuting purposes, up to the maximum value of £3,000. Cycle2Work is an employee benefit which is operated as a salary sacrifice scheme.

Future sustainability plans

The charity will be introducing further solar PV arrays and EV charging infrastructure at Helimed House in 2025. Alongside this, EAAA will evaluate whether adopting a salary sacrifice scheme to support staff in having access to affordable EVs is beneficial. We will continue to consider adopting EV pool cars and critical care cars, as and when it is practical and economic to do so. We will also continue to horizon-scan for new technologies to guide our approach to long-term carbon reduction.



Architects drawings of Helimed House, Norwich

PLANS FOR THE FUTURE

New Home for Anglia 2

The announced future closure of Cambridge City Airport, EAAA's base for its Anglia 2 crew poses a major threat to the continuity of EAAA's service in the southern part of the region the charity serves. Having no operational base in the area will have a serious adverse effect on EAAA's ability to provide critical care to patients in urgent need. We must therefore find a new base.

The target date adopted by the Board of Trustees for being operational from a new base is December 2027 which, according to the owners of Cambridge City Airport, Marshall of Cambridge, is the earliest possible date for closure of the airport.

Much progress has been achieved towards the charity's goal during 2023/24. After site selection criteria had been established, an extensive search and shortlisting process was undertaken,

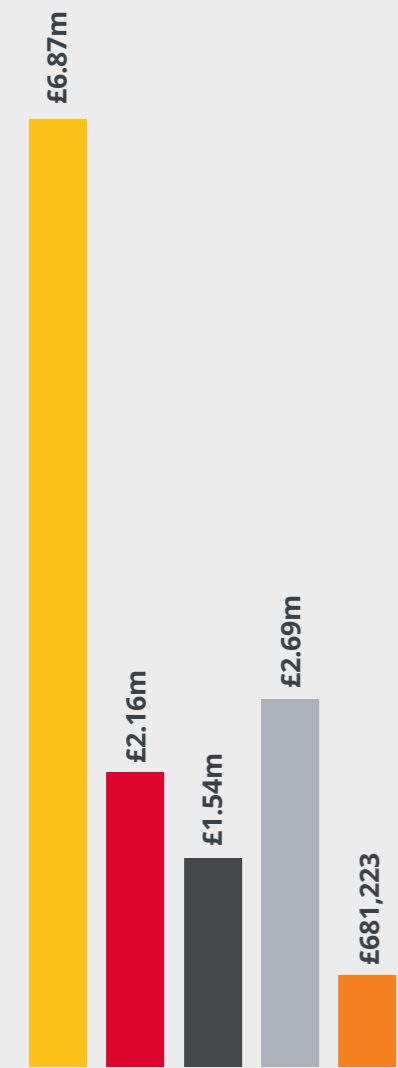
and a preferred site has been identified. Negotiations with the freeholder to secure a long-term interest are progressing. The design concept for the new base has been agreed and detailed floor plans have been developed in consultation with EAAA staff.

Assuming negotiations progress satisfactorily to agreement of terms, the next milestone will be conditional exchange of contracts subject to, amongst other matters, securing planning consent for the development. To be confident of achieving the target timelines, the planning application will need to be submitted in Q1 2025. Detailed designs will be developed and a formal tender undertaken to appoint building contractors by Q3 2026. In parallel, alternative sites are being identified, should the quest for the preferred site fail to progress for any reason.

Although capital amounting to £4.5m has been prudently put aside within a designated fund over the last three years for this project, this will not meet the full estimated cost, and a fundraising campaign has been launched to raise the balance required.

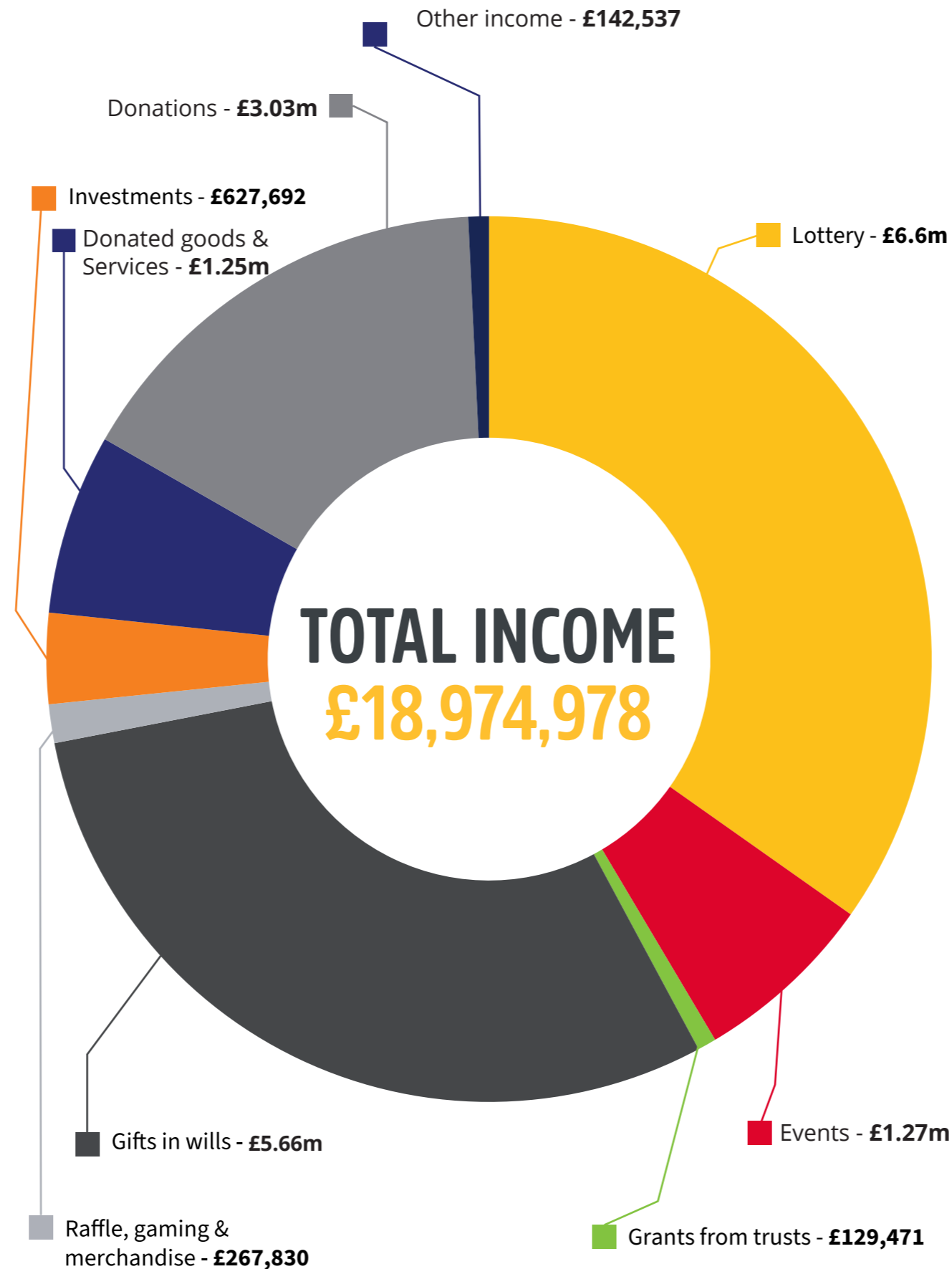


FINANCIAL REVIEW



EXPENDITURE

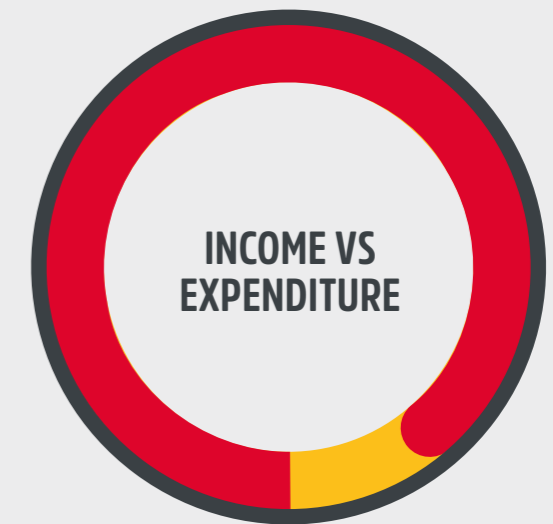
- Helicopter & aviation
- Doctor, paramedic and medical costs
- Generating lottery funds
- Cost of generating funds
- Depreciation



Results for the year

Despite economic headwinds and global uncertainty, EAAA remains in good financial health. The charity's financial position continued to be affected by inflationary pressures and the impact of supporters having less disposable income, however our fundraising performed well against budget, and was bolstered by higher-than-expected investment gains of £0.5m (2023: £0.01m) and challenging-to-predict legacy income of £5.7m (2023: £5.4m).

Total income for the year was £19m (2023: £18.6m), which supported increased expenditure on our charitable activities and investment in fundraising activities, which totalled £17.9m (2023: £16.8m). The overall result, after the gain on investments, was a surplus for the year of £1.6m (2023: £1.9m).



- Total income - £18.97m
- Total expenditure - £17.89m
- Surplus - £1.63m

Income

The charity continues to derive a substantial proportion of its income from the EAAA weekly lottery which generated revenue of £6.6m (2023: £6.7m) and from legacies, which contributed £5.7m (2023: £5.4m). The remaining income largely came from extensive community fundraising, events, grants from trusts, corporate donors and donated goods and services.

The charity's policy is to maintain a diverse mix of income streams, which alongside the reserves policy helps to mitigate against the risk of a downturn in any one income stream. This also aids cash flow, with certain income streams, such as the lottery, providing a steady, regular inflow to offset the less predictable receipts from legacies. Despite the ongoing cost-of-living pressures faced by our supporters over the last year, we are once again humbled and extremely grateful for the support we continue to receive.

Expenditure

Expenditure on charitable activities increased across all areas in 2023/4, reflecting continued inflationary pressures, as well as the increasing demand for the charity's services. The most significant cost increase was operating the charity's two helicopters and associated aviation costs (£6.9m as against £6.7m last year).

The charity continued to invest in growing fundraising activity, which increased to £4.4m (2023: £3.8m). This investment reflects the competitive environment in which EAAA competes for donations, and will ensure the charity is in a strong position to tackle the significant challenge of fundraising for the relocation of EAAA's Cambridge operational base.

Liquidity

Although the charity holds healthy reserves, it is important to manage cash flow effectively. This is particularly significant for the following reasons:

- Our income is comprised of regular and seasonal inflows of cash, whilst our operating costs generally remain similar each month.
- A large proportion of our current assets comprises accrued legacy income, for which the timing of cash receipts is often difficult to predict.

As at 30 June, 2024, the charity held £14.3m of cash compared with £7.0m in 2023 after the sale of some investments (see page 46). Due to the volatility of the market, and to benefit from the high rates of interest available from cash, the funds were kept on deposit account and in cash funds in 2023/4.

The charity also went through the process of selecting a new investment manager during this period. With a new manager appointed in July 2024, we will seek advice on the appropriate time to consider long-term investment options.



FUNDS & FINANCIAL POLICIES

Funds

The funds held by the charity fall into the following two categories:

- Restricted Funds** – primarily donations made for specific purposes, such as capital for replacement of medical equipment and delivering CPR training across our communities.
- Unrestricted Funds** - these comprise the General Fund and the Designated Funds, as follows:
 - The General Fund is the fund which is held to ensure that EAAA can continue delivering its services in a financially sustainable manner. It is available to further any of the charity's purposes and is used to provide working capital, meet operational requirements and to provide a contingency.
 - Designated Funds are funds set aside from the General Fund by the Trustees for a particular purpose such as planned capital expenditure. Such expenditure is specific to a well-defined future need within a reasonably certain timeframe.

Restricted funds

Restricted Funds at 30 June 2024 amounted to £0.13m (2023: £0.15m). Details of these funds are shown in note 18 to the financial statements.

Unrestricted funds

General fund

The general fund represents the level of free reserves held by the charity. In determining the level of reserves required, the Trustees consider:

- Five-year budgets and forecasts
- Working capital requirements
- Changes in legislation relating to lottery canvassing or other external pressures
- Fluctuations in legacy income
- The planned costs of future service developments
- Risks relating to a significant increase in planned voluntary income forecast over the next five years
- Potential increases in operational expenditure
- Stock market fluctuations
- Changes in Government policy relating to the provision of Air Ambulance services

The charity's reserves policy states that the minimum level of free reserves to be held should equate to the total of:

- Cover for the day to day working capital requirements of the charity (calculated based upon the five-year financial plans and cashflow projections), and
- A buffer to mitigate unforeseen financial risks or delays to significant receipts of income (e.g. from legacies) to give 100% cover for a) above, and
- An emergencies fund equivalent to the loss of the most significant income stream or to cover 12 months' fixed costs – whichever is the larger.

This translates to EAAA Trustees aspiring to hold a minimum of 14 months' total operating costs in free reserves to protect the charity against unforeseen circumstances and service disruptions which could otherwise arise due to short-term lack of funds, as well as ensure the financial sustainability of the charity for the future. This includes having sufficient funds to take advantage of strategic opportunities to improve the services, efficiency and the delivery capability of the charity.

Current free reserves of the charity at the year-end were £20.8m, representing 13.9 months cover of annual operating costs

(2023: 14.4 months). This complies with the organisation's reserves policy.

The reserves policy is regularly reviewed by the trustees, at least annually, in light of the charity's circumstances and the environment in which it operates.

Designated funds

The Trustees regularly consider future potential capital needs and strategic investment requirements. Each year, at the discretion of the Trustees, and based on economic circumstances and other considerations at the time, a decision is taken whether to allocate any surplus funds to designated funds.

Over recent years, it has been the practice of the Trustees to allocate 25% of legacy income recognised in the year to the Planned Capital Expenditure Fund (PCEF), which is now designated to support the relocation of the charity's Cambridge operating base. This year, the Trustees have again agreed to adopt this approach. This equates to £1.4m in 2023/24, a similar sum to the surplus generated during the year and takes the balance of the PCEF to £4.5m.

The Trustees also designated a new Fixed Asset Fund in 2023/4 which saw the transfer of £7.4m from the General Fund to the newly formed Fixed Asset Fund as shown in note 18 to the financial statements. This fund ensures that the unrestricted, undesignated funds shown on the balance sheet truly represent those funds which are freely available for the Trustees to call upon should they be needed.

Investment Policy

The Trustees exercise due care when making investment decisions, selecting investments that are right for the charity, are suitably diversified and align with the overall purpose and strategy of the charity.

To aid this, the Trustees seek advice from suitably qualified persons when considering investment decisions and used the services

of an Independent Financial Advisor (IFA) authorised and regulated by the Financial Conduct Authority to provide ongoing expert support. The Trustees recognise that risks cannot be fully mitigated, and market volatility risk will always remain a significant risk.

It is the Trustees' intention to avoid harm by ensuring that environmental, social and governance (ESG) factors are incorporated into the criteria for any investments placed. The Trustees do not wish to invest in companies which fail to meet the responsible investment criteria set by this policy.

Investment Performance

At 30 June 2023 two separate investment funds were held with BNY Mellon Fund Managers Limited. During the year, because of disappointing performance over an extended period, EAAA's holdings in one of these funds was sold and the proceeds were placed into a cash account with CCLA where advantage was taken of interest rates of around 5%. Whilst dividends received fell from £0.24m in 2023 to £0.18m in 2023/4, this was offset by an increase of £0.4m in bank interest received.

The market value of investments held at 30 June 2024 was £6.6m (2023: £10.5m) and included a net gain in market value during the year of £0.5m (2023: £0.01m).

Since the year end the charity's holdings in the remaining investment fund held with BNY Mellon Fund Manager Limited were sold and the proceeds were reinvested with CCLA in the COIF Charities Investment Fund. The decision to change investment manager was taken after extensive consideration and comparison of several potential providers and their investment fund offerings, with scrutiny of their risk profile, investment approach and the long-term performance of their relevant funds.

Going concern

The trustees have assessed projected future income, expenditure and cash flows and analysed the strength of the charity's reserves

and liquid assets. Consideration has been given to the stability and diversity of income streams. The trustees conclude that there is reasonable expectation that the charity and its trading subsidiary have adequate resources to continue their activities for the foreseeable future and to settle liabilities as they fall due. They continually monitor progress against longer-term financial plans and take appropriate steps to mitigate risks.

Risk Management

Risk management is well embedded into the operations of the charity, with risks identified, considered and regularly reviewed through various forums and processes. The charity's risk register is monitored each month by the Executive Team, with new and significant risks reviewed quarterly by the trustees, together with progress in implementing and monitoring mitigations.

The major risks and uncertainties facing the charity have been identified as being issues which would lead to a curtailment or cessation of its critical care service as a result of:

- A cyber security breach resulting in inability to operate, loss of personal identifiable data and reputational harm
- A disruption (whether short, medium or long term) in the service availability of the aircraft resulting from technical fault, accident, grounding of all similar aircraft or business failure of EAAA's aviation partner
- Geopolitical instability impacting operating costs and reliability of supply chains
- The impact of high inflation and/or a macroeconomic downturn on both costs and fundraising income
- Breach of patient confidentiality resulting in reputational harm

The trustees are satisfied that, so far as is practicable, appropriate policies, procedures and systems are in place to mitigate these risks and others identified in the risk assessment process.

Structure, Governance and Management Constitution

EAAA was established on 6 September 2000 as a charitable company limited by guarantee. It is governed by its Articles of Association which were updated by the Trustees on 29 May 2020. East Anglian Air Ambulance (Trading) Limited was formed on 2 January 2001 as a wholly-owned subsidiary to carry out trading activities on behalf of the charity.

Recruitment, induction and training of trustees The Trustees, who are also Directors of EAAA under company law, are collectively referred to as the Trustees throughout this report. The Trustees are the Members of the charity for Company Law purposes.

The Board of Trustees comprises at least five and not more than nine people. There are currently eight Trustees, details of whom are set out within the Reference and Administrative details at the end of this report. Trustees are appointed to serve in three-year terms which can be renewed if this is agreed as being in the interests of the charity, subject usually to a maximum of nine years. The Chair may serve for a maximum of two additional three-year terms.

The Nomination & Remuneration Committee leads the process of selection of candidates for appointment to the Board of Trustees and makes recommendations to the Trustees regarding plans for succession. The election and re-election of Trustees takes place at the Annual Meeting of Trustees.



EAAA is committed to an open, transparent and fair trustee appointment process and welcomes applications from people of all backgrounds. The process adopted during 2023/24 was as follows:

- A recruitment agency was appointed to represent EAAA and oversaw an advertising campaign. CVs were considered on criteria set out by EAAA according to required skills. A shortlist was passed to the Chief Executive, Director of People & Culture and Chair of Trustees.
- Shortlisted candidates were firstly interviewed by the Chief Executive and Chair. A refined shortlist was then put forward for second round interviews with selected Trustees at EAAA headquarters, during which candidates were given the opportunity to meet staff and tour the premises.
- Candidate(s) (depending on the number of vacancies) were recommended to the board for appointment who made the final decision.
- Successful candidates were subject to suitable due diligence before their duties commenced and typically attend one or two trustee meetings before formal appointment, depending on timing.

Upon appointment new Trustees are given a comprehensive induction, including time spent with members of the Executive Team, exploring in particular the strategy, five-year financial

forecast and latest statutory and management accounts. A comprehensive Trustee Governance Manual is provided which includes, amongst other matters:

- Information about the organisational structure of the Charity.
- Guidance on the role and responsibilities of Trustees, including the Charity Governance Code.
- The Memorandum and Articles of Association.

Training needs of the trustees are assessed by the Nominations & Remunerations Committee (see below) on an annual basis. Trustees attend training sessions, which are sometimes arranged as part of trustee meetings, and are encouraged to keep up to date with charity issues by reading Charity Commission newsletters and other relevant publications. The charity uses the Charity Commission's Governance Code as a framework by which to assess application of good practice and opportunities for improvements.

Organisational structure

The charity is governed by the Board of Trustees which meets at least every quarter. The Trustees oversee the strategic direction and governance of the charity and are responsible for ensuring that the charity is being run in accordance with and in support of its purpose, its strategy and agreed policies and procedures,

and in accordance with guidance from the Charity Commission, the Fundraising Regulator and Charity Governance Code.

The Board of Trustees is supported by two committees, the members of which are appointed annually at the Annual Meeting:

- The Finance Committee comprises at least four Trustees and meets quarterly to consider financial matters and makes recommendations to the Trustees accordingly. The Chief Executive and the Finance Director/ Company Secretary are in attendance and members of the Executive Team also join these meetings as appropriate.
- The Nominations & Remunerations Committee consists of a Chairman and up to four trustees. The Committee is an advisory committee which leads on trustee (including the Chairman of the board) recruitment, selection, succession planning and training. The Committee also oversees the recruitment and selection process for the Chief Executive, as well as reviewing the appointment and remuneration of the Executive Team before making recommendations to the Board.

Day to day operations and fundraising activities of EAAA are led by the Executive Team, the members of which are set out within the Reference and Administrative details at the end of this report.

Decisions requiring Trustee approval are defined in the Trustees Governance Manual and include:

- Board and Committee appointments
- The Charity's strategic aims, its objectives and direction
- The appointment and remuneration packages of the Chief Executive and members of the Executive Team.
- Matters above the delegated authority granted to the Executive Team.

The Charity's wholly owned trading subsidiary, East Anglian Air Ambulance (Trading) Limited runs a lottery and undertakes other trading activities. The company operates independently of the Charity in accordance with Charity Commission guidelines, with its own independently chaired Board of Directors.



STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees (who are also directors of EAAA for the purposes of company law) are responsible for preparing the Trustees' Report (including the Strategic Report) and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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 group and of the incoming resources and application of resources, including the income and expenditure, of the group for the year. 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 2015 (FRS 102);
- make judgements and 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 company and the group will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and group and 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 group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditor is unaware; and
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

**Signed by order of the Trustees on
13 February 2025**

E Sarah Evans ACA (Chair)

INDEPENDENT AUDITORS' REPORT

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF EAST ANGLIAN AIR AMBULANCE YEAR ENDED 30 JUNE 2024

Opinion

We have audited the financial statements of East Anglian Air Ambulance (the 'parent charitable company') and its subsidiary (the 'group') for the year ended 30 June 2024 which comprise the Group Statement of Financial Activities (including the Income and Expenditure account), the Group and Parent Charitable Company Balance Sheets, the Group Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the group's and parent charitable company's affairs as at 30 June 2024, and of the group's 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 Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group and parent 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 where:

- 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 group's or the parent 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 auditor's report 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.

Opinion on other matters prescribed by the Companies Act 2006

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

- the information given in the Trustees' Annual Report (including the Strategic Report and Trustees' Report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Strategic Report and the Trustees' Report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of our knowledge and understanding of the group and the parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Strategic Report and the Trustees' Report.

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 kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company's 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 Trustees' Responsibilities Statement set out on page 51, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group's and the parent 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 group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's 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 an Auditor's report 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.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

We obtained an understanding of the legal and regulatory frameworks within which the company operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, Charities Act 2011 and SORP 2015.

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be the override of controls by management. Our audit procedures to respond to these risks included:

- enquiry of management about the Group's policies, procedures and related controls regarding compliance with laws and regulations and if there are any known instances of non-compliance;
- examining supporting documents for all material balances, transactions and disclosures;
- review of the board meeting minutes;
- enquiry of management and review and inspection of relevant correspondence;
- evaluation of the selection and application of accounting policies related to subjective measurements and complex transactions;
- analytical procedures to identify any unusual or unexpected relationships;
- testing the appropriateness of journal entries recorded in the general ledger and other adjustments made in the preparation of the financial statements; and
- review of accounting estimates for biases.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

These inherent limitations are particularly significant in the case of misstatement resulting from fraud as this may involve sophisticated schemes designed to avoid detection, including deliberate failure to record transactions, collusion or the provision of intentional misrepresentations.

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 Auditor's report.

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 auditor's 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 for our audit work, for this report, or for the opinions we have formed.



Ian Weekes
Senior Statutory Auditor
For and on behalf of
Crowe U.K. LLP
Statutory Auditor
Riverside House
40 - 46 High Street
Maidstone
Kent
ME14 1JH

Date: 24 February 2025

FINANCIAL STATEMENTS

2023-24

GROUP STATEMENT OF FINANCIAL ACTIVITIES (INCLUDING INCOME AND EXPENDITURE ACCOUNT)

YEAR ENDED 30 JUNE 2024

	Note	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £	Total Funds 2023 £
Income					
Donations and legacies	2	11,065,057	272,489	11,337,546	11,172,288
Other trading activities	3	6,906,106	-	6,906,106	7,080,692
Investments	4	627,692	-	627,692	258,914
Other	5	103,634	-	103,634	97,787
Total income		18,702,489	272,489	18,974,978	18,609,681
Expenditure					
Raising funds	6	4,382,356	-	4,382,356	3,807,420
Charitable activities	7	13,259,441	245,421	13,504,862	12,945,030
Total expenditure		17,641,797	245,421	17,887,218	16,752,450
Net income before gains on investments		1,060,692	27,068	1,087,760	1,857,231
Net gains on investments	14	546,705	-	546,705	8,593
Net income		1,607,397	27,068	1,634,465	1,865,824
Transfers between funds	18	45,157	(45,157)	-	-
Net movements in funds		1,652,554	(18,089)	1,634,465	1,865,824
Total funds brought forward	18	31,040,237	152,027	31,192,264	29,326,440
Total funds carried forward	18	32,692,791	133,938	32,826,729	31,192,264

All income and expenditure derive from continuing activities.

The Statement of Financial Activities includes all gains and losses recognised during the year.

The notes on pages 59 to 79 form part of these financial statements


GROUP AND PARENT CHARITABLE COMPANY BALANCE SHEETS

30 JUNE 2024

Note	Group 2024 £	Group 2023 £	Charity 2024 £	Charity 2023 £
Fixed assets				
Intangible assets	12	143,084	-	143,084
Tangible assets	13	7,276,260	7,817,152	7,276,260
Investments	14	6,594,084	10,514,677	6,594,086
		14,013,428	18,331,829	14,013,430
Current assets				
Stocks	15	172,839	107,842	158,719
Debtors	16	5,948,620	7,411,476	6,580,959
Cash on deposit		12,905,384	3,521,194	12,905,384
Cash at bank and in hand		1,438,908	3,481,704	209,668
		20,465,751	14,522,216	19,854,730
Creditors: Amounts falling due within one year	17	(1,652,450)	(1,661,781)	(1,044,310)
Net current assets		18,813,301	12,860,435	18,810,420
Net assets		32,826,729	31,192,264	32,823,850
Charity Funds				
Restricted funds	18	133,938	152,027	133,938
Unrestricted funds				
Designated funds	18	11,936,519	3,151,345	11,936,519
General fund	18	20,756,272	27,888,892	20,753,393
Total unrestricted funds		32,692,791	31,040,237	32,689,912
Total Charity funds		32,826,729	31,192,264	32,823,850

The financial statements were approved and authorised for issue by the Board on 13 February 2025

Signed on behalf of the board of Trustees


E S Evans ACA (Chairman)


D G Richardson FCA

Company number: 04066700

The notes on pages 59 to 79 form part of these financial statements

GROUP STATEMENT OF CASH FLOWS

YEAR ENDED 30 JUNE 2024

Note	Group 2024 £	Group 2023 £
Net cash flow from operating activities	24	1,666,616
Cash flows from investing activities		
Income received from investments	179,113	240,217
Receipts from sale of tangible fixed assets	1,200	6,739
Payments to acquire intangible fixed assets	(143,084)	-
Payments to acquire tangible fixed assets	(141,531)	(305,345)
Bank interest received	448,579	18,697
Disposal of investments	10,437,560	-
Purchase of investments	(5,970,261)	-
Net cash flow from investing activities	4,811,576	(39,692)
Net increase in cash and cash equivalents	7,341,394	1,626,924
Cash and cash equivalents at 1 July 2023	7,002,898	5,375,974
Cash and cash equivalents at 30 June 2024	14,344,292	7,002,898
Cash and cash equivalents consists of:		
Cash on deposit	12,905,384	3,521,194
Cash at bank and in hand	1,438,908	3,481,704
Cash and cash equivalents at 30 June 2024	14,344,292	7,002,898

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 30 JUNE 2024

1. General information

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

(a) General information and basis of preparation

East Anglian Air Ambulance is a private charitable company limited by guarantee in the United Kingdom. The registered office is Helimed House, Hangar 14, Gambling Close, Norwich Airport, Norwich, NR6 6EG. The nature of the Charity's operations and its principal activities are to relieve sickness and injury by the provision of a helicopter air ambulance service or other emergency transportation wholly or mainly within the area served by the East of England Ambulance NHS Trust.

The Charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice published in October 2019, applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Companies Act 2006 and UK Generally Accepted Practice as it applies from 1 January 2015.

The financial statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements are prepared in Sterling which is the functional currency of the Charity.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

(b) Group financial statements

The financial statements consolidate the results of the Charity and its wholly owned subsidiary East Anglian Air Ambulance (Trading) Limited on a line by line basis. A separate Statement of Financial Activities, or Income and Expenditure account, for the Charity itself is not presented because the Charity has taken advantage of the exemptions afforded by Section 408 of the Companies Act 2006.

(c) Funds

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

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

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

1. General information (continued)**(d) Income**

All income is included in the Statement of Financial Activities when entitlement has passed to the charity, it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured.

For donations to be recognised the Charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained then income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the charity and it is probable that they will be fulfilled.

Legacies are included in the Statement of Financial Activities when the legacy has been received unless, before receipt, there is sufficient evidence to provide the necessary certainty that the legacy will be received and the value of the incoming resources can be measured with sufficient reliability.

Donated goods and professional services are recognised as income when the Charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the Charity is probable and can be measured reliably. In accordance with the Charity SORP, general volunteer time is not recognised. Upon receipt, donated goods and services are recognised on the basis of the fair value to the Charity, being the amount the Charity would have been willing to pay to obtain the services on the open market. An equivalent amount is recognised as expenditure in the period of receipt.

Investment income is earned through holding assets for investment purposes such as shares. It includes dividends and interest. Where it is not practicable to identify investment management costs incurred within a scheme with reasonable accuracy the investment income is reported net of these costs. It is included when the amount can be measured reliably. Interest income is recognised using the effective interest method and dividend income is recognised as the Charity's right to receive payment is established.

Income from trading activities includes income earned from fundraising events and trading activities to raise funds for the Charity. Income is received in exchange for supplying goods and services in order to raise funds and is recognised when entitlement has occurred.

Income from the government and other grants are recognised at fair value when the Charity has entitlement after any performance conditions have been met, if it is probable that the income will be received and the amount can be measured reliably. If entitlement is not met then these amounts are deferred.

Lottery and raffle income are recognised when each lottery or raffle is drawn.

Training income is recognised once the training has been provided.

1. General information (continued)**(e) Legacies**

With effect from 1 July 2012, up to 25% of all legacies received may be credited directly to the designated Planned Capital Expenditure fund, unless otherwise agreed with the Executors. If the will indicates how the legacy is to be used it is credited to a restricted fund.

(f) Expenditure recognition

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure includes any VAT which cannot be recovered and is charged as an expense in the Statement of Financial Activities in the year in which it is incurred. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, if it is probable that the settlement will be required and the amount of the obligation can be measured reliably. It is categorised under the following headings:

- Costs of raising funds comprise the costs associated with attracting voluntary income and the costs of trading for fundraising purposes including merchandise and lottery.
- Expenditure on charitable activities comprises those costs incurred by the Charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.
- Governance costs include those costs associated with meeting the constitutional and statutory requirements of the Charity and include the audit fees and costs linked to the strategic management of the Charity.
- All costs are allocated between the expenditure categories of the Statement of Financial Activities on a basis designed to reflect the use of the resource. Costs relating to a particular activity are allocated directly, others are apportioned on an appropriate basis e.g. floor areas, staff time or estimated usage as set out in note 6.

(g) Operating leases

Rentals applicable to operating leases are charged to the Statement of Financial Activities on a straight line basis over the period in which the cost is incurred.

Amounts payable for the provision of the helicopters are charged to the Statement of Financial Activities in the period to which they relate.

1. General information (continued)**(h) Intangible fixed assets**

Intangible fixed assets are stated at cost less accumulated amortisation.

Amortisation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows:

Website	- 20% straight line
Computer software	- 20% straight line

(i) Tangible fixed assets

All items costing less than £1,000 are written off in the year of purchase.

Tangible fixed assets are stated at cost less accumulated depreciation.

Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows:

Norwich base - building	- 2% straight line
Norwich base - leasehold land	- 150 years straight line
Cambridge base - leasehold land & building	- over the period to 30 June 2027 on a straight line basis
Asset under construction - New Cambridge base	- not depreciated
Plant & motor vehicles	- 20% straight line
Fixtures, fittings, computers & database	- 33.3% straight line
Medical & helicopter equipment	- 25% straight line

The Trustees have re-assessed the useful economic life of the Cambridge base and expect that the Charity will continue to operate from this site until 30 June 2027. As a result of this the net book value of this asset is being written off on a straight line basis over this period.

(j) Fixed asset investments

Quoted investments are revalued to their fair value at the balance sheet date and the unrealised gain or loss is taken to the Statement of Financial Activities. Investments in subsidiaries and other investments are measured at cost less impairment.

(k) Stocks

Stocks are valued at the lower of cost and net realisable value.

(l) Pensions

The Charity operates a defined contribution pension scheme. The charge in the Statement of Financial Activities represents the contributions payable by the Charity during the year.

1. General information (continued)**(m) Tax**

The Charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

(n) Judgements and key sources of estimation uncertainty

The following judgements (apart from those involving estimates) have been made in the process of applying the above accounting policies that have had the most significant effect on amounts recognised in the financial statements:

(i) Accrued legacy income

Management judgements are required to estimate a suitable amount of legacy income to accrue at the reporting date. The amount is calculated based on the conditions set out in the Charity SORP (FRS 102).

At 30 June 2024 the financial statements include accrued legacy income of £4,582,112 (2023: £6,168,621).

(ii) Donated goods and services

Management judgement is used to estimate the fair value of professional services donated to the Charity, calculated based on the fair value to the Charity. Donated goods and services received comprise Doctors and Critical Care Paramedics, medical consumables, rent and landing fees waived.

The fair value of services provided by Doctors and Critical Care Paramedics is calculated as the number of hours donated multiplied by the hourly rate that the Charity would have expected to be charged to obtain the services on the open market. Medical consumables, rent and landing fees are calculated at the rate the Charity would expect to pay on the open market.

The financial statements for the year ended 30 June 2024 include donated goods and services of £1,251,382 (2023: £1,223,735).

(iii) Tangible fixed assets

Management judgement is used to assess the useful expected life and residual value of tangible fixed assets. If there is an indication that there has been a significant change since the last annual reporting date in the pattern by which the Charity expects to consume an asset's future economic benefits, management review its present depreciation method and, if current expectations differ, change the depreciation method to reflect the new pattern.

Management judgement is used to determine the proportion of costs on the new Cambridge base that should be charged to income and expenditure. A decision was made based upon the number of sites under consideration and the type of costs incurred during the year.

1. General information (continued)**(o) Financial instruments**

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted.

Debt instruments are subsequently measured at amortised cost.

Other financial instruments are subsequently measured at fair value, with any changes recognised in the Statement of Financial Activities.

2. Income from donations and legacies

	2024			2023		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	Funds	Funds	Funds	Funds	Funds	Funds
	£	£	£	£	£	£
Collections & collecting tins	122,057	-	122,057	120,873	-	120,873
Third party & Charity events	1,269,223	-	1,269,223	1,233,486	-	1,233,486
Grants from trusts	129,471	-	129,471	149,460	-	149,460
Corporate donors	415,891	-	415,891	329,569	-	329,569
General donations	1,313,576	-	1,313,576	1,386,105	-	1,386,105
In memoriam	529,199	-	529,199	538,556	-	538,556
Gift Aid tax reclaimable	353,058	-	353,058	272,530	-	272,530
Circle of Benefactors	25,254	-	25,254	60,869	-	60,869
Donations towards research	-	4,294	4,294	-	38,874	38,874
Donations towards medical equipment	-	109,342	109,342	-	289,594	289,594
Donations towards CPR training	-	39,780	39,780	-	26,325	26,325
Donations towards missions	-	118,073	118,073	-	65,000	65,000
Donations towards NHA2	-	1,000	1,000	-	-	-
Donated goods and services	1,251,382	-	1,251,382	1,223,735	-	1,223,735
Legacies	5,655,946	-	5,655,946	5,437,312	-	5,437,312
	11,065,057	272,489	11,337,546	10,752,495	419,793	11,172,288

3. Income from other trading activities

	2024			2023		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	Funds	Funds	Funds	Funds	Funds	Funds
	£	£	£	£	£	£
Lottery	6,599,373	-	6,599,373	6,736,555	-	6,736,555
Raffle	221,962	-	221,962	277,912	-	277,912
Merchandise	42,321	-	42,321	37,981	-	37,981
Commercial Participation	25,919	-	25,919	12,085	-	12,085
Recycling & other income	12,984	-	12,984	14,328	-	14,328
Other Gaming Products	3,547	-	3,547	1,831	-	1,831
	6,906,106	-	6,906,106	7,080,692	-	7,080,692

4. Income from investments

	2024			2023		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	Funds	Funds	Funds	Funds	Funds	Funds
	£	£	£	£	£	£
Bank interest received	448,579	-	448,579	18,697	-	18,697
Dividends received	179,113	-	179,113	240,217	-	240,217
	<u>627,692</u>	<u>-</u>	<u>627,692</u>	<u>258,914</u>	<u>-</u>	<u>258,914</u>

5. Other income

	2024			2023		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	Funds	Funds	Funds	Funds	Funds	Funds
	£	£	£	£	£	£
Miscellaneous income	43,243	-	43,243	16,183	-	16,183
Training courses	60,391	-	60,391	81,604	-	81,604
	<u>103,634</u>	<u>-</u>	<u>103,634</u>	<u>97,787</u>	<u>-</u>	<u>97,787</u>

6. Analysis of expenditure on raising funds

	Costs of generating voluntary income	Fundraising trading (lottery)	Fundraising trading	Total 2024	Total 2023
	£	£	£	£	£
Fundraising & event costs	391,230	285,812	-	677,042	495,266
Lottery and Raffle prizes	-	159,614	-	159,614	161,106
Canvassers and agents commission	94,230	572,025	-	666,255	805,273
Marketing and consultancy	383,411	16,566	3,000	402,977	203,077
Goods for resale	-	-	37,105	37,105	16,793
Staff costs	1,429,851	249,060	61,646	1,740,557	1,485,337
Premises establishment costs	99,485	12,436	12,436	124,357	120,908
Administration costs	288,738	244,593	13,250	546,581	484,094
Depreciation and profit/loss on disposal of fixed assets	17,316	3,517	7,035	27,868	35,566
Total 2024 (unrestricted)	<u>2,704,261</u>	<u>1,543,623</u>	<u>134,472</u>	<u>4,382,356</u>	<u>3,807,420</u>
Total 2023 (unrestricted)	<u>2,071,686</u>	<u>1,626,732</u>	<u>109,002</u>	<u>3,807,420</u>	

The methodology used to calculate the allocation of costs has been updated for this financial year. The prior year comparatives have been restated for consistency.

Costs are allocated directly or apportioned on the following basis:

Staff costs	Staff time
Premises establishment costs	Floor area
General office administration costs	Staff time
Training and recruitment costs	Staff time
Legal and professional	Time
Depreciation	Usage
Bank charges and interest	Transactions

7. Analysis of expenditure on charitable activities

	Operational & support costs £	Governance costs £	Total 2024 £	Total 2023 £
Helicopter costs	6,867,729	-	6,867,729	6,683,113
Doctors' salaries and fees	806,636	-	806,636	893,655
Doctors and Critical Care Paramedics - donated services	1,058,762	-	1,058,762	1,072,763
Other donated goods and services	133,535	26,400	159,935	150,972
Other staff costs	2,861,553	18,808	2,880,361	2,445,316
Medical consumables and other clinical costs	296,705	-	296,705	278,257
Premises establishment costs	127,477	-	127,477	123,896
Administration costs	619,957	33,945	653,902	608,962
Depreciation and profit/loss on disposal of fixed assets	653,355	-	653,355	688,096
	13,425,709	79,153	13,504,862	12,945,030
Restricted	245,421	-	245,421	
Unrestricted	13,180,288	79,153	13,259,441	
Total 2024	13,425,709	79,153	13,504,862	
Restricted	297,576	-	297,576	
Unrestricted	12,593,707	53,747	12,647,454	
Total 2023	12,891,283	53,747	12,945,030	

The methodology used to calculate the allocation of costs has been updated for this financial year. The prior year comparatives have been restated for consistency.

Costs are allocated directly or apportioned on the basis shown in note 6.

8. Net income for the year

	2024 £	2023 £
Net income is stated after charging/(crediting):		
Depreciation of tangible assets	680,959	726,940
Loss/(profit) on disposal of tangible assets	264	(3,278)
Operating lease rentals - helicopter standing charges	5,875,473	5,590,464
Operating lease rentals - other	16,806	14,770

9. Auditor's remuneration

	2024 £	2023 £
Audit of the Charity's annual financial statements	20,555	18,700
Audit of the subsidiary company's annual financial statements	5,445	4,950
	26,000	23,650

10. Trustees' and key management personnel remuneration and expenses

No Trustees received any remuneration or other benefits from the Charity during the year (2023: £nil).

No Trustees received any expenses during the year in the course of their duties (2023: £nil).

The total amount of employee benefits received by key management personnel was £639,116 (2023: £532,136). The Trustees consider the key management personnel to be the CEO and six executive team members (2023: CEO and five executive team members).

11. Staff costs and employee benefits

The average number of contracted employees and full time equivalent (FTE) during the year was as follows:

	2024 No.	2023 No.	2024 FTE No.	2023 FTE No.
Operations	16	14	14	12
Doctors	14	12	10	8
Locum Doctors	18	23	2	2
Lottery	5	4	4	4
Fundraising	35	33	32	30
Communications and marketing	7	6	7	5
Administration	24	21	21	19
Faculty	6	6	-	-
	125	119	90	80

The total staff costs and employee benefits were as follows:

	2024 £	2023 £
Wages and salaries	4,211,965	3,580,430
Social security costs	434,212	372,003
Pension contributions	243,069	213,863
Life insurance	10,750	7,348
	4,899,996	4,173,644

11. Staff costs and employee benefits (continued)

The number of employees who received total employee benefits (excluding pension contributions) of more than £60,000 was as follows:

	2024 No.	2023 No.
£60,000 to £70,000	4	3
£70,000 to £80,000	6	1
£80,000 to £90,000	-	1
£90,000 to £100,000	1	-
£100,000 to £110,000	1	1
£110,000 to £120,000	1	1
£120,000 to £130,000	1	-
£130,000 to £140,000	-	1
£140,000 to £150,000	1	-

12. Intangible fixed assets - Group

	Asset under development - website	Asset under development - Computer software	Total
	£	£	£
Cost			
Additions	97,758	45,326	143,084
At 30 June 2024	97,758	45,326	143,084
Net book value			
At 30 June 2024	97,758	45,326	143,084
At 30 June 2023	-	-	-

Intangible fixed assets were under development during the year and development was not completed by the year end. No amortisation has therefore been charged.

12. Intangible fixed assets - Charity

	Asset under development - website	Asset under development - Computer software	Total
	£	£	£
Cost			
Additions	97,758	45,326	143,084
At 30 June 2024	97,758	45,326	143,084
Net book value			
At 30 June 2024	97,758	45,326	143,084
At 30 June 2023	-	-	-

Intangible fixed assets were under development during the year and development was not completed by the year end. No amortisation has therefore been charged.

13. Tangible fixed assets - Group

	Long leasehold land & buildings - Norwich base	Short leasehold land & buildings - Cambridge base	Asset under construction - New Cambridge base	Plant & motor vehicles	Fixtures, fittings and computers	Medical & helicopter equipment	Total
	£	£	£	£	£	£	£
Cost							
At 1 July 2023	6,518,314	2,031,176	-	650,010	474,484	1,116,812	10,790,796
Additions	9,353	8,371	24,189	57,564	-	42,054	141,531
Disposals	-	(1,200)	-	(58,699)	(151,815)	(52,937)	(264,651)
At 30 June 2024	6,527,667	2,038,347	24,189	648,875	322,669	1,105,929	10,667,676
Depreciation							
At 1 July 2023	311,323	964,699	-	425,562	426,106	845,954	2,973,644
Charge for the year	137,130	266,619	-	66,534	47,898	162,778	680,959
Eliminated on disposals	-	-	-	(58,699)	(151,815)	(52,673)	(263,187)
At 30 June 2024	448,453	1,231,318	-	433,397	322,189	956,059	3,391,416
Net book value							
At 30 June 2024	6,079,214	807,029	24,189	215,478	480	149,870	7,276,260
At 30 June 2023	6,206,991	1,066,477	-	224,448	48,378	270,858	7,817,152

13. Tangible fixed assets - Charity

	Long leasehold land & buildings - Norwich base	Short leasehold land & buildings - Cambridge base	Asset under construction - New Cambridge base	Plant & motor vehicles	Fixtures, fittings and computers	Medical & helicopter equipment	Total
	£	£	£	£	£	£	£
Cost							
At 1 July 2023	6,518,314	2,031,176	-	650,010	463,822	1,116,812	10,780,134
Additions	9,353	8,371	24,189	57,564	-	42,054	141,531
Disposals	-	(1,200)	-	(58,699)	(141,153)	(52,937)	(253,989)
At 30 June 2024	6,527,667	2,038,347	24,189	648,875	322,669	1,105,929	10,667,676
Depreciation							
At 1 July 2023	311,323	964,699	-	425,562	415,444	845,954	2,962,982
Charge for the year	137,130	266,619	-	66,534	47,898	162,778	680,959
Eliminated on disposals	-	-	-	(58,699)	(141,153)	(52,673)	(252,525)
At 30 June 2024	448,453	1,231,318	-	433,397	322,189	956,059	3,391,416
Net book value							
At 30 June 2024	6,079,214	807,029	24,189	215,478	480	149,870	7,276,260
At 30 June 2023	6,206,991	1,066,477	-	224,448	48,378	270,858	7,817,152

14. Fixed asset investments

	Group 2024	Group 2023	Charity 2024	Charity 2023
	£	£	£	£
Market value at 1 July 2023	10,514,677	10,506,084	10,514,677	10,506,084
Additions at cost	5,970,261	-	5,970,261	-
Disposals	(10,437,560)	-	(10,437,560)	-
Net gain on revaluation	546,705	8,593	546,705	8,593
Market value at 30 June 2024	6,594,083	10,514,677	6,594,083	10,514,677
Investment in subsidiary at 1 July 2023 and 30 June 2024	-	-	2	2
Other investments - additions at cost	1	-	1	-
Carrying value at 30 June 2024	6,594,084	10,514,677	6,594,086	10,514,679
Investments at fair value comprise:				
Equities	6,594,084	10,514,677	6,594,083	10,514,677
Total	6,594,084	10,514,677	6,594,083	10,514,677

Investments at fair value represent investments in the Newton Growth and Income Fund For Charities and BNY Mellon Real Return Fund. The fair value is determined by reference to the market value at the balance sheet date.

During the year the Charity acquired 1,138 ordinary shares in Thermotraumaport Ltd for consideration of £1. This is shown above as other investments.

The Charity holds 2 shares of £1 each in its wholly owned subsidiary company East Anglian Air Ambulance (Trading) Limited (company number 04136827) which is incorporated in the United Kingdom. The company runs a lottery, operates raffle draws and sells merchandise. The profits of the company are donated to the East Anglian Air Ambulance by Gift Aid.

The summary financial performance of the subsidiary is:

	2024	2023
	£	£
Turnover	6,906,106	7,080,692
Expenditure	(1,482,162)	(1,552,863)
Bank interest receivable	10,452	7,256
Profit	5,434,396	5,535,085
Amount donated to East Anglian Air Ambulance by Gift Aid	5,434,396	5,535,085
Net assets	2,881	2,881

15. Stocks

	Group 2024	Group 2023	Charity 2024	Charity 2023
	£	£	£	£
Merchandise goods for resale	14,120	12,144	-	-
Drugs, blood and medical consumables	158,719	95,698	158,719	95,698
	172,839	107,842	158,719	95,698

16. Debtors

	Group 2024	Group 2023	Charity 2024	Charity 2023
	£	£	£	£
Trade debtors	27,089	37,848	6,594	33,857
Amount due from subsidiary undertakings	-	-	842,604	1,726,942
Other debtors	2,829	989	2,806	915
VAT	100,685	124,028	102,591	124,771
Prepayments	1,011,360	934,521	819,707	764,541
Accrued income	4,806,657	6,314,090	4,806,657	6,314,090
	5,948,620	7,411,476	6,580,959	8,965,116

Accrued income includes accrued legacy income of £4,582,112 (2023: £6,168,621).

17. Creditors: amounts falling due within one year

	Group 2024	Group 2023	Charity 2024	Charity 2023
	£	£	£	£
Trade creditors	494,589	597,398	385,272	558,197
Taxation and social security	136,005	109,565	136,005	109,565
Accruals and deferred income	994,932	931,477	497,209	470,276
Other creditors	26,924	23,341	25,824	20,741
	1,652,450	1,661,781	1,044,310	1,158,779

Included within accruals and deferred income is £456,748 (2023: £443,404) relating to income from lottery ticket sales received in advance. This relates to monies received before the year end for draws held at later dates. Deferred income from 2023 of £473,740 (2023: deferred income from 2022 of £590,191) has been credited to the Statement of Financial Activities during the year.

18. Analysis of charitable funds**Analysis of movements in unrestricted funds****Year ended 30 June 2024**

	Balance at 1 July 2023	Income	Expenditure	Transfers	Investment gains	Balance at 30 June 2024
	£	£	£	£	£	£
General Fund	27,888,892	17,336,659	(17,641,797)	(7,374,187)	546,705	20,756,272
Designated Fixed Asset Fund	-	-	-	7,419,344	-	7,419,344
Designated Planned Capital Expenditure Fund	3,151,345	1,365,830	-	-	-	4,517,175
	<u>31,040,237</u>	<u>18,702,489</u>	<u>(17,641,797)</u>	<u>45,157</u>	<u>546,705</u>	<u>32,692,791</u>

An amount equivalent to the net book value of fixed assets of £7,419,344 was transferred from the General Fund to the Designated Fixed Asset Fund.

Transfers from Restricted Funds to the General Fund comprise £39,804 from the Medical Equipment Fund, £1,000 from the New Home for Anglia 2 Fund and £9,353 from the Helipad Fund. These transfers relate to capital expenditure during the year.

A transfer of £5,000 was made from the General Fund to the Research Fund. This related to income which was not previously identified as being restricted.

Year ended 30 June 2023

	Balance at 1 July 2022	Income	Expenditure	Transfers	Investment losses	Balance at 30 June 2023
	£	£	£	£	£	£
General Fund	27,153,147	16,830,560	(16,454,874)	351,466	8,593	27,888,892
Designated Planned Capital Expenditure Fund	1,792,017	1,359,328	-	-	-	3,151,345
	<u>28,945,164</u>	<u>18,189,888</u>	<u>(16,454,874)</u>	<u>351,466</u>	<u>8,593</u>	<u>31,040,237</u>

Transfers to the General Fund comprise amounts capitalised on the balance sheet of £330,909 (being £257,467 from the Medical Equipment Fund, £63,532 from the Helipad Fund and £9,910 from the Research Fund) and revenue costs of £20,557 from the Medical Equipment Fund.

18. Analysis of charitable funds (continued)**Analysis of movements in restricted funds****Year ended 30 June 2024**

	Balance at 1 July 2023	Income	Expenditure	Transfers	Balance at 30 June 2024
	£	£	£	£	£
Medical Equipment Fund	76,548	109,342	(31,072)	(39,804)	115,014
CPR Training Fund	32,548	39,780	(53,404)	-	18,924
Research Fund	33,578	4,294	(42,872)	5,000	-
Missions Fund	-	118,073	(118,073)	-	-
New Home for Anglia 2 Fund	-	1,000	-	(1,000)	-
Helipad Fund	9,353	-	-	(9,353)	-
	<u>152,027</u>	<u>272,489</u>	<u>(245,421)</u>	<u>(45,157)</u>	<u>133,938</u>

Transfers from Restricted Funds to the General Fund comprise £39,804 from the Medical Equipment Fund, £1,000 from the New Home for Anglia 2 Fund and £9,353 from the Helipad Fund. These transfers relate to capital expenditure during the year.

A transfer of £5,000 was made from the General Fund to the Research Fund. This related to income which was not previously identified as being restricted.

Year ended 30 June 2023

	Balance at 1 July 2022	Income	Expenditure	Transfers	Balance at 30 June 2023
	£	£	£	£	£
Medical Equipment Fund	157,185	289,594	(95,092)	(275,139)	76,548
CPR Training Fund	146,206	26,325	(137,098)	(2,885)	32,548
Research Fund	5,000	38,874	(386)	(9,910)	33,578
Missions Fund	-	65,000	(65,000)	-	-
Helipad Fund	72,885	-	-	(63,532)	9,353
	<u>381,276</u>	<u>419,793</u>	<u>(297,576)</u>	<u>(351,466)</u>	<u>152,027</u>

Transfers from restricted funds to the General Fund comprise £278,024 from the Medical Equipment Fund, £9,910 from the Research Fund and £63,532 from the Helipad Fund.

A transfer of £2,885 was made from the CPR Training Fund to the Medical Equipment Fund.

18. Analysis of charitable funds (continued)**Fund descriptions****(a) General funds**

These represent the tangible fixed assets and 'free reserves' of the group excluding designated funds.

(b) Designated funds

Designated funds are established by the Trustees to mitigate certain risks or where significant investment is required in specific projects during the next five years.

Planned Capital Expenditure Fund

This designated fund has been established to ensure the Charity can contribute towards the cost of capital projects planned during the next five years. Historically, the Charity has allocated up to 25% of legacy income to this fund, as funds allow. The fund may also be enhanced by transfers from the General Fund, at the discretion of the Trustees, where the financial results permit.

	£
Fund balance at 1 July 2023	3,151,345
Transfer	<u>1,365,830</u>
Fund balance at 30 June 2024	<u>4,517,175</u>

Fixed Asset Fund

The Fixed Asset Fund represents the net book value of fixed assets.

(c) Restricted funds**Medical Equipment Fund**

This fund represents donations received towards the purchase of medical equipment. Once the equipment has been purchased the cost is transferred back to unrestricted funds. The balance carried forward at 30 June 2024 £115,014 (2023: £76,548).

CPR Training Fund

This fund represents donations received towards providing bystander CPR training. The balance carried forward at 30 June 2024 is £18,924 (2023: £32,548).

Research Fund

This fund comprises donations received towards the cost of conducting research into the use of balloon catheters for out-of-hospital cardiac arrest. The balance at 30 June 2024 is £nil (2023: £33,578).

Missions Fund

This fund relates to income received towards the cost of providing missions within a certain county. This income was spent during the year and the balance carried forward at 30 June 2024 was therefore £nil (2023: £nil).

New Home for Anglia 2 Fund

This fund comprises income received towards the cost of relocating our Cambridgeshire operating base. This income was spent during the year and the balance at 30 June 2024 was therefore £nil (2023: n/a).

19. Analysis of group net assets between funds**At 30 June 2024**

	General Fund £	Designated Funds £	Restricted Funds £	Total £
Intangible fixed assets	-	143,084	-	143,084
Tangible fixed assets	-	7,276,260	-	7,276,260
Fixed asset investments	6,594,084	-	-	6,594,084
Stock	172,839	-	-	172,839
Debtors	5,948,620	-	-	5,948,620
Bank	9,693,179	4,517,175	133,938	14,344,292
Creditors	(1,652,450)	-	-	(1,652,450)
Fund balances at 30 June 2024	<u>20,756,272</u>	<u>11,936,519</u>	<u>133,938</u>	<u>32,826,729</u>

At 30 June 2023

	General Fund £	Designated Funds £	Restricted Funds £	Total £
Tangible fixed assets	7,817,152	-	-	7,817,152
Fixed asset investments	10,514,677	-	-	10,514,677
Stock	107,842	-	-	107,842
Debtors	7,411,476	-	-	7,411,476
Bank	3,699,526	3,151,345	152,027	7,002,898
Creditors	(1,661,781)	-	-	(1,661,781)
Fund balances at 30 June 2023	<u>27,888,892</u>	<u>3,151,345</u>	<u>152,027</u>	<u>31,192,264</u>

20. Operating lease commitments

The total future minimum lease payments under non-cancellable operating leases are as follows:

	Land & buildings	Aircraft	Motor vehicles	Total
	2024	2024	2024	2024
	£	£	£	£
Operating leases expiring:				
Not later than one year	2,844	5,860,112	13,960	5,876,916
Later than one and not later than five years	-	16,115,308	4,363	16,119,671
	<u>2,844</u>	<u>21,975,420</u>	<u>18,323</u>	<u>21,996,587</u>
	2023	2023	2023	2023
	£	£	£	£
Operating leases expiring:				
Not later than one year	2,844	5,649,684	13,960	5,666,488
Later than one and not later than five years	-	21,186,315	18,323	21,204,638
	<u>2,844</u>	<u>26,835,999</u>	<u>32,283</u>	<u>26,871,126</u>

Under the terms of the contract, lease payments for the provision of the aircraft are linked to various indices. As a result of this amounts payable in the future may fluctuate.

21. Trustees indemnity insurance

During the year the Charity purchased an insurance policy which is designed specifically for Charity Trustees. The cost of this policy for the year was £2,330 (2023: £2,314).

22. Company status

The Company is limited by guarantee. In the event of winding up, each member is liable to contribute a sum not exceeding £1.

23. Surplus of the Charity (parent company)

A surplus of £1,634,465 (2023: £1,865,824) has been recognised in the accounts of the Charity. The Charity is not required to produce its own profit and loss account because of the exemption provision in Section 408 of the Companies Act 2006.

24. Reconciliation of net movement in funds to net cash flow from operating activities

	Group 2024	Group 2023
	£	£
Net income for the year	1,634,465	1,865,824
Income received from investments	(179,113)	(240,217)
Depreciation of tangible fixed assets	680,959	726,940
Net gains on investments	(546,705)	(8,593)
Bank interest received	(448,579)	(18,697)
Loss/(profit) on disposal of tangible fixed assets	264	(3,278)
(Increase)/decrease in stocks	(64,997)	888
Decrease/(increase) in debtors	1,462,856	(490,171)
Decrease in creditors	(9,332)	(166,080)
Net cash flows from operating activities	<u>2,529,818</u>	<u>1,666,616</u>

25. Related party transactions

The Charity entered into the following transactions with East Anglian Air Ambulance (Trading) Limited during the year:

	2024	2023
	£	£
Profits Gift Aided to Charity	5,434,396	5,535,085
Staff costs recharged by Charity at cost	212,086	198,049
Balance owed to Charity at the year end	842,604	1,726,942

The Charity received donations totalling £3,750 (2023: £18,750) from Charitable Trusts and other entities connected to a Trustee.

The Charity purchased services amounting to £8,265 (2023: £2,490) from Mills & Reeve LLP, a business in which D Astill has an interest. The balance owed to that business at 30 June 2024 was £nil (2023: £nil).

26. Financial instruments

The carrying amounts of the group and charity's financial instruments are as follows:

	Group 2024	Group 2023	Charity 2024	Charity 2023
	£	£	£	£
Financial assets				
Measured at fair value through net income	<u>6,594,083</u>	<u>10,514,677</u>	<u>6,594,083</u>	<u>10,514,677</u>

27. Capital commitments

The Charity had capital commitments at 30 June 2024 of £94,963 (2023: £nil).

REFERENCE AND ADMINISTRATIVE DETAILS

Registered charity name: East Anglian Air Ambulance

Charity registration number: 1083876

Company registration number: 04066700

Principal office and registered office:
Helimed House
Hangar 14
Gambling Close
Norwich Airport
Norwich
NR6 6EG

The Trustees

E S Evans ACA (Chairman) * +
R S Holden LLB Solicitor, MCIPR * (Deputy Chairman)
D Astill +
Dr T W S Davis (appointed 14 December 2023)
C Hignett + (appointed 14 December 2023)
D G Richardson FCA *
M T Sigsworth * (appointed 14 December 2023)
T F Wells + #

* Member of Finance Committee
+ Member of Nominations & Remuneration Committee
Director of EAAA (Trading) Ltd

Chair of EAAA Trading Ltd: C H Dicker DL

Chief Executive: M A L Jones MA MBA #

Executive Team members:
Sarah Atkins, Director of People & Culture and Deputy CEO
Dr Victor Inyang, Medical Director
Stuart Wyle, Director of Fundraising & Supporters
Richard Hindson, Director of Operations & Infrastructure
Nicola Blake, Head of Brand & Marketing Communications

Website: www.eaaa.org.uk

Solicitors:

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NR3 1UB

Hansells
Cambridge House
26 Tombland
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NR3 1RE

Mills & Reeve LLP
1 St James Court
Whitefriars
Norwich
NR3 1RU

Bankers:

NatWest Bank plc
1 Broadland Business Park
Peachman Way
Norwich
NR7 0WF

Barclays Bank plc
3 St James Court
Whitefriars
Norwich
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Investment Managers:

CCLA Investment Management Limited
One Angel Lane
London
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Independent Financial Advisors:

Yoke Financial Consultants Limited
(t/a Yoke and Company)
6 Normanhurst Road
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Together we save lives

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Registered with
**FUNDRAISING
REGULATOR**

Registered Charity in England and Wales
Registered Charity number 1083876