

# You raise us up

**Impact Report 2013/14**





Welcome to the North West Air Ambulance Charity Impact Report for the year 2013/14.

**No matter the size of your contribution, whether it be time or money, we couldn't have done it without you.**

**This report will reveal what the charity has achieved this year thanks to your help.**

**The charity has seen another strong year and built on successes from 2012/13. We introduced a third helicopter to our fleet which meant that we could assist more patients than ever before and our medical team also made the first critical care retrieval from the Isle of Man to the mainland.**

We have also been building relationships with partners to strengthen the service we provide. We have continued to work in collaboration with the North West Ambulance Service and University Hospital of South Manchester who provide our paramedics and doctors and supported our colleagues at neighbouring air ambulance charities on major incidents.

To create further revenue, we also developed our most substantial income streams. We increased our retail presence by opening four new outlets, our team introduced the Heli Hero Week and we built our lottery membership to over 71,880 to help raise a staggering £2.3million for us during the year.

We have also continued to work towards our strategic plan to develop our service further and ensure a successful future.

On behalf of the trustees and the team at the North West Air Ambulance Charity, I would like to thank you for your continued support and we hope that with your help over the next year, we can evolve to help even more people in their time of need.

**Darryl Cooke**  
Chair, on behalf of  
the Board of Trustees



**Our helicopters fly 365 days a year across the entire North West region - an area covering 5,500 square miles and 8 million people.**

**In 2013/14, we attended over 2,000 incidents across the region, over 700 of the annual incidents attended were road traffic collisions.**

**On average, it takes us just 14 minutes to reach the scene of an incident, where our doctors and paramedics can provide life-saving treatment where and when it matters most.**

**Wherever we land, we're never more than 10 minutes from the nearest hospital, overcoming obstacles of distance, congestion and access.**

**Lisa's story**

In April 2013, Lisa, aged 15, was involved in a road traffic collision whilst on her bike delivering the morning paper round. Lisa was placed into a coma for five days resulting in short term memory loss.

Lisa and her family are hugely grateful for the rapid airlift that made such a major contribution to saving her life and now regularly fundraises for the charity.

**Her father Steve shares her story:**

"On 25th April 2013 Lisa was hit by a car on a blind bend whilst crossing the road. Lisa was unconscious when the North West Air Ambulance Charity arrived and was taken to North Staffordshire Hospital immediately where she remained in a coma for five days and spent almost three weeks in hospital. Although for a while Lisa suffered with short term memory loss, thankfully she has no memory of the accident.

"Lisa has now fully recovered and in 2014, she went on to achieve A and A\* grades at GCSE level, exceeding all expectations. She has been so inspired by the care she received during this time that she is now studying for her A-levels and is hoping to become a medic.

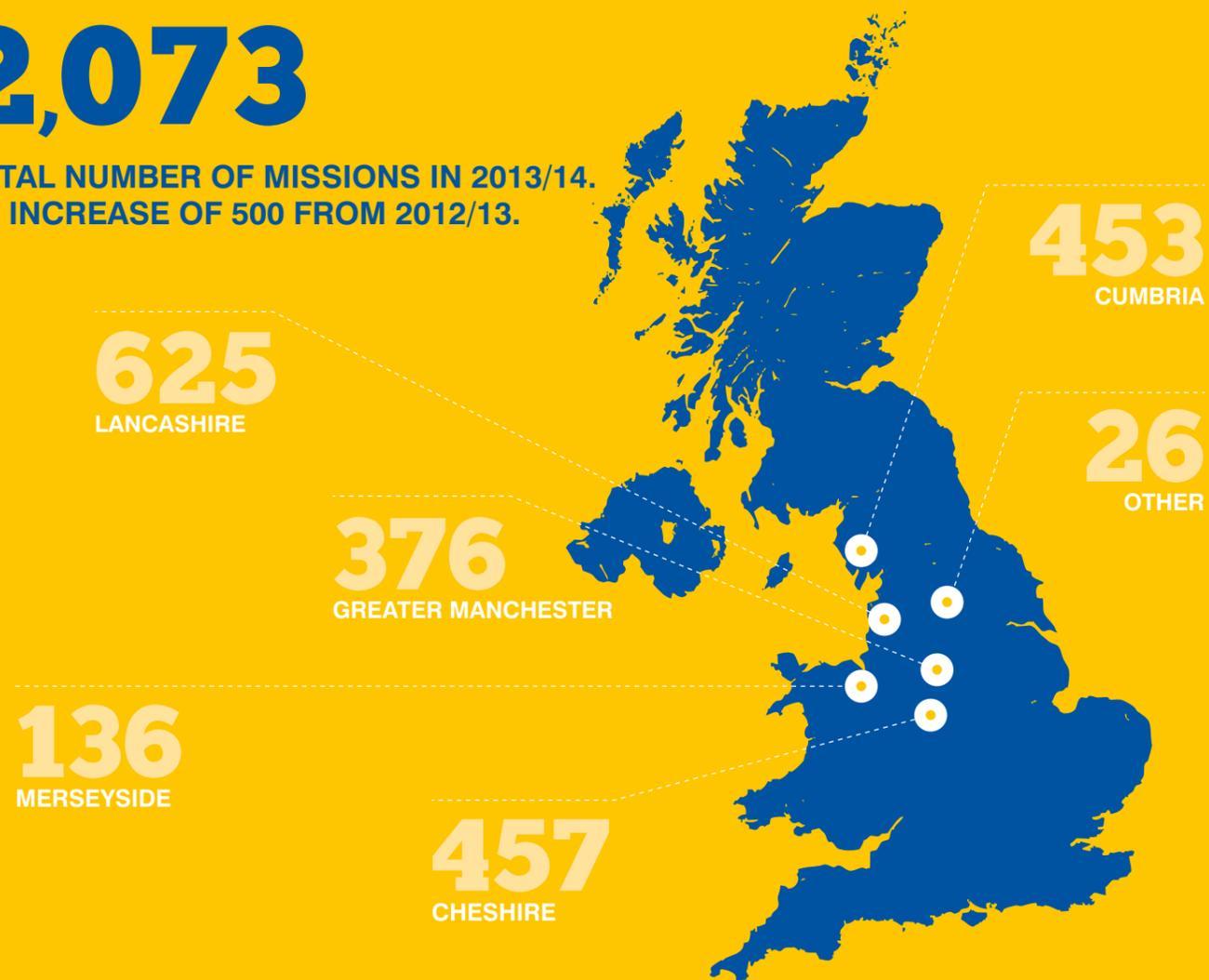
"We believe that Lisa wouldn't be here today without the assistance of the North West Air Ambulance Charity and so we have committed to a number of fundraising events to pay thanks and raise awareness of this vital service."

**Thanks to your support, the North West Air Ambulance Charity could be there for Lisa at exactly the right time and place.**

Types of missions:

**2,073**

TOTAL NUMBER OF MISSIONS IN 2013/14.  
AN INCREASE OF 500 FROM 2012/13.



Expanding our fleet:



**294**

MISSIONS IN THE FIRST 5 MONTHS.

A THIRD HELICOPTER JOINED THE FLEET IN OCTOBER 2013 TO ENHANCE THE LIFE-SAVING SERVICE BEING PROVIDED TO PATIENTS ACROSS THE REGION.

IN JUST FIVE MONTHS, THE THIRD HELICOPTER ATTENDED ALMOST 300 MISSIONS AND ALSO HELPED US TO GIVE THE GIFT OF TIME TO EVEN MORE PATIENTS IN 2013/14.

Happy birthday to us:

**We're 15**

2014 MARKED THE START OF OUR 15TH ANNIVERSARY YEAR.

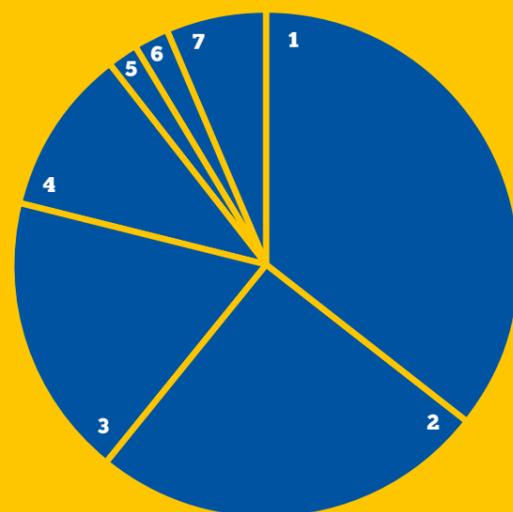
**15,371**

MISSIONS ATTENDED FROM WHEN WE LAUNCHED IN MAY 1999 TO APRIL 2014.

OVER THE PAST TWO YEARS, WE'VE ALSO ENSURED THAT PATIENTS HAVE ACCESS TO THE HIGHEST QUALITY CLINICAL CARE BY INTRODUCING DOCTORS ON BOARD.

Types of missions:

- 1. Road Traffic Collisions (RTC) - 34%**
- 2. Sport/Leisure - 24%**
- 3. Medical - 17%**
- 4. Fall - 10%**
- 5. Industrial - 2%**
- 6. Hospital Transfers - 2%**
- 7. Other - 6%**



Extra facts:

**722**

NWAA ATTENDED 722 RTCs IN 2013/14. OVER 200 MORE THAN THE PREVIOUS YEAR.

**+20%**

THE NUMBER OF SPORTING INCIDENTS WE ATTENDED ROSE BY OVER 20%.

**1,455**

WHEN EMPTY, OUR HELICOPTER WEIGHS THE SAME AS 1,455 LITRES OF WATER.

ENOUGH TO FILL 20 BATHS WITH WATER.



**160**

OUR CRUISING SPEED IS 160 MILE PER HOUR.

THAT'S 30MPH FASTER THAN THE AVERAGE SPEED AT A GRAND PRIX RACE.



**2,073**

DURING 2013/14 WE ATTENDED 2,073 MISSIONS.

THAT'S THE SAME FLYING HOURS AS A ROCKET TRAVELLING TO THE MOON AND BACK 8 TIMES.





**Volunteers are integral to our service. We are truly thankful to all the work our volunteers do day in, day out.**

**Without people donating their time and skills we would not be able to deliver an air ambulance service.**

**Volunteers provide much needed additional support to the North West Air Ambulance Charity by being our presence on the ground, raising our profile, supporting our retail stores and office team, developing new initiatives and fundraising events and by providing valuable skills and experience.**

**Janice's story**

Retired librarian and dance teacher Janice was involved in a road traffic accident in August 2012, which left her with severe injuries. Our response time and the speed of her transfer to hospital meant she made a full recovery.

Janice now donates her time to give back to the service she received and to enable others to also receive the gift of time when needed.

"I was quite literally stopped in my tracks one Sunday afternoon in August last year whilst on a cycle ride with my husband between Sawley Abbey and Settle. I remember enjoying the ride, the lunch we'd had in Settle, and thinking that I'd like to take up cycling more seriously.

"My husband, who was travelling behind tells me it had been raining, the road was awash and the front wheel of my bike entered a pothole in the road and I was thrown to the ground.

"Although I was wearing a helmet, I suffered a fractured skull and a bleed from a main artery into the brain, along with a fractured collarbone. I dread to think of my chances if I hadn't been wearing the helmet!

"Whilst unlucky in my fall, I was then extremely lucky with the sequence of events that happened next. The first car to stop happened to be driven by a nurse, she took charge of the situation, called an ambulance and tended to me.

"The ambulance arrived quickly from Clitheroe, the paramedic recognised that I was suffering a bleed into the brain, knew time was of the essence and radioed for the North West Air Ambulance Charity. Thankfully, it was available and delivered me to the Royal Preston Hospital. On arrival at the hospital there was a theatre available, a neuro-surgeon on hand to operate and thanks to the skill and speed of all concerned I made an amazing recovery and live to tell the tale.

"I now donate my time to support the charity in a number of ways, including helping to raise awareness of its importance at events, going out to thank generous fundraisers and volunteering at its retail store in Royal Blackburn Hospital."

**Your generous efforts this year continue to make it possible for us to provide the people of the North West with rapid pre-hospital medical care when they need it most.**

**In 2013/14, over 70,000 members played our weekly lottery, this generated over a third of our annual income. Our loyal supporters also kindly donated items for our shops and took on various fundraising challenges, from 1000-mile bike rides, to taking on a chilli challenge, to holding bake sales. No matter how you chose to give, it all helps keep our helicopters flying!**

**Max's story**

Max Compton, aged 5, raised £100 for the North West Air Ambulance Charity in June 2013. With the help of his mum Clare, Max baked over 80 cakes and sold them at his school to raise funds after an incident in April 2013.

Max suffered a fractured humerus and was flown to Preston hospital by the North West Air Ambulance Charity for urgent medical care. Following the accident he wanted to thank the charity for its work and believed that hosting a bake sale at school would be a great way of raising funds. Max raised £50 on the day and as an extra thank you, his parents matched his fundraising total to further boost the donation for the charity.

**Max's mum, Clare, comments:**

"The North West Air Ambulance Charity arrived quickly and really put us at ease – we're all very grateful for their efficiency. We're so proud of Max for all the effort he's gone to, it's remarkable for a child of his age! We'd like to thank everyone who supported him as it's helped us to give something back to the charity"

**Thanks to your support, the North West Air Ambulance Charity could be there for Max in his time of need.**

**Demonstrating the impact:**

**78%**

**78% OF OUR COSTS ARE ATTRIBUTED TO PROVIDING OUR LIFE SAVING SERVICE**

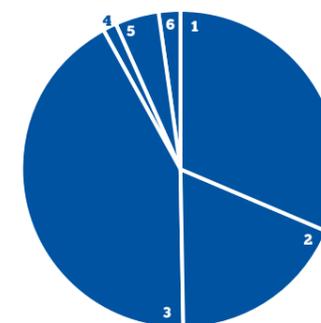
**£4.90**

**FOR EVERY POUND THAT WE SPENT IN 2013/14 WE RAISED AN ADDITIONAL £4.90**

**Total income: £6,601,406**

**2013/14**

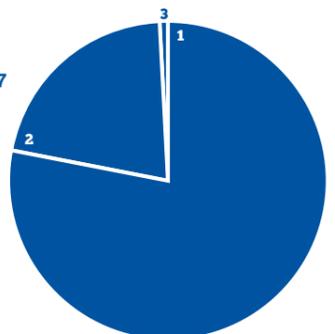
- 1. Fundraising - £2,084,620**
- 2. Legacies - £1,181,653**
- 3. NWAA Lottery - £2,812,872**
- 4. Retail - £88,751**
- 5. NHS contribution and other income - £304,258**
- 6. Investment and services income - £129,252**



**Total resources expended: £5,278,275**

**2013/14**

- 1. Operations - £4,127,496**
- 2. Income Generation - £1,114,277**
- 3. Governance - £36,502**



There are many ways to get involved dependent upon the amount of time you have to give and skills you wish to share. Just a few hours of your time can help keep our helicopters flying and help to save lives in the North West. If you would like to volunteer or have an informal discussion regarding your skills and how you may wish to get involved please get in touch on 0800 587 4570 or email [volunteer@nwaa.net](mailto:volunteer@nwaa.net).

Will you join us to make a life-changing difference to the people of the North West? There are a number of ways you can help raise funds for our charity. To find out more, please get in touch on 0800 587 4570 or email [fundraising@nwaa.net](mailto:fundraising@nwaa.net).



**This year we are celebrating a fantastic 15 years of service and looking back on our heritage.**

**We are looking forward to how we can build on the success and evolve the service to push the boundaries of innovation, passion and teamwork to help even more people in their time of need.**

### **Our strategic plan**

We have embarked on the development of our five-year strategic plan. Our priorities over the current year focus on delivering six key pledges, which underpin the whole of the organisation:

- To dispatch professional medical teams to incident scenes
- To take enhanced pre-hospital care to the patient, improving chances of survival and reducing the risk of long-term disability
- To work with our partners to reach, treat and transfer patients as quickly as possible to the most appropriate medical/trauma centre
- To maintain effective governance and transparency to deliver, develop and enhance our service.
- Generate the funds required to meet our vision purpose and pledges
- To create an environment which values and supports our people

Our Trustees have set a reserves policy to achieve reserves of £8-9 million in the next five years. This will provide two years operational cost cover of the three aircraft based on today's cost.

As a charity reliant solely on donations, we wouldn't be here without you. People like you are fundamental in keeping our helicopters flying, taking our doctors and paramedics to incidents across the North West every single day. Your donations help us to continue to make a life-saving difference to the people of the North West.

**We hope that you will continue to support us, whether by donating your time, taking part in a challenge event, donating your unwanted goods to your local retail store or simply joining our lottery.**

**With your support today, we can be there for you and the people of the North West tomorrow.**