

HAMPSHIRE AND  
ISLE OF WIGHT  
AIR AMBULANCE

ANNUAL REVIEW 2018 - 19



**£7.35**  
million raised



**2,262**  
missions attended



**215**  
transfers from the  
Isle of Wight

ORDINARY PEOPLE.  
EXTRAORDINARY CARE.  
SUPPORTED BY YOU.

# WELCOME CHAIRMAN AND CEO

**A very warm welcome to our Annual Review of 2019.**

**They say that the best predictor of future performance is past performances. As we look back at 2019 and perhaps even a little further, we hope that you will feel very optimistic that the future will be one of progress and development for Your Air Ambulance.**

This optimism is vital, given that this review is being compiled during one of the most challenging times in this country's modern history when we, as a nation, link arms and bend ourselves towards the relentless storm that is Covid-19; a term unheard of when the stories in this review were being created. Whilst this horrendous virus has swept aside almost every aspect of what had been termed 'normality', it has arguably revealed some priceless elements of our society; elements that had perhaps been obscured for some time. Whilst the media has told many stories of hope and inspiration, the element we would like to focus on is generosity of spirit, since we have been humbled and uplifted in equal measure by your generosity and support throughout the crisis. As an independent charity, we rely totally on you, and we will never take this support for granted. **We start, therefore, by thanking you for everything your generosity allows us to achieve.**

As with previous years, we tell our story of 2019 in the context of our charity values: **Openness, Teamwork, Dedication and Professionalism.** They define us and everything we do, and feedback tells us that you also like this approach. A huge thank you, again, to all of our contributors and to the amazing team in HIOWAA who have pulled this review together.

Unsurprisingly, 2019 was another busy year. Both in the air and on the roads, our teams completed **2,262 missions**, which is an increase of **58%** on 2018. Our review starts with Rob Porter's story. Normally, our crews attend incidents where both the location and the patients are unfamiliar; however, this story begins slightly differently. HIOWAA friend and local Thruxton firefighter Rob sustained horrendous head injuries after being dragged by a digger while working close to our Airbase. A Firefighter's calmness and training kicked in, and his colleague Josh managed to get him to our Airbase where our crew, who were fortunately on base at the time, administered critical care, before flying Rob to Southampton's Major Trauma Centre. Rob's memories of the day are startlingly clear, and his reflections since his accident are both poignant and witty. Now, he takes life at a different pace saying, "I'm only on this earth once", and he also keeps his dentures safely out of reach of his beloved dog!

Seeing and treating, day after day, the kinds of injuries suffered by Rob will eventually take a toll on even the strongest and most resilient person, sometimes with terrible consequences. During National Mental Health Awareness week in May, one of our most important pieces of work in 2019 was launched to recognise this openly and to start work with our partner University Hospital Southampton (UHS) to try to protect and nurture the mental health and wellbeing of our crews. Our article on pages 10-11 explores this important, but less visible, aspect of our work, which provides a timely reminder to us that, all too often, the injuries and the scars carried by some are unseen.

Never short of stories to tell under the banners of Dedication and Teamwork, the background to our Senior Pilot Captain Dave Nicholls' Certificate of Appreciation gives just one example of how so many staff and supporters go well 'above and beyond', again and again, to support their Charity. For example, Specialist Paramedic Lou Wigmore who completed the gruelling 106km Isle of Wight Challenge over 20 hours for HIOWAA, and the truly inspirational Doreen Hosey who has raised over **£15,000** through her amazing bake sales. They provide just two examples of the individual dedication shown by so many people to support our charity. Events Fundraiser Nicole Davies celebrates Teamwork by recalling the quite remarkable effort of volunteers, clinicians and staff, that delivered the stunningly successful, and first, HIOWAA Dash in the Dark, which raised over **£30,000** and gave a memorable and fun night-time event to over 700 runners on Southampton Common. We are delighted that UHS Graduate Management Trainee Hannah Lawless has taken the time to write about the new UHS/HIOWAA Helicopter Emergency Medical Service Care Group, and her role as Operations Manager. Specialist Paramedic Mike Funge also describes how our Critical Care Teams operate under a flat hierarchy, greatly benefitting the treatment which they provide to our patients.

**2,262**  
call outs in 2019,  
an increase of  
**58%**  
on 2018

*John Day*

**Sir John Day**  
Chairman of Trustees



Focusing on our fourth value, Professionalism, HIOWAA's Director of Fundraising Rachel Leaman describes how providing opportunities to study and learn, specifically with the Institute of Fundraising Future Leaders' Programme and Certificate in Fundraising, is helping to develop the next generation of professional fundraising leaders in HIOWAA. In the rapidly-evolving New Digital Age, Pete Cox, HIOWAA's Data Protection Officer, and Justin Sanders, HEMS Care Group Manager, explore the power of carefully and sensitively-used data in developing every aspect of HIOWAA's operating model. Finally, Paramedic Education Lead Oliver Saddler explains why a constant focus on education and training is vital in keeping our clinical teams at the peak of performance in order to meet our aspiration to provide the best possible Pre-Hospital Emergency Medical Service.

**After a look at last year's numbers through a financial lens, we close our review by trying to look ahead to where Trustees believe HIOWAA's future direction lies. Given the timing of this review, as explained at the beginning of this foreword, we hope you will understand that trying to plan future strategic development priorities, with any certainty, is almost impossible at this time. One thing is, however, unchanged: our gratitude. In closing, please allow us, on behalf of the trustees, staff, clinicians and volunteers, to again pass on our heartfelt thanks for your support, today and in the future. We simply could not do what we do without you, and we need you now more than ever:**

**THANK YOU**



*Alex Lochrane*

**Alex Lochrane**  
Chief Executive

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# A LIFE SAVED **ROB PORTER**

**Rob Porter has dedicated his life to the Fire Service. For 30 years, he has been serving communities with Thruxton Fire and Rescue - who are based at Thruxton along with HIOWAA - and Hampshire Fire and Rescue services.**

On a cold November evening, Rob was operating a digger at Thruxton, with his colleague Josh, when disaster struck. Below he tells his story.

**As I was digging a trench through the yard to create a pathway, a rock rolled down from the dirt, so I poked my head out of the cab to see if I had enough room to swing the digger around. The digger began to topple over, landing on me and crushing my face against a steel container. The digger carried on moving, dragging me along with it.**

**I could hear the cracking of bones in my face and, as I lay on the ground, I could feel I was bleeding heavily. I stayed calm, knowing that I needed to stay upright to stem the blood flow.**

**“AS I STAGGERED OVER TO JOSH, OUR FIRST AID INSTRUCTOR, I KNEW I WAS IN A BAD WAY. I COULD SEE THE HORROR ON HIS FACE.”**

**I couldn't talk and all I could feel was the blood pouring down my face.**

**Josh drove me straight up to the Airbase and the crew laid me down in the far corner of the hangar, where I drifted in and out of consciousness. When it first happened, the rush of adrenaline meant my pain wasn't all that bad but when I got to the Airbase and saw the crew I knew I could relax, and that's when the pain began. I could feel my head starting to swell. It was so painful that I began to scream the hangar down.**



**44**

**industrial related missions in 2019**

In 2019  
we were called  
to an average of

**6**  
missions per day



Air Ambulance  
dispatched to

**1,025**  
call outs



Emergency  
Response Vehicles  
dispatched to

**1,237**  
call outs

The next thing I knew they were pulling the teeth that had smashed during the accident out of my mouth. I was choking on my own teeth.

I have no concept of how long we spent at the Airbase, as I wasn't quite 'with it' by this stage, but when the team finished treating me, they flew me to University Hospital Southampton. En route I came over all hot. I felt like I was burning, as if I was fighting a house fire. Captain Dave told me, 'It's going to be a bit bumpy down this slope', as they wheeled me from the helicopter to the Emergency Department. He was right.

The accident happened on the Wednesday and I underwent an operation on the Friday. I had smashed my eye socket and broken my cheekbone, my nose and my top jaw. I had metal plates put in my jaw and the surgeon told me, 'By the time I'm finished with you, you won't even know you've been involved in an accident.' She wasn't wrong. You can't even see the scars anymore – well, my wife says otherwise, and that she can see them at the back of my head, but I can't feel them anymore.

One of the toughest days was my first Christmas. That was hard. Everything I ate had to be liquidised as I couldn't eat solids. When I did eventually get some teeth I was so happy. That was until the day I took them out to have a nap and woke up to see the dog smiling back at me with my teeth in his mouth! He'd broken every one.

My dog saw everything that happened that afternoon and, ever since my accident, he won't leave my side. I go to the toilet: he's there. I have a bath: he's there. I go to bed: he's there. He is extremely protective of me now.

Six months later, I went back to work on light duties. I tried to go back to work two weeks after the accident and they told me, 'No way, you're not ready.' I just wanted to get back into work. I love working at Thruxton; it's like a small community where everyone knows each other. Since my accident, I have taken a step back. I realise that I must have been tired that day. I used to be a workaholic and I've promised myself that I'll never work those stupid hours again.

I've become much more considered; I don't rush things or overdo things. I thought, 'I've got to change my lifestyle. I'm only on this earth once.'

**“I LOVE WORKING AT THRUXTON; IT'S LIKE A SMALL COMMUNITY WHERE EVERYONE KNOWS EACH OTHER.”**

Rob Porter



# OUR BRAND VALUES:

**OPENNESS**



**TEAMWORK  
DEDICATION**

**OPENNESS**

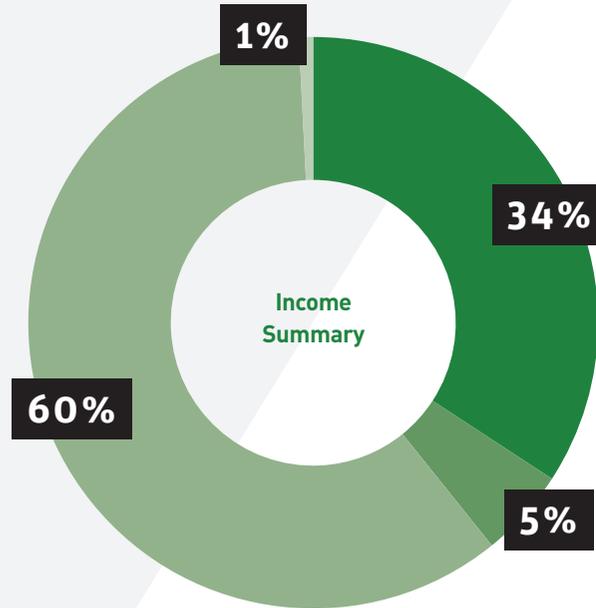
**PROFESSIONALISM**

**WE DRAW STRENGTH FROM WORKING  
AND LEARNING TOGETHER. A JUST  
CULTURE ALLOWS US TO LEARN FROM  
OUR MISTAKES WITHOUT BLAME.**

# BREAKDOWN OF YOUR £1

## Income summary

The total income for HIOWAA during the financial year ending September 30th 2019 was £7,375,081. 60% of our income came from our lottery and at the end September 2019 we had 64,404 supporters paying £1 every week to play our lottery, helping us to raise over £4 million over the financial year. We raised £2,521,627 thanks to the regular donations received from individuals and from legacies. It is only thanks to your ongoing support that we are able to keep the Air Ambulance flying and saving lives.



## Income summary

Figures based on statutory accounts at 30.09.2019

Donations and legacies	£2,521,627	34%
Investment income and bank interest	£370,615	5%
Lottery	£4,423,102	60%
Sale of merchandise and other income	£59,737	1%
<b>Total*</b>	<b>£7,375,081</b>	<b>100%</b>

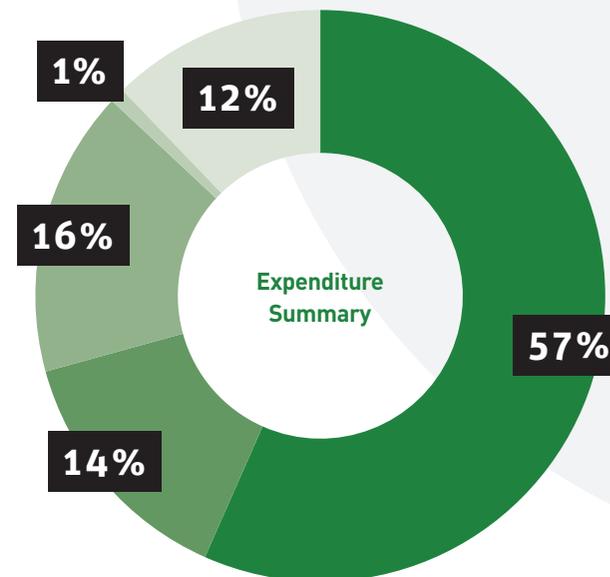
As part of the planned Clinical Services Transition programme ('Transition') that took place in October 2018, significant increases in operational expenditure had been planned for, as the Charity took on full financial responsibility for the Service. This resulted in a forecasted budget deficit of £192k which was, however, offset by the significant gains (£499k) made in the Charity's investments.

Currently, all investment income is re-invested in the Portfolio and is not reflected in cashflow.

## Expenditure summary

Figures based on statutory accounts at 30.09.2019

Operations of Air Ambulance	£4,264,088	57%
Fundraising costs and cost of sales	£1,073,396	14%
Lottery costs	£1,235,305	16%
Investment management fees	£64,113	1%
Support costs and governance	£930,148	12%
<b>Total*</b>	<b>£7,567,050</b>	<b>100%</b>



## Expenditure summary

The total expenditure for HIOWAA during the financial year ending September 30th 2019 was £7,567,050, 57% was spent on day-to-day operations of the Air Ambulance. 30% was spent on fundraising and lottery costs. It is important that we invest in fundraising and our lottery to generate the income that we need to secure our long-term future. For every £1 that we spend on fundraising and lottery costs, we generate £3 in income. 12% was spent on support costs and governance.

\*Figures exclude gains/losses on investments in the year

# OUR VOLUNTEERS

**Volunteers form the backbone of our charity and we rely upon them to keep our service operational. The success of the relationship between charity staff and volunteers is down to a culture of openness and mutual respect that is integral to how we communicate.**

Chloe New has been volunteering with HIOWAA for over eight years. She became a volunteer after her father was involved in a serious accident at work and required the specialist care of the HIOWAA Critical Care Team.

**Openness to me is about being able to share thoughts or concerns without judgment. HIOWAA operates an open-door policy with their volunteers. Whether it's being able to provide open and honest feedback about an event that didn't go to plan, offering ideas that we think could work for the Charity in the future or being able to say 'no' without worry, we are always listened to and never discouraged from speaking up.**

Without openness and honesty at all levels, the Charity would not have grown as successfully as it has done. I, for one, am looking forward to volunteering with HIOWAA for many years to come and to seeing how the Charity develops as it keeps up with the increasing demand for our service.

**“THE CHARITY DRAWS UPON MY STRENGTHS AS AN INDIVIDUAL AND ALLOWS ME TO BRING MY SKILLS TO THE TABLE IN MY ROLE AS A VOLUNTEER.”**

Michael Bonathan became a HIOWAA Volunteer back in 2012 when he signed up to become one of our speakers. Michael delivers talks to clubs and groups across the region, where he promotes the life-saving work of our charity.

**The feeling I get of being part of the terrific team at HIOWAA is wonderful. Everybody within the Charity is always honest and caring towards, not just me, but all the volunteers, which helps me to be confident when talking to the public. I know that, if I ever have concerns or queries, the team are on hand to help me and back me up and offer the support I need.**



**174**  
HIOWAA  
Volunteers



# COLLABORATING WITH THE BIKING COMMUNITY

**RIDE4LIFE IS THE BIGGEST BIKING FUNDRAISER IN THE HIOWAA CALENDAR, OFFERING BIKERS AN OPPORTUNITY TO GET TOGETHER BEFORE HEADING OUT ON A MASS RIDE OUT**



Road traffic collisions made up **17% of call-outs for HIOWAA in 2019**, some of them involving motorcyclists. Community Campaigns Fundraiser, Evie Wragg, joined the Charity in April 2018 and has been working closely with the biking community in our region.

As a non-biker, and a new member to the Charity team, I was nervous about how the biking community would respond to the prospect of collaborating with HIOWAA. If this collaboration was to be successful, it was vital that I went out to meet as many people within the biking community as possible, to establish what they wanted to be a part of.

I work closely with our volunteers and many of them are biking enthusiasts. I began talking to them to allow me to understand how both parties could benefit from a collaboration. I found that bikers in our region often have a personal connection with HIOWAA because many of them, or someone they know, have required the specialist skills of our Critical Care Team. From the first biker event I attended everyone was so welcoming and supportive of what we were trying to achieve. I was confident this partnership could be a hit.

By sharing stories from former patients, creating a popular Facebook group and arranging a series of biker events, we have steadily grown our biking community to over **450 dedicated members**.

**At every biking event, I have had the privilege of meeting people who all share, not only an affinity to biking and the Charity, but a warmth and kindness towards the community as a whole.**



**450**

dedicated members



**388**

Road Traffic Incidents in 2019



Watch our bike safety video at

[youtu.be/7SGZKsly7uA](https://youtu.be/7SGZKsly7uA)

# CELEBRATING THE SUCCESS OF OUR ONLINE WELLBEING PROGRAMME

The Critical Care Teams at HIOWAA attend stressful and often life-changing situations every day. With an average of six call-outs per day, the teams witness a wide variety of incidents, from road traffic collisions to cardiac arrests, which can have a lasting impact upon their mental health.

An online survey conducted by Mind (2016) found that, of over **1,600 staff and volunteers** from police, fire, ambulance and search and rescue services, **92%** of respondents had experienced stress, low mood and poor mental health at some point. The survey found that **62%** had experienced a mental health problem while working or volunteering in their current or previous role.

**Examples included: depression, anxiety, obsessive compulsive disorder, post-traumatic stress disorder, bipolar disorder and schizophrenia.**

The survey highlights the emotional impact felt by many within the emergency services, the crews at HIOWAA being no exception. Whilst working as a doctor on board the Air Ambulance, Dr Matt Kerton, who has been with the Charity since 2017, realised the importance of being in top mental, as well as physical, condition when attending an incident.

**“IF WE ARE GOING TO A SICK PATIENT AT THE SIDE OF THE ROAD, THEY’RE HAVING ONE OF THE WORST DAYS OF THEIR LIVES AND WE NEED TO BE FIGHTING 110% FOR THEM.”**

Dr Matt Kerton

In 2017, Dr Kerton approached HIOWAA about developing an online Wellbeing Programme that would allow the teams to monitor and enhance their mental health. Following 18 months of hard work and preparation, HIOWAA launched the pioneering initiative during Mental Health Awareness Week in May 2019, making us the **first Air Ambulance charity in the UK** to have such an initiative.



Out of **1,600** staff and volunteers from emergency services

**92%** experienced stress and poor mental health and

**62%** experienced a mental health problem

At the heart of the online Wellbeing Programme is a wellbeing website: Crew Care. Every month the website sends the teams an automated email reminding them to fill in an anonymous survey, with the individual's responses determining their scores in three separate categories: **Compassion Satisfaction, Burnout and Secondary Traumatic Stress.**

**H1OWAA worked in partnership with both:**

- ProQOL (Professional Quality of Life), who helped set the survey questions
- Signature Flight Support, who generously provided the funding for the programme

## SUPPORTING OUR TEAMS

The Charity organises activity days to bring our teams together outside of their normal work setting. These days promote an environment where the teams feel confident in seeking peer support and discussing their emotions and feelings: both of which are encouraged by NHS England as a way to minimise the effects of stress, depression and poor mental health.

**These activity days include:**

- Quarterly away days
- Reflective practice with additional support from Occupational Health and psychologists
- Team building events

**“I AM REALLY PROUD THAT WE CAN NOW OFFER OUR CREW A PLATFORM TO SEEK SUPPORT AND ADVICE, SHOULD THEY NEED IT. I HOPE OTHERS WILL FOLLOW OUR EXAMPLE.”**

H1OWAA CEO, Alex Lochrane

## THIRD SECTOR AWARDS

Championing innovative and impactful campaigns by recognising the achievements of charities

## FINALISTS

## AIR AMBULANCE AWARDS OF EXCELLENCE

These prestigious, independent awards honour the exceptional contributions of staff and volunteers in the UK Air Ambulance community

## FINALISTS

## HOSPITAL HERO AWARDS

Celebrating the outstanding achievements of individuals and teams working in University Hospital Southampton NHS Foundation Trust

## WINNER



# OUR BRAND VALUES:

## DEDICATION



TEAMWORK

DEDICATION

OPENNESS

PROFESSIONALISM

WE ARE ALL COMMITTED TO  
MAKING A CRITICAL DIFFERENCE  
AND TO ACHIEVING THE BEST  
POSSIBLE OUTCOME.

# CERTIFICATE OF APPRECIATION

## CAPTAIN DAVE NICHOLLS

In September 2019, long-standing HIOWAA pilot, Capt. Dave Nicholls, was awarded the prestigious HIOWAA Certificate of Appreciation.

Dave started flying with the Charity in October 2015, following a 22-year career in the Army, where he worked on both aeroplanes and helicopters, serving as far afield as the Arctic and the Equator.

Dave was nominated for the Certificate of Appreciation by members of the Communications and Fundraising Teams, for the drive and effort that he displays in supporting charity initiatives and in helping to achieve the Charity's vision.

The Charity staff who nominated him said: "Dave always goes out of his way to help us to spread the word about our life-saving work and no request for advice, support or input is ever too much for him. Dave is an ambassador for the Charity when on duty and was instrumental in the development of the Mission Planning section of our LifeLines website. He has also given up his time on numerous occasions to deliver the workshops to hundreds of schoolchildren."

The HIOWAA Certificate of Appreciation is awarded to volunteers, staff and others who have gone that extra mile and have acted in a way that exemplifies our charity values of: **Teamwork, Dedication, Openness and Professionalism.**

**"DAVE IS AN ABSOLUTE JOY TO HAVE AROUND THE AIRBASE. HE IS NEVER SHORT OF SOMETHING POSITIVE TO SAY AND NO JOB IS EVER TOO BIG OR TOO SMALL FOR HIM."**

HEMS Paramedic, Dave Zaple



In November 2019,  
Captain Dave  
Nicholls was on shift  
when we flew our  
**9,000th**  
mission



# CHARITY STAFF AND CREW RAISE FUNDS TO KEEP THE AIR AMBULANCE FLYING



**KIRSTY, LEANNE  
& GEMMA RAISED**

**£1,688**

## CHARITY STAFF

In July 2019, Kirsty Davies, Leanne Cox and Gemma Brennan, who all work as part of the Charity team, abseiled 100 metres down the Spinnaker Tower in Portsmouth to raise vital funds for HIOWAA.

Kirsty said: "As I made my way to the top of the tower the prospect of 'the drop' was weighing heavy on my mind. The winds picked up and I wasn't sure I could do it. But the second I stepped over the edge, the surrounding views blew my mind. A truly once in a lifetime experience."



**LOUISE RAISED**

**£525**

## CREW

As a member of the Charity's Critical Care Team, Specialist Critical Care Paramedic Louise Wigmore frequently attends incidents on the Isle of Wight and, as a keen runner looking for her next challenge, the Isle of Wight Ultra Challenge seemed the perfect fit.

Louise said: "I set off at 06.30am, along with paramedic colleague and fellow runner Els Freshwater, who would be by my side for the first 52km of my 106km journey. I had broken my ankle the year before and spent several months out of action. Despite the fact that I had run hundreds of miles as part of my training programme, I was anxious I wouldn't be able to finish the whole challenge. Armed with jelly beans, an orange and some warm clothes, I prepared myself psychologically for the challenge ahead. I thought that I could do it, but I didn't know what state I would be in as I crossed the finish line the following morning.

"That morning, I had set up a donation page. Every time I'm on shift, whether I'm on board the Air Ambulance or in one of our emergency response vehicles, I see first-hand the impact that our service has in our community. Friends and family were able to live track me as I made my way around the course and I could see the donations coming in as I counted down the kilometres. The supportive messages spurred me on and kept my spirits up when I was feeling tired.

"I finally crossed the finish line at 02:30am the following morning and I felt tired, freezing cold and nauseous but extremely proud and happy. Would I do it again? I'm not sure I would do the same event again, as I have now ticked this one off, but I have entered other cycling, running and triathlon events for later in the year."

HIOWAA staff and crew who took part in fundraising events and challenges 2018-19:

Louise Wigmore  
Kirsty Davies  
Gemma Brennan  
Leanne Cox  
Stian Mohrsen  
Rachel Leaman

Ian Browning  
Caroline Tyree  
Charlie Davis  
Vikki Charlesworth  
Sarah Pyne  
Ray Southern

Dave Zaple  
Sophia Rozario  
Nicola Hawkes  
Matt Bennett  
Pete Cox



**RAISED**

**£15,466**

## **HIOWAA HERO**

**Doreen Hosey MBE is one of the Charity's most committed fundraisers. You can find her at bake sales throughout the year, selling her much-loved homemade cakes, jams, chutneys and gifts.**

In June 2018, Doreen arrived at the Charity offices to hand over a cheque for **£1,500**, raised at one of her bake sales. Known throughout the Charity for her selflessness, and delectable lemon drizzle cakes, Doreen has gone on to raise a total of **£15,466** for HIOWAA.

Doreen told us: **"The experiences of close friends and family inspired me to start raising money for charity and over the years I have raised over £100,000."**

**"WHEN A CLOSE FRIEND OF MINE WAS RESCUED BY HIOWAA I DECIDED THAT I'D LIKE TO RAISE SOME MONEY FOR THIS IMPORTANT LOCAL CAUSE."**

With an army of dedicated friends, or her 'girls', by her side, Doreen and her team work hard throughout the week to prepare for as many bake sales as possible.

**"My charity work fills at least three days of my week. By the time I've made my jams and chutneys and prepared all the fruit and vegetables, the days have flown by. I take care of all the prep work behind the scenes, but the 'girls' are the ones who help me to sell everything."**

Having lived in the same village of Fawley all her life, Doreen puts much of her fundraising success down to the local community.

**"They've all known me for years, some of them since I was working in my father's butcher shop in the village. The community are all very good to me. Everyone always says, 'Keep the change' and I know that may only be 10, 20 or 50p, but it's things like this that keep me going."**

**"MY HEALTH IS VERY IMPORTANT TO ME. LUCKILY, I HAVE THE HEALTH AND STRENGTH TO CARRY ON BAKING."**

# OUR BRAND VALUES:

## TEAMWORK



### TEAMWORK

DEDICATION  
OPENNESS  
PROFESSIONALISM

NONE OF WHAT WE DO IS POSSIBLE AS INDIVIDUALS. WE SUPPORT OUR COMMUNITY AND OUR PARTNERS, AND THEY SUPPORT US.

# DASH IN THE DARK MAKES ITS MARK

In September 2019, we held our first ever 5km night-time run; **Dash in the Dark**. It was the first time that **HLOWAA Events Fundraiser, Nicole Davies**, had organised a mass-participation event for the Charity. How did she feel at the prospect of organising a night-time event for over 700 runners on Southampton Common?

## THE START LINE

In the early stages of planning Dash in the Dark, giving our supporters the best possible experience was my main priority. It was important to keep spirits high and to create an atmosphere that made people want to come back. Every detail, no matter how small it seems, can make a huge difference to how someone may feel about an event and first impressions are formed the moment they go to our website to sign up for a place. Even when I was standing at the finish line, waiting for the last runners to come through, I was still worrying about whether people were having a good time.



**750**  
participants raised  
**£30,578**

**“WE HAD SUCH INCREDIBLE SUPPORT FROM EVERYBODY WHO CAME TO OUR FIRST DASH IN THE DARK. A HUGE THANK YOU TO EVERYONE WHO TOOK PART ON THE NIGHT.”**

Nicole Davies

## THE HALFWAY POINT

By my side throughout the planning process was my faithful operational plan, otherwise known as my Event Bible, which includes all the details you could ever need for a mass-participation event: staff and volunteer rotas, schedules and risk assessments. It's all in there. If I can ensure that everything in my control is taken care of, then everything else should fall into place.

As you might imagine I relied heavily on my team around me. Volunteers were crucial to the preparation and running of Dash in the Dark and their recruitment was handled by Team Volunteering, who know every volunteer personally. Promoting the event was taken care of by our Communications and Marketing Team, who also ensured that we kept our runners informed and motivated in the run up to the night.

## THE HOME STRAIGHT

With about two weeks to go, my dreams were consumed with thoughts of all the things that could possibly go wrong. I found myself getting up in the middle of the night to check things in a panic or to email myself a to-do list the following day, just to keep my mind at rest. As this was my first major event for HLOWAA I was eager to make my colleagues proud and not let them down. Sleepless nights were par for the course.

## THE FINISH LINE

I knew we could expect a good crowd, however, as I stood at the finish line the sight of hundreds of multi-coloured runners in their Dash in the Dark t-shirts, fancy dress and neon paint was something I won't forget. The perfect time to start making mental notes for Dash in the Dark 2020.

# OUR NEW THREE-WAY PARTNERSHIP

On 1st November 2018, HIOWAA formalised a dynamic new three-way partnership with University Hospital Southampton (UHS) and South Central Ambulance Service (SCAS). HEMS\* Operations Manager, Hannah Lawless, and HEMS Care Group Manager, Justin Sanders, are part of the newly formed UHS HEMS Care Group that directs the day-to-day operations of the Charity's Critical Care Teams. Hannah discusses the impact this partnership has upon our crew and patients.

## What is the HEMS Care Group?

**A Care Group is how UHS describes a department, and the associated sub-departments, that deliver a specific type of patient care.**

The HEMS Care Group at UHS specialises in pre-hospital emergency medicine care. HEMS employs a diverse cross-section of clinicians who are specifically trained to deliver care at the roadside, or scene of a trauma, that is akin to the type a patient might receive in an Emergency Department or Intensive Care Unit. Our specialist paramedics, who are highly trained to deliver care beyond the capabilities of traditional paramedics, work side by side with doctors who specialise in pre-hospital emergency medicine.

## What is the link between the HEMS Care Group and HIOWAA and how does your role impact upon the operations of HIOWAA?

The HEMS Care Group is part of a tripartite collaboration between UHS, HIOWAA and SCAS. The HEMS Care Group directs the day-to-day clinical operations, back office functions and training and education for our clinicians. HIOWAA directs the fundraising component, as well as other operations, through its function as a charity and the HEMS Care Group ensures that the clinical operation is run as efficiently as possible.

## How has the transition of the partnership gone so far?

Integrating a complex and quite technical service such as HEMS into an organisation as large as UHS was never going to be easy. However, what's important is the end goal and fulfilling the vision of integrating an Air Ambulance service into the Major Trauma Centre at UHS. Most of the big pieces are in place and what's left is to build on the foundations that were put in place when the transition began in November 2018. We are nearly there, but there is more work to do.

## What is in store for the next financial year and how do you see the relationship developing?

For the road ahead we will be looking at the further integration of HEMS within UHS and further collaboration between UHS, HIOWAA and SCAS. We will be recruiting trainee and specialist paramedics in the spring and expanding our doctor workforce in the summer. We also plan to refresh our equipment bags and potentially some of the kit that crews employ at the roadside.

## How important is teamwork in continuing to provide an exceptional level of pre-hospital care?

**Vitaly important. Teamwork is integral to our mission: To ensure that, through your support, we always bring exceptional critical care to people in Hampshire and the Isle of Wight. It is enshrined in the values of HIOWAA, UHS and SCAS, and it is personified in the way that our crews operate together when at the scene of an incident.**



Patients first  
Working together  
Always improving



HAMPSHIRE AND  
ISLE OF WIGHT  
AIR AMBULANCE

Openness  
Dedication  
Professionalism  
Teamwork



Teamwork  
Innovation  
Professionalism  
Caring

\*Helicopter Emergency Medical Service



“THE STRENGTH OF THE **TEAM** IS EACH INDIVIDUAL MEMBER, THE STRENGTH OF EACH MEMBER IS THE **TEAM.**”

Hannah Lawless

## WORKING AS A TEAM

The HIOWAA Critical Care Teams are made up of specialist critical care paramedics and specialist pre-hospital doctors, including anaesthetists and emergency medicine consultants. The teams draw upon each other's varied skillset and experience in order to provide the highest level of pre-hospital care in extremely testing environments.

Specialist Critical Care Paramedic, Mike Funge, explains the dynamic of working in the Critical Care Team.

At HIOWAA we have taken lessons from the aviation industry where every team member operates on flat hierarchy in order to improve safety.

**“WE HAVE FOSTERED A WORKING ENVIRONMENT WHERE WE ARE EMPOWERED TO MAKE SUGGESTIONS AROUND CLINICAL INTERVENTION AND TREATMENT PATHWAYS WITHOUT FEAR OF BELITTLEMENT OR BEING MADE TO FEEL SUBSTANDARD.”**

By ensuring open channels of communication between all crew members, regardless of role, seniority or skill level, we are able to challenge, confirm or alter clinical intervention where appropriate. We are able to recognise that all staff members have valuable experience in their different fields of practice.

Within the pre-hospital emergency medicine environment, we harness the experiences of others with the aim of increasing the collective knowledge base of the members within that specific team. This in turn can be directly related to the clinical outcome and help to improve the patient journey through the health system. This openness is extended to members of the wider emergency team. Ambulance staff, fire service responders, police officers and coastguard staff are all encouraged to adopt this level of openness and are actively encouraged to voice their opinions, ideas and suggestions when working together at the scene of an incident.

I would like to think that we have created an environment where every voice will be listened to, every suggestion welcomed and every experience valued. As a result, as a large team that comes from different emergency service providers, we are able to provide immediate life-saving care to the people of Hampshire and the Isle of Wight in their time of need.





Since October 2018 our team has continued to grow; always responding to the needs of our community

**14**  
paramedics  
**21**  
doctors

**OUR BRAND VALUES:**

**PROFESSIONALISM**



**TEAMWORK  
DEDICATION  
OPENNESS**

**PROFESSIONALISM**



**EXCELLENCE AND ATTENTION TO DETAIL  
HALLMARK ALL OUR ACTIVITIES.  
BEING PROUD OF THE STANDARDS WE SET  
OURSELVES IS A CORE COMPONENT OF THE  
STRONG REPUTATION WE MUST NURTURE.**

# DEVELOPING OUR FUNDRAISERS

When the Fundraising Team at HIOWAA are not busy organising events, delivering talks to young people or engaging with corporate partners, they are often broadening their fundraising knowledge and skillset. Director of Fundraising, Rachel Leaman, explains how the team develop their skills and utilise each other's strengths to make them the very best at what they do.

As a Charity tenet, professionalism is a term we use to illustrate the behaviours we expect of everyone working for HIOWAA. Acting like a professional means working and behaving in such a way that others think of us as competent, reliable and respectful.

Importantly, we embrace the notion of professional empowerment; giving people authority and autonomy and ensuring their voice is heard.

**“BY OFFERING PEOPLE THE OPPORTUNITY TO LEARN THROUGH PROFESSIONAL TRAINING AND EDUCATION, WE CAN HELP DEVELOP THE KNOWLEDGE AND TOOLS THEY NEED TO PARTICIPATE IN OUR INCLUSIVE ENVIRONMENT AND FEEL EMPOWERED TO MAKE A DIFFERENCE.”**

We appreciate that every member of our team represents great value. We all contribute differently but equally. Although we have individual areas of responsibility we assist each other and the organisation as a whole. Every function of the Charity contributes to successful fundraising and we recognise that working together, with an appreciation of our colleagues' skills and talents, yields results. The beauty of fundraising as a part of a professional team is that we help one another, share resources, bounce ideas around and find solutions to problems. Professionalism requires individual understanding but is truly a group effort.

In 2019, members of the fundraising team at HIOWAA embarked on various fundraising courses.

## RACHEL

MA in Philanthropic Studies

“Education is the foundation of our professional fundraising development at HIOWAA. This includes expanding my understanding through the MA in Philanthropic Studies that I will complete this summer. As Nelson Mandela said, ‘Education is the most powerful weapon which you can use to change the world.’”

## IAN & JO

Future Leaders Programme

“The course gave us an insight into the various styles of leadership and how to manage different personalities. It was helpful to be able to step back from day-to-day tasks and to consider the type of leaders we want to be.”

## RAY

Certificate of Fundraising

“Without the completion of this course I would never have had the confidence, knowledge and correct skillset to be as effective as I now am in my position as Partnerships Manager.”

# HOW OPERATIONAL DATA IS USED

Within the partnership between HIOWAA and University Hospital Southampton (UHS) data is analysed to make informed, strategic operational decisions that benefit our patients. Justin Sanders, Helicopter Emergency Medical Services (HEMS) Care Group Manager, discusses the variety of data we collect and how it impacts upon the decisions that are made.

The HEMS Care Group collects a variety of data points for every mission undertaken and in some cases the missions that were not undertaken. In addition to the clinical data that relates to the patients, their injury and the treatment and medication given on scene, a significant amount of non-clinical data is also recorded. For example, we record how long it takes for us to respond to a 999 call, the location we are being tasked to, the time of the call, the day of the week and whether we flew to an incident in our aircraft or responded in one of our fleet of Emergency Response Vehicles.

We are required by law to retain some data; however, the main purpose of collecting data is so that we can learn from it in order to improve our service. The goal is to turn data into information and information into insight. We use data to understand the types of calls we are responding to so that we can tailor our training to the needs of the population we serve. We assess the pattern of our busiest points in the day so that we can design our crew rosters more efficiently. We use data to reflect on how effective the treatments and interventions we are providing on scene truly are. We use it to learn where and how often we are deployed, so that we can better place our vehicles to get to our patients as quickly as possible. The data that we collect, or more specifically the learning that we get from the data, is invaluable to us as a service and ultimately to our patients. When we look at our data, we use it to build up a picture of the service we provide.

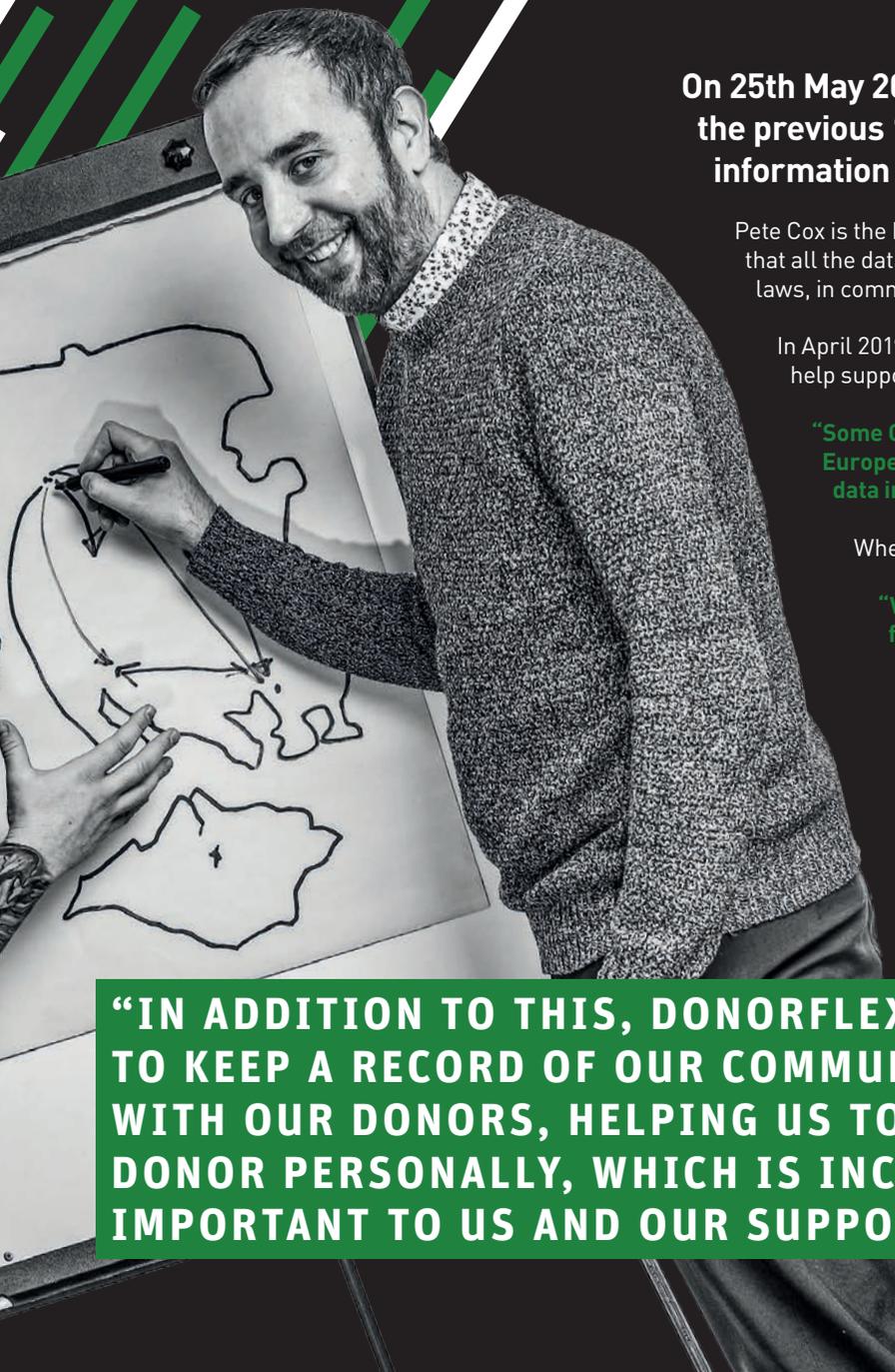
**“THE GREATEST VALUE OF A PICTURE IS WHEN IT FORCES US TO NOTICE WHAT WE NEVER EXPECTED TO SEE.”**

Data reveals impact and with data we can bring more science to our decisions. By mapping our data in small pieces, we are able to help navigate and validate our vision in a data-informed way.

In 2019 the Air Ambulance was dispatched to **1,025** call outs and the Emergency Response Vehicles were dispatched to **1,237** call outs



## LOOKING AFTER YOUR DATA



**On 25th May 2018, the new General Data Protection Regulation (GDPR) came into force, replacing the previous 1998 Data Protection Act, with a view to modernising laws that protect personal information and how organisations such as ours communicate with their supporters.**

Pete Cox is the Data Protection Officer at HIOWAA and looks after our donor data to ensure we are compliant with GDPR. Pete ensures that all the data we hold is accurate and up-to-date and that it is stored safely, in accordance with GDPR. To adhere to the new GDPR laws, in common with all other charities in the UK, HIOWAA had to reassess how we communicate with our supporters.

In April 2019, the Charity took the decision to migrate to Donorflex: a Customer Relationship Management (CRM) system that would help support these new regulations.

**“Some CRM system operators will store their backup data in overseas servers and some of the countries that are outside the European Union aren’t always subject to the same data protection laws that we now have in the UK. Donorflex store their data in the UK so operate under what we would consider to be the appropriate GDPR,”** Pete explains.

When selecting Donorflex, Pete and his team underwent a year-long process to ensure they made the right decision.

**“We talked to other charities, locally and nationally, to see what software they had in place. Following presentations from a wide variety of CRM providers, it was a unanimous decision within the Charity that Donorflex would elevate us to where we wanted and needed to be,”** says Pete.

Prior to the introduction of GDPR, the Charity took the decision to adopt an ‘opt in’ policy with regard to donor communication.

**“We contacted all our supporters to ask them to ‘opt in’ if they wished to receive literature relating to upcoming charity campaigns, promotions and events. Donorflex helps us manage how and when we can communicate with our supporters, allowing anyone to ‘opt in’ or ‘opt out’ of receiving communications at any time. These options can be updated at the click of a button.”**

**“IN ADDITION TO THIS, DONORFLEX HELPS US TO KEEP A RECORD OF OUR COMMUNICATIONS WITH OUR DONORS, HELPING US TO THANK EVERY DONOR PERSONALLY, WHICH IS INCREDIBLY IMPORTANT TO US AND OUR SUPPORTERS.”**

Pete Cox

The **General Data Protection Regulation** is a legal framework that sets guidelines for the collection and processing of personal information from individuals who live in the European Union.

The Charity uses a **Customer Relationship Management** system to monitor, analyse and store a wide range of data, including: names, phone numbers and email addresses.

# OUR COMMITMENT TO TRAINING

**In 2019, Specialist Critical Care Paramedic, Oliver Saddler, was appointed Education Lead for the Charity. Here he discusses the importance of continuous learning.**

The Critical Care Teams at H1OWAA are called out to a wide range of incidents where they are expected to deliver high-quality care in difficult circumstances. To put our teams in the best position to achieve this they undergo regular training using a variety of formats. Any one incident can require an individual to perform a large number of tasks, so we ensure each team member learns, practises and refines each of these in a benign environment before progressing to supervised practice in a clinical situation. There are regular base training days that involve classroom sessions linked to the Pre-Hospital Emergency Medicine curriculum, guest speakers, case presentations and simulation in our Airbase **Simulation Suite**.

The training opportunities that our Simulation Suite at Thruxton affords us are invaluable and on any given day you might find the team practising anything from airway management to patient packaging, or surgical skills. In addition to the training that occurs at our **Airbase**, our team members regularly attend training sessions elsewhere. University Hospital Southampton runs courses such as the **Advanced Life Support Provider** and **Advanced Paediatric Life Support** courses that clinicians from H1OWAA both attend and teach on.

The most recent cohort of HEMS paramedics, who have been working with us for 18 months, are fully embedded within the team following an exhaustive training and consolidation process. The first six months of their training focused on HEMS technical crew member training and HEMS clinical skills, followed by night-vision training and working independently with a doctor. Their efforts and input throughout this initial phase have been exemplary and their feedback will help shape the learning process for future team members.

A number of our paramedics are undertaking Master of Science level education in Advanced Clinical Practice at the University of Southampton. This involves learning about decision-making, patient assessment, pharmacology, anatomy and physiology. Studying for this qualification is done in the paramedics' own time. As well as working in their full-time role, the paramedics must also maintain a substantial portfolio, which demonstrates currency and competency in skills like procedural sedation and giving blood, taking part in regular aviation training and helping with charity appeals.

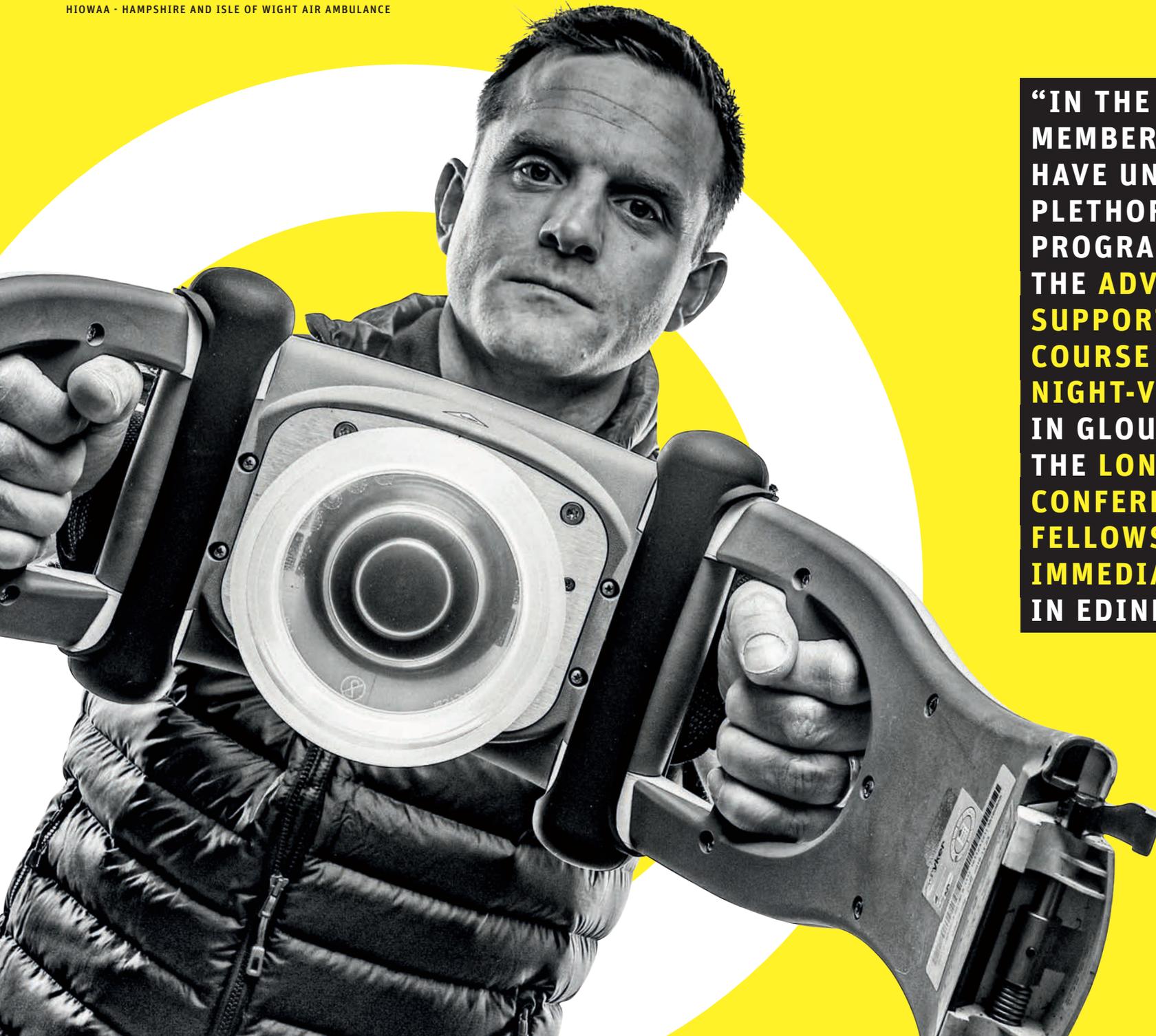
The workload for our doctors is similar; each doctor that works for our charity also works as a clinician in one of the hospitals in the Wessex region. They also provide on-call cover for our paramedics and attend conferences and courses to keep up to date with contemporary pre-hospital care and best practice.

**The commitment to learning and development by the team is huge and, despite being time-consuming and occasionally stressful, makes for a rewarding and high-performing work environment that we look forward to continuing to develop in the future.**



## SIMULATION SUITE

The **Simulation Suite** provides the teams with a number of functionalities, including the ability to project a series of mock incident scenes, complete with movement and sound. The crew are currently able to simulate a multitude of different training environments; from a busy nightclub to a Hampshire forest.



**“IN THE PAST 12 MONTHS, MEMBERS OF OUR TEAM HAVE UNDERTAKEN A PLETHORA OF TRAINING PROGRAMMES, INCLUDING THE **ADVANCED LIFE SUPPORT PROVIDER COURSE** IN SOUTHAMPTON, **NIGHT-VISION TRAINING** IN GLOUCESTERSHIRE, **THE LONDON TRAUMA CONFERENCE** AND **THE FELLOWSHIP IN IMMEDIATE CARE EXAMS** IN EDINBURGH”**

Oliver Saddler

# THE IMPACT YOU MADE IN 2018-2019

Every donation that we receive makes an impact; from the 10p donations made by primary school children through to the largest donations we receive from local trusts, foundations and corporate partners. Collectively, every donation helps to save another life.

Your donations raised a total of **£7.35 million** in 2018 - 2019. Your incredible generosity represents goodwill, kindness and care for others and gives people in Hampshire and the Isle of Wight the best chance of survival and recovery when the worst happens.

**64,927**

people played our charity lottery, raising

**£4.4 million**

**10,641**

supporters donated a total of

**£650,000**

through our regular giving scheme:  
Small Change Big Difference



Our education team visited an average of 15-20 schools and youth groups a month

To date, we have visited

**718**

schools and youth groups across our region

**23%**

of the schools we visited now fundraise for HIOWAA

**85,000**

children have engaged with our education programmes: LifeLines and Be a 999 Hero

**13,000**

children engaged in our Save Up to Suit Up education campaign

The 10p coins they saved raised

**£12,274**



**750**

people took part in our 5km fun run; Dash in the Dark

Total raised

**£30,578**



We received

**81,605**

individual donations\*

\*This total includes cash, cheques, pots, buckets, transfers, JustGiving, PayPal, Facebook, Virgin Money Giving and Small Change Big Difference



On average, every supporter who took part in an event or challenge raised

**£256.42**

You donated **£82,819** to our charity collection pots

**53**

local businesses pledged their support through corporate partnerships

## DIGITAL GROWTH



At the end of  
September 2018  
we had:

**18,375**

Facebook followers



At the end of  
September 2019  
we had:

**22,660**

Facebook followers

An increase of 23%



Website donations:

**1,066**

transactions  
totalling

**£58,247.56**

An increase of 12%



**30**

volunteers joined  
the HIOWAA  
volunteer family



**98**

Talks  
delivered



**110**

Events attended  
with

**10,042**

Twitter followers

**11,316**

Twitter followers

An increase of 13%



Website shop:

**269**

sales totaling  
**£4,092.98**

An increase of 80%



**68**

hours donated by  
our volunteers in a  
typical winter week



**147**

hours donated by  
our volunteers in  
a typical summer  
week

**87**

volunteers in  
Hampshire and

**23**

volunteers on the  
Isle of Wight

# OUR CORPORATE PARTNERS

Our corporate partners make a valuable contribution to our funding and help ensure we are there for you when you need us most.

ABP Southampton  
 Adam Architecture  
 AECOM (Southampton)  
 Allianz  
 ASCENCOS  
 Baker Davidson Thomas  
 Bryan Cave Leighton Paisner  
 Choice  
 Coffin Mew  
 Co-op (North Baddesley)  
 Co-op (Stockbridge)  
 Corsair First Aid  
 Denplan  
 Dutton Gregory Solicitors  
 DS Medical  
 EchoFour Training Centre  
 Exxon Mobil  
 Fenn Night Vision  
 Fidelity International  
 Flip Out  
 Garthowens Garden Centre  
 GE Aviation (Hamble)  
 Hall and Woodhouse Breweries  
 Hampshire Game  
 Leonardo (UK)  
 Marks and Spencers (Havant)  
 Moors Valley Railway  
 NATS (Swanwick)  
 Oakwoods

Old Mutual Wealth  
 Omnimed Ltd  
 Open GI  
 OSRL  
 Phoenix Group  
 Rapid Welding  
 R+W Civil Engineering  
 Red Mist Leisure Ltd  
 Rooksdown Ltd  
 Santander (Andover)  
 Savills  
 Shenton Group  
 Signature Flight Support  
 Solent Medical Skills  
 Southampton Airport  
 Strukta  
 Tailor Made Kitchens  
 TAG Farnborough Airport  
 Testo  
 Tonic Analytics Ltd

TSB (Romsey)  
 UK Cloud  
 Valuation Office Agency  
 Vestaplas  
 Vines BMW  
 Vitacress  
 Wilkins Kennedy  
 WP Recruitment

## CORPORATE SPOTLIGHT NATS, Swanwick



Employees at NATS (National Air Traffic Services), Swanwick, selected HIOWAA as their Charity of Choice in January 2018 and within 18 months they had hit their fundraising target of £50,000. Their generous donation helped to fund an additional charity Emergency Response Vehicle which provides us with operational resilience when the Air Ambulance cannot fly due to adverse weather conditions. Since our first vehicle became operational in 2017, mission numbers have doubled, with July 2019 being our busiest month on record.

Staff raised the money through a number of fundraising initiatives including: climbing Mount Snowdon, taking part in the Southampton Airport Runway Run, abseiling down the Spinnaker Tower and organising a charity car wash. Contributions also came from employees donating directly to the Charity from their salaries each month through Payroll Giving schemes.

**RAISED**

**£50,000**

# OUR TRUSTS AND FOUNDATIONS

## THE FOLLOWING TRUSTS AND FOUNDATIONS DONATED TO HIOWAA IN 2018-2019.

The support that we receive from Charitable Trusts and Foundations allows us to continue saving lives across our region.

A W Gale Charitable Trust  
Barratt and David Wilson Homes Community Fund  
Bayfield Charitable Trust  
Brockenhurst Masonic Lodge  
Clanfield Masonic Lodge  
Daisie Rich Trust  
David and Gail Sinclair Charitable Trust  
The Dixie Rose Findlay Charitable Trust  
Don Olleson Conclave Masonic Lodge  
Fernhill Masonic Lodge  
The Godfrey Holmes Foundation  
James E Bullen Masonic Lodge  
Joan Ainslie Charitable Trust  
Manydown Charitable Trust  
Masonic Charitable Foundation  
Mr and Mrs D R Peppiatt Trust  
R E Pilkington's Charitable Settlement  
Royal Ark Mariners Masonic Lodge  
The Barker-Mill Foundation  
The Beaulieu Beaufort Foundation  
The Blue Lamp Trust  
The Boltons Trust  
The Burry Charitable Trust  
The Cooke Family Trust  
The Dennis Byrne Charitable Trust  
F J Wallis Charitable Settlement  
The George Cadbury Trust  
The Hobson Charity  
The Iliffe Family Charitable Trust

The JC and KC Foundation  
The Malcolm Isaac Charitable Trust  
The Provincial Grand Stewards Lodge of Hampshire and Isle of Wight  
The Richard Kirkman Trust  
The Rothes Charitable Trust  
Stanley Foundation Limited  
The May Lady Tennyson Memorial Ambulance Trust  
The Charity of Stella Symons  
Vectensian Masonic Lodge  
The Vodafone Foundation  
The Wyndham Charitable Trust



## Statement of financial activities (incorporating income and expenditure account) for the year ended 30 September 2019

	Unrestricted funds	Restricted funds	Total	Total
	2019	2019	2019	2018
	£	£	£	£
<b>Income and endowments from</b>				
Donations and legacies	2,504,367	17,260	2,521,627	2,478,306
Other trading activities	4,482,839	-	4,482,839	4,596,855
Investments	370,615	-	370,615	360,765
<b>Total</b>	<b>7,357,821</b>	<b>17,260</b>	<b>7,375,081</b>	7,435,926
<b>Expenditure on</b>				
Raising funds	3,043,724	5,000	3,048,724	2,561,967
Charitable activities	4,515,488	2,838	4,518,326	3,376,977
<b>Total</b>	<b>7,559,212</b>	<b>7,838</b>	<b>7,567,050</b>	5,938,944
	(201,391)	9,422	(191,969)	1,496,982
Net gains on investments	498,605	-	498,605	(23,935)
<b>Net income</b>	<b>297,214</b>	<b>9,422</b>	<b>306,636</b>	1,473,047
<b>Transfers between funds</b>	<b>5,500</b>	<b>(5,500)</b>	<b>-</b>	-
<b>Net movement in funds</b>	<b>302,714</b>	<b>3,922</b>	<b>306,636</b>	1,473,047
<b>Funds at 1 October 2018</b>	<b>16,825,531</b>	<b>5,239</b>	<b>16,830,770</b>	15,357,723
<b>Funds at 30 September 2019</b>	<b>17,128,245</b>	<b>9,161</b>	<b>17,137,406</b>	16,830,770

The statement of financial activities incorporating the income and expenditure account includes all gains and losses recognised in the year.

All amounts relate to continuing activities.

## Balance sheet at 30 September 2019

HIOWAA - HAMPSHIRE AND ISLE OF WIGHT AIR AMBULANCE

Company number 05244460	Total 2019	Total 2018
	£	£
<b>Fixed assets</b>		
Tangible assets	588,347	561,559
Investments	13,156,640	12,355,750
<b>Total</b>	<b>13,744,987</b>	12,917,309
<b>Current assets</b>		
Stocks	26,547	36,237
Debtors	837,107	555,943
Cash at bank and in hand	4,448,087	4,860,503
<b>Total</b>	<b>5,311,741</b>	5,452,683
<b>Liabilities</b>		
Creditors: Amounts falling due within one year	(1,919,322)	(1,539,222)
<b>Net current assets</b>	<b>3,392,419</b>	3,913,461
<b>Total assets less current liabilities</b>	<b>17,137,406</b>	16,830,770
<b>Net assets</b>	<b>17,137,406</b>	16,830,770
<b>Funds</b>		
Restricted income funds	9,161	5,239
Unrestricted funds: Operational	17,128,245	16,825,531
Total unrestricted funds	17,128,245	16,825,531
<b>Total funds</b>	<b>17,137,406</b>	16,830,770

Approved by the Trustees and authorised for issue on 21/04/2020 and signed on their behalf by:

**Sir John Day**  
Chairman

**Peter Taylor JP FCA FRSA**  
Treasurer

## Statement of cash flows for the year ended 30 September 2019

	Total 2019	Total 2018
	£	£
<b>Cash flows from operating activities:</b>		
<b>Net cash (used in) provided by operating activities</b>	(220,856)	1,446,914
<b>Cash flows from investing activities</b>		
Purchase of property, plant and equipment	(202,332)	(85,582)
Withdrawal of investments	-	1,500,000
Interest received	10,772	-
<b>Net cash generated (used in)/ from investment activities</b>	(191,560)	1,414,418
<b>Change in cash and cash equivalents in the financial year</b>	(412,416)	2,861,332
<b>Cash and cash equivalents at the beginning of the year</b>	4,860,503	1,999,171
<b>Cash and cash equivalents at the end of the year</b>	4,448,087	4,860,503
<b>Reconciliation of net income to net cash flow from operating activities</b>	<b>2019</b>	2018
	£	£
<b>Net income for the year</b>	306,636	1,473,047
<b>Adjustment for:</b>		
(Gains)/losses on investments	(498,605)	23,935
Investment income	(359,843)	(355,793)
Investment costs	64,113	77,339
Depreciation charges	175,544	134,718
Decrease/(Increase) in stock	9,690	(17,363)
(Increase) in debtors	(281,164)	(10,732)
Increase in creditors	373,545	121,763
Interest received	(10,772)	-
<b>Net cash (used in)/ provided by operating activities</b>	(220,856)	1,446,914



We received  
**81,605**  
individual donations\*

\*This total includes cash, cheques, pots, buckets, transfers, JustGiving, PayPal, Facebook, Virgin Money Giving and Small Change Big Difference



# 2019 STATS



HAMPSHIRE AND ISLE OF WIGHT AIR AMBULANCE



# 2,262

## CALL OUTS IN 2019

This is an average of six missions a day

Saving lives through your support



It costs

# £15k

a day to keep our life-saving service operational



## BUSIEST DAY: WEDNESDAY

\*HIOWAA were called to 2,262 incidents, including 685 stand downs.



Air Ambulance responded to **1,025** call outs



We responded to **1,865** call outs during the day and **397** at night



**215** missions were on the Isle of Wight



Emergency Response Vehicles responded to **1,237** call outs

## INCLUDING:



**640** cardiac arrests



**388** road traffic incidents



**419** medical



**275** falls



**105** transfer



**93** assaults



**88** sports and leisure



**44** industrial



**26** burns

# FUTURE PLANS

**Emerging from winter into spring, it would be normal to look ahead and make plans for the future, but these are not normal times. As our nation struggles to confront the Coronavirus pandemic, it is becoming very clear that it will be some time before any kind of normality returns. Indeed, it is possible that we may not know what that 'normal' will look like for some time to come. It is already strikingly clear, however, that the pandemic will have a very significant impact on the economy, and charities by extension; so, judging the starting point for any future Strategic Plan is almost impossible.**

As I write this final section, your Charity, like so many others, sits largely in a state of suspended animation. The Charity offices have been closed for approaching seven weeks, and most fundraising activities have been postponed or cancelled; nearly half of the Head Office staff has been placed on furlough leave. Notwithstanding this, operationally the Charity has maintained a consistent pace of activity, working collaboratively with both the RAF and HM Coastguard to overcome the additional challenges posed by the virus of providing an Emergency Medical Service to the Isle of Wight and other more distant islands. This work, borne of adversity, has perhaps given us a glimpse of part of our future: to collaborate and innovate with all partners, in the name of delivering the best possible critical care to patients. The flexibility and adaptability that this way of working has demonstrated has become a hallmark of the service we deliver. Any future plans must safeguard this approach in order to ensure that, as neighbouring Air Ambulance charities respond to crises in different ways, your Charity retains the capability to respond autonomously to the needs of all our communities. Retaining this operational flexibility will be an important factor as the Charity approaches the renewal date of its contract for Aviation Services in 2022.

The key to any future decisions will be the acquisition and sharing of accurate and comprehensive data that helps both understand the demand for our service and how effectively we are meeting it. This will remain a priority for the Charity, influencing everything from our operational hours through to choices of the best equipment and training for our clinicians, so that they can be as well-prepared as possible for whatever they are called upon to do. The importance of your Charity's commitment to the training and professional development of our clinicians, and paramedics in particular, has been repeatedly reinforced during the pandemic. Our Critical Care Specialist Paramedics have unflinchingly stepped in to undertake additional shifts in the Emergency Department of University Hospital Southampton, standing shoulder-to-shoulder with their hard-pressed Nursing and Medical colleagues. This commitment will continue.

Future plans must be funded and sustainable in order to deliver their intended impact. So, an innovative and vibrant Fundraising Strategy must now be developed to deliver this longevity, simultaneously rebuilding vital financial reserves which have been drawn on to maintain operations during the pandemic. With the necessary suspension of most fundraising and all community outreach activity, your Charity has focused all efforts on maintaining our brand presence and profile in the digital space. Accepting that we had to drop 'out of sight' as direct face-to-face fundraising was suspended, we did all that we could to ensure we did not drop 'out of mind', and we have had some success. Accordingly, the new Fundraising Strategy will include emphasis on understanding and mastering income generation in this constantly changing and potentially very exciting domain.

**In closing, I would like to echo a sentiment from the beginning of this review. Coronavirus has turned our world upside down and swept away many aspects of what was termed 'normality'. What has, however, been uncovered has been the raw, basic and immutable human trait of generosity of spirit. As your Charity faces the challenge of maintaining and growing the service we provide in a post-Coronavirus world, we will need your generosity of spirit and support more than ever before. Without your support, none of what we do would be possible; with your continued support, anything is possible.**



# THANK YOU

On behalf of everyone at the Charity and the patients we have helped, a huge and enduring **thank you** for your support. We could not do what we do without you and the clue, as always, is in the strapline:

**ORDINARY PEOPLE.  
EXTRAORDINARY CARE.  
SUPPORTED BY YOU.**

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**Hampshire and Isle of Wight Air Ambulance**

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Front cover photograph taken by HIOWAA HEMS Paramedic Dave Zaple



3 Men<sup>2</sup> are proud to support  
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