

Charity number: 1121300 Company number: 06386523

Great Western Air Ambulance Charity

Trustees' report and financial statements for the year ended 31 December 2012

FRIDAY

A27

19/07/2013 COMPANIES HOUSE **#82** 

# Contents

Legal and administrative information	Page 1
Trustees' report	2 - 6
Auditors' report to the members	7 - 8
Statement of financial activities	9
Balance sheet	10
Notes to the financial statements	11 - 16

# Legal and administrative information

#### Status

The company is a registered charity and a limited company and does not have a share capital

**Patrons** 

Professor Steven West DL - Vice Chancellor of UWE

Mrs Mary Prior MBE JP - Lord Lieutenant of Bristol

Rt Revd Mike Hill - Bishop of Bristol Lady Gass - Lord Lieutenant of Somerset

Trustees and Directors

S D Hughes J Whitford J Vines J D Skeeles A N Simmonds

D Barrington-Chappell (appointed 7 February 2012)

N Pickersgill (appointed 29 March 2012)

Chief Executive Officer

J M Christensen

Company number

06386523

Charity number

1121300

Registered office

8 Unity Street College Green Bristol BS1 5HH

Auditors

Sully Partnership Limited

8 Unity Street College Green Bristol BS1 5HH

Business address

28 Gloucester Road North

Filton Bristol BS7 0SJ

BS9 3DE

Bankers

HSBC 11 Canford Lane Westbury-On-Trym Bristol

HSBC 9 Bank Street Newquay Cornwall TR7 1EG

Page 1

### Trustees' report

## for the period from 1 January 2012 to 31 December 2012

The trustees, who are also directors of the charity for the purposes of the Companies Act, submit their annual report and the financial statements for the period ended 31 December 2012. The trustees have adopted the provisions of the Statement of Recommended Practice "Accounting and Reporting by Charities" issued in 2005 in preparing the annual report and financial statements of the charity.

#### Structure, governance and management

#### Governing document

Great Western Air Ambulance Charity (GWAAC) is a charitable company limited by guarantee and was set up on 1st October 2007. It is governed by a Memorandum and Articles of Association. The objective of the company is that of the relief of sickness and injury by the operation of an air ambulance service within the area serviced by the Great Western Ambulance Service NHS Trust.

#### Structure

The charity is governed by its trustees who meet at least four times a year to make formal decisions regarding the structure and activity of the charity

The major risks to which the charity is exposed, as identified by the Trustees, have been reviewed and systems established to manage those risks

Trustees are appointed for an initial term of 3 years with the option for this to be renewed every three years, up to a maximum of 9 years in office

A Chief Executive is appointed by the Trustees to manage the day to day operations of the charity and to provide support to the Trustees in matters of strategy and risk management. The charity employs staff in fundraising, PR and administration, all staff are accountable, via the Chief Executive, to the Trustees.

#### Helicopter operations

The helicopter operates as part of an integrated response to medical sickness and emergencies provided by the Great Western Ambulance Service NHS Trust (GWAST) GWAST deploy the helicopter from their Control Centre at Aztec West, Bristol under the terms of a Service Level Agreement with GWAAC and GWAST

GWAAC is a grant making charity and funds the lease of the helicopter, and base at Filton Airfield GWAST funds all critical care paramedics, associated medicine, equipment, drugs and sundries GWAST has overall responsibility for all clinical and operational arrangements, which are administered by their medical directors. All doctors are volunteers

The helicopter and associated aviation management services are leased by GWAAC from Bond Air Services Limited, with whom regular contact is maintained, in order that the service is run in the most cost effective way

The helicopter is based at Filton Airfield under agreement with BAe

#### **Objectives and Activities**

#### Public benefit

In setting objectives and planning activities, the Trustees have given careful consideration to the Charity Commission's general guidance on public benefit and in particular to its supplementary public benefit guidance on the advancement of health or saving of lives

# Trustees' report for the period from 1 January 2012 to 31 December 2012

#### The need

The area covered by Great Western Ambulance Service NHS Trust comprises the former county of Avon, incorporating Bristol, South Gloucestershire and North Somerset together with the counties of Wiltshire and Gloucestershire, an area of 3,000 square kilometres and serving a resident population of 2 2 million

In addition there is a transient and visiting population, a heavy industrial sector as well as sporting and leisure activity, all of which when combined, presents a complex and dynamic society that places an annual emergency demand of over 220,000 calls on the Great Western Ambulance Service NHS Trust. Of these calls circa 25% will be classified as Category A-life threatening, and of these between 5 and 10% will be of a critical injury or illness in nature. There is clearly a need to provide a fully effective and integrated road and air response emergency medical system that meets best practice response standards and outcomes for patients

#### Our mission

To meet this need through the relief of sickness and injury by the operation of a Helicopter Emergency Medical Service (HEMS) within the area serviced by the Great Western Ambulance Service NHS Trust

#### Strategic planning

The charitable objective as set out in our mission forms the basis for development of strategic and operational plans

Since its launch in June 2008 and against a difficult economic background, the charity has achieved its initial objectives of developing strong local branding and recognition, enabling it to develop a relatively stable organisational and financial platform. The charity is deeply appreciative of the generous, consistent and continuing financial support it has received from County Air Ambulance Trust (CAAT) in helping it achieve its objectives.

The strategic priorities for GWAAC were reviewed during the year by staff and trustees in a process which included an analysis of the charity's strengths, weaknesses, opportunities and threats and included contributions from all interested parties including air crews / medical team and volunteers

The key priorities for the next three years were set out during the year as

- The charity will, through both its existing and new models of fund raising, secure sufficient funds to ensure the sustainability of the current provision of service and, wherever possible, maximise its availability,
- The charity recognises that there are a number of factors that militate against the existing aircraft (Bolklow 105DBS), these being the (a) limited 'shelf life' of the older generation aircraft, (b) inability to accommodate training / supervision space, (c) restricted ergonomic cabin space for patients, and (d) increasing restriction in the number of helipads on which the aircraft can land. Therefore the second objective is to move towards implementing a new generation EC135 aircraft.

Annual objectives and operational plans are developed by reference to these key priorities. The key objectives for 2012 included

- the continuing development of robust fundraising and financial management procedures that would properly accommodate the increased involvement of volunteers in fundraising activities,
- the establishment of a fundraising initiative specifically targeted at providing the additional funds required to facilitate in due course the move to a new generation EC135 aircraft,
- to focus on increasing awareness and support amongst local corporations, and
- continuing to work with BAe in order to secure a base for the helicopter at Filton

# Trustees' report for the period from 1 January 2012 to 31 December 2012

### Review of achievements and performance

#### Activities Funded

The charity funds all aspects of the operation of the aircraft including fuel, airbase costs, pilots, pilots' equipment, aircraft maintenance and repairs and specialist medical equipment

The aircraft operates to an advanced medical model which employs an air paramedic trained to Critical Care Standard together with a doctor of Senior Registrar level experienced in pre-hospital trauma care. The experience of these two crew members together with the sophisticated equipment carried means that the aircraft is literally a 'flying hospital', bringing almost immediate pre-hospital care to patients in urgent need.

#### Operations during the year

- Incidents by region 57% Avon, 27% Gloucestershire, 13% Wiltshire, 3% other
- Total missions 922
- Type of job 225 trauma, 236 medical, 214 RTC, 246 cardiac arrest and 40 sports related

#### Partnership working

GWAAC continues to work with the management of GWAST (now SWAST) both regionally and locally

On-going relationship with our partners to secure a future base at Filton Airfield

#### Fundraising activities and achievements

The charity implemented a donor database in mid-2012 Considerable administrative changes have since been implemented, increasing security of charity funds and improved donor contact

GWAAC continues to increase its volunteer network. The charity has implemented rigorous volunteer selection and induction procedures. Specific volunteer role descriptions are in place.

The charity is proud to have support from four new patrons -

Professor Steven West DL - Vice Chancellor of UWE Mrs Mary Prior MBE JP - Lord Lieutenant of Bristol Rt Revd Mike Hill - Bishop of Bristol Lady Gass - Lord Lieutenant of Somerset

The Movin' On Up Appeal generated £41,000 in cash, which together with various pledges takes the year-end total to over £126,000

The GWAAC lottery continues to grow and is now a stable and established source of income £927,197 was generated over the 12 month period

#### Other activities and achievements

The charity is working towards establishing a media partner and hope to announce an official partner sometime in early 2013

GWAAC secured its first corporate partner, Spire Healthcare, in early 2012

# Trustees' report for the period from 1 January 2012 to 31 December 2012

#### Financial review

Overall income for the 2012 year was £1 65m as compared to £1 93m for the longer 14 month period ended 31st December 2011

Voluntary income included funding from County Air Ambulance Trust of £400,000 (2011 - £700,000) Other income from donations, funds raised by community groups and legacies totalled £309,035 (2011 - £282,797), a 9 3% increase as compared to the prior 14 month period, this is most encouraging in the light of the continuing economic situation

During 2012 Lottery income continued to grow with gross income at £927,197 as compared to £944,865 for the longer 14 month period ended 31st December 2011. The net contribution to charitable funds grew by £49,000 as the margin earned increased during the year. The margin earned will increase further in 2013 as set up costs in early years are fully amortised by our agent.

This demonstrates an overall annualised increase of 17 48% in income generated from donations and fund raising activities

Funds carried forward as at 31st December 2012 increased to £106,854 (2011 - £93,948)

The trustees deem it prudent to build up financial reserves to enable improvement and development of the service to be undertaken where there may be a timing delay between implementing more costly operational activities and the response from the public to fundraising activity. The 'Moving On Up' appeal was launched in 2012 with a view to building up reserves in advance of a move to operating a more modern and expensive to run EC-135 helicopter.

#### Plans for future periods

The charity will mark the 5th anniversary of start of fundraising during 2013 with a series of events focused around National Air Ambulance Week in September 2013

Fundraising activities will be focused on raising the necessary additional funding to allow the charity to formally notify our aircraft provider of the requirement for a new generation EC-135 helicopter and move towards implementing the improved service in late 2013 / early 2014

The charity with work towards establishing comprehensive fundraising networks in each County in which it operates and will look to develop partnership arrangements that will help GWAAC develop its operations in the future

### Trustees' report

# for the period from 1 January 2012 to 31 December 2012

#### Statement of trustees' responsibilities

Company and charity 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 charity and of the surplus or deficit of the charity for that period. In preparing those financial statements, the trustees are required to

- select suitable accounting policies and then apply them consistently,
- observe the methods and principles in the Charities SORP,
- make judgements and estimates that are reasonable and prudent,
- state whether applicable accounting standards and statements of recommended practice have been followed subject to any 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 charity will continue in business

The trustees have overall responsibility for ensuring that the charity has appropriate system of controls, financial and otherwise. They are also responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity 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 charity 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 (information needed by the charity's auditors in connection with preparing their report) of which the charity's auditors are unaware, and
- the trustees have taken all the steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the charity's auditors are aware of that information

#### Auditors

A resolution proposing that Sully Partnership Limited be reappointed as auditors of the charity will be put to the Annual General Meeting

This report was approved by the trustees on 1.713

and signed on its behalf by

J Whitford

### Independent auditors' report to the members of Great Western Air Ambulance Charity

We have audited the accounts of Great Western Air Ambulance Charity for the year ended 31 December 2012 which comprise the statement of financial activities, the balance sheet and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and Financial Reporting Standard for Smaller Entities (effective April 2008) (United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities)

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

#### Respective responsibilities of the trustees and auditors

As explained more fully in the Trustees' Responsibilities Statement set out on page 4, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the accounts and for being satisfied that they give a true and fair view

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

#### Scope of the audit of the accounts

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

#### Opinion on accounts

In our opinion the accounts

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2012, and of its incoming resources and application of resources, including its income and expenditure, for the year then ended,
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice (applicable to smaller entities), and
- have been prepared in accordance with the requirements of the Companies Act 2006

#### Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Trustees' Annual Report for the financial year for which the accounts are prepared is consistent with the accounts

# Independent auditors' report to the members of Great Western Air Ambulance Charity

### Matters on which we are required to report by exception

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

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us, or
- the accounts 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

N. chocar Chires

Nicholas Chivers (senior statutory auditor)
For and on behalf of Sully Partnership Limited
Chartered Accountants and
Statutory Auditor
8 Unity Street
College Green
Bristol
BS1 5HH

Date: 15 Fuly 2013

Statement of financial activities (including summary income and expenditure account) For the year ended 31 December 2012

		Year ended 31/12/12	14 months ended 31/12/11
		Total	Total
	Notes	£	£
Incoming resources			
Incoming resources from generated funds:			
Voluntary income	2	716,449	982,797
Activities for generating funds			
Lottery		927,197	944,865
Other		4,596	-
Total incoming resources		1,648,242	1,927,662
Resources expended			
Costs of generating funds			
Fundraising costs of generating voluntary income		227,358	237,148
Lottery		480,819	547,788
Other activity costs		4,183	-
Charitable activities			
Operation of helicopter		901,121	1,010,260
Governance costs		21,855	13,708
Total resources expended	4	1,635,336	1,808,904
Net incoming resources		12,906	118,758
Reconciliation of funds			
Net movement in funds		12,906	118,758
Total funds brought forward		93,948	(24,810)
Total funds carried forward		106,854	93,948
		=	

All of the above results are derived from continuing activities. All gains and losses recognised in year are included above

Balance sheet as at 31 December 2012

Company number: 06386523

		31/12/1	12	31/12/1	1
	Notes	£	£	£	£
Fixed assets					
Tangible assets	7		18,434		12,626
Current assets					
Stocks		3,571		863	
Debtors	8	141,952		120,286	
Cash at bank and in hand		119,285		104,155	
		264,808		225,304	
Creditors: amounts falling					
due within one year	9	(176,388)		(143,982)	
Net current assets			88,420		81,322
Net assets			106,854		93,948
Funds					
Unrestricted funds	10		106,854		93,948
			106,854		93,948

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

The financial statements were approved by the Board on

IT White

17.13

and signed on its behalf by

J Whitford

The notes on pages 11 to 16 form an integral part of these financial statements.

# Notes to the financial statements for the period from 1 January 2012 to 31 December 2012

#### 1. Accounting policies

### 1.1. Accounting convention

The financial statements are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008) and applicable accounting standards. The recommendations in 'Accounting and Reporting by Charities' Statement of Recommended Practice' (SORP) published in 2005 have been applied

### 1.2. Incoming resources

Voluntary income is received by way of donations and gifts and is included in full in the Statement of Financial Activities when receivable. The value of services provided by volunteers has not been included

Legacies are included when the charity is advised by the personal representative of an estate that payment will be made or property transferred and the amount involved can be quantified

### 1.3. Resources expended

Resources expended, including irrecoverable VAT, are recognised in the year in which they are incurred

Costs of generating funds are those costs incurred in attracting voluntary income and those incurred in trading activities that raise funds

Charitable activities include expenditure associated with the operation of the helicopter, airbase facilities and medical equipment

Governance costs are those incurred in the governance of the Charity and are primarily associated with constitutional, regulatory and statutory requirements

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources

#### 1.4. Tangible fixed assets and depreciation

Depreciation is provided at rates calculated to write off the cost less residual value of each asset over its expected useful life, as follows

Medical equipment

33 1/3% straight line

Fixtures and fittings

33 1/3% straight line

Motor vehicles

25% straight line

### 1.5. Leasing

Rentals payable under operating leases are charged against income on a straight line basis over the lease term

#### 1.6. Stock

Stock is valued at the lower of cost and net realisable value

#### 1.7. Pensions

The pension costs charged in the accounts represent the contribution payable by the charity during the year

# Notes to the financial statements for the period from 1 January 2012 to 31 December 2012

## 1.8. Fund accounting

General funds are unrestricted funds which 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

# 2. Voluntary income

	Year ended 31/12/12	14 months ended 31/12/11
	£	£
Donations including legacies Trust donations	309,035 407,414	269,347 713,450
	716,449	982,797

# 3. Operating gain

	ended 31/12/12	ended 31/12/11
Operating gain is stated after charging	£	£
Depreciation and other amounts written off tangible assets	5,554	23,154
Loss on disposal of tangible fixed assets	-	2,213
Auditors' remuneration	4,398	3,000
and after crediting		
Profit on disposal of tangible fixed assets	188 	

Year

14 months

Great Western Air Ambulance Charity

Notes to the financial statements for the period from 1 January 2012 to 31 December 2012

4. Total resources expended							Year	14 months
		Lottery	Lottery Trading	General fundraising	Charitable	Charitable Governance	ended 31/12/12	ended 31/12/11
2	Note	ધા	લા	બ	બ	ધા	બ	Ŧ
Costs directly allocated to activities								
Lottery prize fund		57,200	•	1	•	1	57,200	75,900
Lottery Agent's costs		423,619	•	•	•	•	423,619	471,888
Cost of good sold		•	4,183	•	•	•	4,183	,
Collection box costs		•		21,239	•	1	21,239	,
Helicopter running costs including						•		
depreciation of direct equipment		•	•	'	785,032	1	785,032	901,364
Medical staff training		•	•	1	2,230	•	2,230	52,648
Other helicopter related costs		•	•	'	30,713	1	30,713	33,122
Support costs allocated to activities								
Payroll	S	1	1	104,761	46,500	9,400	160,661	69,065
General costs of goods for events		1	1	15,718	•	•	15,718	426
Motor & travelling costs		•	•	13,934		1,287	21,438	44,804
Consultancy fees		•	•	24,635	18,627	1	43,262	98,443
Premises costs		1	•	10,294		940	15,822	6,718
Computer costs including depreciation		•	•	6,084		562	9,360	146
Publicity, PR and design		•	•	20,369		•	20,369	39,295
Office costs including depreciation		•	•	8,008	3,613	748	12,459	1,892
Insurances		•	•	841	375	78	1,294	2,297
Legal and professional fees		•	•	'	•	3,933	3,933	2,828
Audit and accountancy		•	•	'	•	4,801	4,801	6,095
Subscriptions		•	•	1,272	512	106	1,890	1,663
Bank charges and fees		•	1	113	•		113	310
Total resources expended		480,819	4,183	227,358	901,121	21,855	1,635,336	1,808,904

# Notes to the financial statements for the period from 1 January 2012 to 31 December 2012

### 5 Employees

# Number of employees

The average monthly numbers of employees during the year were	Year ended 31/12/12 Number	14 months ended 31/12/11 Number
Administration	5	3
Employment costs	Year	14 months
	ended	ended
	31/12/12	31/12/11
	£	£
Wages and salaries	138,982	59,395
Social security costs	10,378	6,637
Other pension costs	11,301	3,033
	160,661	69,065

There are no higher paid staff

#### 5.1. Trustees' emoluments

The trustees did not receive any remuneration or expenses during the year or in the previous year

#### 6. Pension costs

The charity operates a defined contribution pension scheme in respect of the employees. The scheme and its assets are held by independent managers. The pension charge represents contributions due from the charity and amounted to £11,301 (2011 - £3,033).

# Notes to the financial statements for the period from 1 January 2012 to 31 December 2012

7.	Tangible fixed assets	Medical equipment £	Fixtures and fittings £	Motor vehicles £	Total £
	Cost At 1 January 2012 Additions Disposals	9,550 -	1,903 8,824	25,800 - (15,300)	27,703 18,374 (15,300)
	At 31 December 2012	9,550	10,727	10,500	30,777
	Depreciation At 1 January 2012 On disposals Charge for the year	531	1,102 - 2,398	13,975 (8,288) 2,625	15,077 (8,288) 5,554
	At 31 December 2012	531	3,500	8,312	12,343
	Net book values At 31 December 2012	9,019	7,227	2,188	18,434
	At 31 December 2011		801	11,825	12,626
8.	Debtors  Trade debtors Other debtors Prepayments and accrued income			31/12/12 £ 1,197 88,323 52,432	31/12/11 £ 6,000 68,495 45,791
	Prepayments and accrued income			141,952	120,286
9.	Creditors: amounts falling due within one year			31/12/12 £	31/12/11 £
	Trade creditors Other taxes and social security costs Accruals and deferred income			150,768 - 25,620	77,173 2,314 64,495
				176,388	143,982

# Notes to the financial statements for the period from 1 January 2012 to 31 December 2012

10.	0. Unrestricted funds 1 January 2012		Incoming	Outgoing	31 December 2012	
		£	£	£	£	
	General fund	93,948	1,648,242	(1,635,336	) 106,854	
		93,948	1,648,242	(1,635,336	106,854	
				=		

The general reserve represents the free funds of the charity which are not designated for particular purposes

# 11. Analysis of net assets between funds

	Unrestricted	Total
	funds	funds
	£	£
Fund balances at 31 December 2012 as represented by:		
Tangible fixed assets	18,434	18,434
Current assets	264,808	264,808
Current liabilities	(176,388)	(176,388)
	106,854	106,854
	<del></del>	

### 12. Financial commitments

At 31 December 2012 the company had annual commitments under non-cancellable operating leases as follows

	Land and buildings 31/12/12 £	Land and buildings 31/12/11 £
Expiry date: Between one and five years	11,000	11,000
	=======================================	

The charity's Bolkow 105BDS helicopter is leased from the operator, Bond Air Sevices Limited, under a contract running until 31st March 2019

### 13. Security given.

The Charity has given security under a Rent Deposit Deed for all monies due or to become due to the landlords of the property that the Charity occupies under the lease identified in Note 12

## 14. Related party transactions

During the year the charity paid recruitment consultancy fees of £3,705 to Barrington Young Limited A Trustee is a director of Barrington Young Limited The fees were charged on normal commercial terms