

IMPACT REPORT

2024-2025
REVIEW



Saving Lives by Saving Time



Midlands
Air Ambulance
Charity®

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Our lifesaving service

During the 2024-2025 financial year, Midlands Air Ambulance Charity advanced its operational model to provide lifesaving pre-hospital emergency care **24/7- 365 days a year.**






Since its inception in 1991, Midlands Air Ambulance Charity has undertaken more than **80,000 missions**, serving a growing population of approximately seven million people across a diverse six-county region.

The charity's core mission is to deliver rapid, specialist care to the most critically ill and injured patients - individuals who benefit from advanced hospital-level interventions at the scene, before being conveyed to the hospital.

OUR CLINICAL TEAM
The team comprises of highly skilled Helicopter Emergency Medical Services (HEMS) Doctors and Critical Care Paramedics, specially trained to deliver advanced care outside the hospital environment.

They are able to provide a range of lifesaving interventions and enhanced treatments at the scene, including:

-  Administration of enhanced medicines to support effective pain relief and sedation.
-  Use of hospital grade equipment to perform enhanced care procedures such as Pre-Hospital Emergency Anesthesia and life saving emergency surgical procedures. Taking A+E level care to locations across the region.
-  Delivery of blood products to patients requiring immediate transfusions.

Their capability ensures that patients receive the highest level of critical care when and where they need it most – significantly improving patient outcomes in time-sensitive emergencies.

Strategic priorities

01.

CLINICAL EXCELLENCE

Provide the best outcomes for those critically ill or injured, by delivering a patient-centric pre-hospital emergency helicopter service.

03.

ORGANISATIONAL RESILIENCE

Futureproof the organisation by enhancing operations to ensure resilience, sustainability, and success.

02.

INCOME GENERATION

To fund our lifesaving service and enable business transformation over the next five years, income generation will embrace innovation and diversification.

04.

OUR PEOPLE

Place collaboration at the heart of all working practices, by developing our people and growing our regional networks to support the communities we serve.



Mission

To provide patients with outstanding pre-hospital care and life saving intervention through the operation of helicopter-led emergency medical services.

We will continue to save more lives and improve survivors' quality of life through the provision of a regional helicopter-led emergency service aligned to changing patient need and demand.



Vision

Saving Lives by Saving Time – Today, tomorrow, and in the future.



Values

Receptive, Recognition, Relevant, Respectful, and Responsible



Chair's statement

Welcome to our annual Impact Report for the year ended 31st March 2025 — marking Midlands Air Ambulance Charity's 34th year of delivering vital emergency services across the six counties we serve: Gloucestershire, Herefordshire, Shropshire, Staffordshire, the West Midlands, and Worcestershire.



KEITH MARRIOTT
Chair of the Board of Trustees

I would like to begin by offering heartfelt thanks to everyone who has supported Midlands Air Ambulance Charity over the past year.

I am proud to report significant progress during the 2024-2025 financial year:

- We delivered advanced clinical interventions to a greater number of patients — a 21% increase compared to the previous year.
- We replaced our leased EC135 aircraft with a new H145 helicopter with enhanced capabilities, strengthening our ability to reach and treat critically ill patients.
- We successfully trialled and implemented 24/7 operations, ensuring critical care is available both day and night.

- We undertook a redevelopment at our Strensham airbase, enhancing operational efficiency and improving welfare facilities for our clinical teams.

- We strengthened our patient and family support scheme through feedback-driven improvements to our Patient Liaison Service.

- We retained our 'Outstanding' Care Quality Commission (CQC) rating, reflecting our continued commitment to excellence in care and service delivery.

Thanks to the generosity of our supporters and our focus on prudent financial management, the charity ended the year in a strong financial position.

However, like many organisations, we continue to navigate macroeconomic challenges caused by factors often outside of our control.

This is why I ask you to continue supporting, or to begin supporting, Midlands Air Ambulance Charity. To ensure we can be there for the communities we serve — delivering rapid, lifesaving treatment when it is needed most.

Thank you to everyone who makes our work possible.



Chief Executive’s statement

As I reflect on another year leading Midlands Air Ambulance Charity, I am struck by the ongoing need to raise awareness of **two fundamental realities** about our work:



HANNA SEBRIGHT
Chief Executive

1. Midlands Air Ambulance Charity receives no financial support from the NHS, Government, or National Lottery. Everything we achieve is made possible solely through the generosity of our supporters.
2. Our charity provides advanced hospital-level interventions at the scene, delivered by highly skilled critical care paramedics and doctors trained in pre-hospital emergency medicine — offering care that goes beyond the capabilities of NHS ambulance paramedics alone.

Looking ahead, a critical priority for us is sharing more about the impact we make through the stories of the patients we serve. We are making significant progress in tracking full patient journeys, thanks to new data-sharing agreements with NHS hospitals. To bring our impact to life, on the following pages we share two inspiring survivor stories, with more available on our website and social media channels.

I am incredibly proud of the charity’s achievements over the last 12 months, made possible through the diligence and passion of our exceptional team — our staff, volunteers, and supporters. As our Chair notes, however, we are not immune to economic pressures, we are proactively working to diversify our income streams.

To this end, I encourage you to explore our First Aid Training, Clinical Training, and venue hire services at our state-of-the-art headquarters and airbase at Cosford, with further facilities becoming available at our Strensham site later in the year. Our ambition is for Midlands Air Ambulance Charity to be recognised nationally as a Centre of Excellence for Clinical Training — a goal we are rapidly moving towards.

Thank you once again for your continued commitment and belief in the work we do.

Together, we will ensure Midlands Air Ambulance Charity remains a lifeline for those **who need us most.**



Mission statistics

Helicopter-led, Emergency Medical Services (HEMS) delivery

Data shows a significant increase in the use of advanced medical interventions, highlighting the critical role that specialised teams like Critical Care Paramedics and Doctors play in improving patient outcomes. Key outputs include:



For more mission information please visit:
midlandsairambulance.com/missions

+21%

Increase in advanced medical interventions:

When compared to the FY 2023-2024, there's a noticeable rise in the deployment of advanced interventions at scene, highlighting the importance of highly skilled clinicians in managing complex medical emergencies.

42%

Patients who received lifesaving procedures:

Such as advanced airway management, intubation, and open heart surgery.

32%

Patients who were treated with advanced drugs:

Sedatives and anaesthetic agents were used to ensure that patients received the necessary care for life-threatening conditions, showcasing the enhanced interventions that go beyond the capabilities of NHS ambulance paramedics alone.

+9%

Increase in patients conveyed by air:

With the crew deciding on the best hospital to take the patient in line with their needs. The use of helicopters allows for faster access to critical care, particularly in remote or time-sensitive situations. During this financial year, we transported more patients to hospital by air.



Mission impact

Over the past five years, our Critical Care teams have been deployed to an average of **4,000 missions annually** — equivalent to approximately **10 lifesaving callouts each day**.



Patient care

Our dedicated **Patient Liaison Team** monitor patients' post-mission to understand outcomes. They provide signposting to support each individual's health and wellbeing during the recovery period and beyond. The Patient Liaison Team also provide guidance to the bereaved families and friends of patients who sadly didn't survive — to help them through the grieving process.



Impact in action

MISSION TYPE: TRAUMATIC

On the 16th June 2024, Karolinn Allen’s world changed in an instant.



KAROLINN ALLEN
Former patient

At 49, the single mum from Worcester was known for her strength — the kind of woman who fixed her own equipment, trained hard at the gym, and lifted weights with the same determination she brought to everyday life. But that day, while working on a heavy machine, something went terribly wrong.

The equipment shifted — and in a heartbeat, it fell. Karolinn jumped to save herself. But the machine caught her ankle — and that split-second moment left her with devastating injuries. “I jumped to get out of the way” she recalls. “But it clipped my ankle.”

Two of her three major ankle ligaments were torn through. The third was halfway gone. Her foot was dislocated, damaged, and barely holding together. The pain was immediate. The damage, extensive.

An ambulance crew was the first to reach her. But they quickly saw what Karolinn didn’t yet know. This wasn’t just a break or a sprain. This was serious. She needed more than just standard help. She needed specialist, advanced care — fast. That’s when Midlands Air Ambulance Charity was called.

“I didn’t understand at first why the air ambulance was needed” Karolinn admits. “But they explained that I needed strong, advanced pain relief and rapid transfer to a specialist hospital if there was any chance of saving my foot.”

Midlands Air Ambulance Charity’s team stabilised her, managed her pain, and flew her to the Queen Elizabeth Hospital in Birmingham — the closest hospital equipped to treat such severe trauma. That flight, and the care she received before it, made all the difference.

Once there, Karolinn endured a gruelling ten-hour surgery. Surgeons worked to reattach her ligaments to bone, while plastic surgeons performed a skin graft taken from her thigh to repair the external damage. She stayed in hospital for ten days, surrounded by her family, holding on to hope.

Before the accident, Karolinn had been training for a weightlifting competition. She was strong, active and unstoppable. And that strength didn’t leave her — not even after the trauma.

“I have a limp now. My ankle will never look the

same again” she says “but I have my foot. I can walk. That’s what matters.”

Her journey of recovery hasn’t been easy, but Karolinn is already back at the gym. She’s a fighter. A survivor. And a reminder of how precious, and fragile, life can be.

“The air ambulance is something you don’t know you need... until you do,” Karolinn reflects. “They made a horrible situation bearable. Without them, I don’t know what my future would have looked like.”

Karolinn, like many others, did not realise that Midlands Air Ambulance Charity relies entirely on donations to fund its lifesaving missions. Her story is living proof of the impact of receiving enhanced critical care and the longer term benefits it can bring post incident when recovering and returning to normal life.

“They made a horrible situation bearable. Without them, I don’t know what my future would have looked like.”

MISSION TYPE: MEDICAL EMERGENCY

Emergency services in England treat nearly 30,000 people suffering out-of-hospital cardiac arrests each year.



WAYNE BOWRING (R)
Former patient, photographed with Colin Apps (L), Critical Care Paramedic

Unfortunately, Wayne Bowring was one of them at his workplace in the West Midlands.

53-year-old Wayne was working as a body mechanic in Wednesbury. On the day, he suddenly began to feel unwell, collapsed and went into cardiac arrest. His heart had stopped. Four of Wayne’s work colleagues immediately responded to the situation by ringing 999 and administering vital bystander CPR. One of the charity’s critical care cars was rapidly dispatched to the scene with Colin Apps, a Critical Care Paramedic onboard.

When Colin arrived, Wayne was already being shocked with an AED (Automated External Defibrillator). Sadly, the survival rate of an out-of-hospital cardiac arrest is less than ten per cent. By receiving bystander support immediately before the arrival of the emergency services, the chances of survival can double or even triple.

“I was what was known as ‘clinically dead’ as I was gone for more than five minutes,” said Wayne. “If it had not been for my work colleagues’ quick reactions, I would not have survived.”

With advanced clinical skills and enhanced medicines, Colin swiftly began to treat Wayne.

He cannulated Wayne and administered aspirin (helping to thin the blood and improve blood flow to the heart) and ondansetron (a medication used to prevent nausea and vomiting).

Morphine was also provided through the cannula to help widen the blood vessels to increase blood flow around Wayne’s body. In addition, glyceryl trinitrate (more commonly known as GTN spray) was sprayed under Wayne’s tongue to further relax and widen the blood vessels.

The combination of the initial CPR and AED shocks and critical care intervention from Colin meant that Wayne thankfully regained a pulse. He was transported to New Cross Hospital in Wolverhampton, accompanied by Colin in case Wayne rearrested and needed further advanced clinical treatment.

Wayne underwent open heart surgery in New Cross Hospital’s specialist cardiac unit and spent a week in the intensive care unit. It was discovered that the cause of the cardiac arrest was due to Wayne being born with only two chambers in his heart instead of three. Wayne was fitted with a mechanical valve and a defibrillator on his back.

“Thank you to Colin, who went above and beyond, reassuring me that my husband was going to be okay,” said Wayne’s wife, Melanie.

“He was so very kind and compassionate with me at a very stressful and scary time.”

Wayne returned home after four weeks in hospital to continue his recovery. Despite getting tired more quickly and taking a cocktail of tablets a day,

Wayne’s recovery is steady but going well.

He added: “I just thank God I am still alive and grateful for the second chance I was given.”

Wayne and Melanie visited our Cosford airbase and headquarters, where they met Colin for the first time since the incident and thanked him for his lifesaving support.

As part of their thanks Melanie has kindly chosen Midlands Air Ambulance Charity as the charity of choice at her workplace.

“He was so very kind and compassionate with me at a very stressful and scary time.”

Strategic update

The 2024-25 financial year marked the three-year delivery point for **Midlands Air Ambulance Charity's Group five-year strategy**

As a community-based charity, our strategy aims to positively impact the six-counties we serve through our 24/7 helicopter-led emergency medical service.

When combined, these priorities provide the short- medium- and long-term road maps for delivering the charity's strategic priorities.

The FY 2024-2025 annual business plan comprised thirty-one workstreams — all of which were activated. Twenty-six were fully completed, and five have been carried across into the FY 2025-2026 business plan as they are ongoing.



Key delivery highlights

- We implemented the **charity's new clinical plan** — reflecting our continued commitment to excellence in care and service delivery. This has resulted in delivering advanced clinical interventions to a greater number of patients. Data shows a 21% increase compared to the previous year — showcasing the expertise and skill of our Critical Care Paramedics and Doctors.
- We successfully trialled **24/7 operations**. The new operational model has now been implemented as business as usual, ensuring our critical care is available to patients in need both day and night.
- We invested in our **training and education capabilities**. We successfully rolled out a new training programme internally and have achieved overall Group compliance levels of 96%. Furthermore, we have established operations to be a provider of training for third parties, clinicians and local communities.

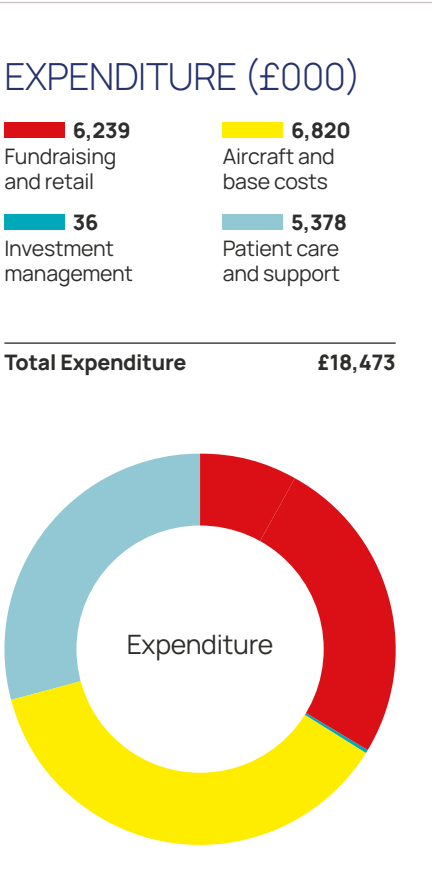
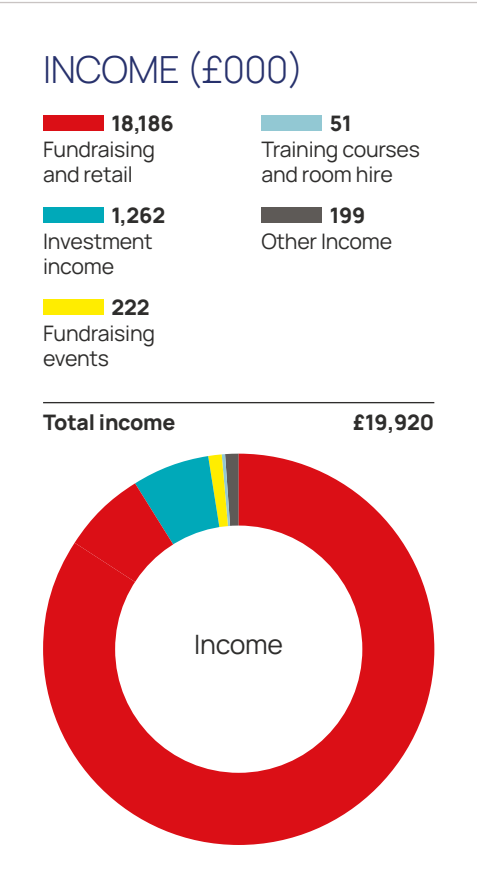
- We developed our **new Income Generation Strategic Plan**. As our organisation does not receive any government funding, financial sustainability is at the forefront of our strategy. During FY 2024-2025, we developed a three-year road map which focuses on further enhancement of fundraising activity as well as diversifying income sources.
- We implemented our **aviation development workstreams** — including the new ten-year contract with our aviation partner Babcock. Alongside this, we purchased and delivered a new H145 aircraft which replaces the existing leased aircraft — with MAAC now wholly owning three aircraft. The new H145 helicopter has enhanced capabilities, and its addition to our fleet strengthens our ability to reach and treat critically ill patients now and into the future.
- We expanded our **network of shops**. Whilst we had to close our Walsall shop due to local area development, we have grown our retail portfolio by two new stores in Worcester and Ross on Wye.

This helps with generating income as well as the environment by recycling used goods and enabling community inclusion via the introduction of community hubs.

- We introduced a **new talent management initiative**, with this helping to forward plan staff resources and support with organisational resilience.
- We developed our **Volunteer Programme**. To enhance volunteer engagement and retention, we launched a Volunteer Recognition Awards programme, acknowledging service milestones (i) Platinum 20+ years; (ii) Gold 10+ years; (iii) Silver 5+ years; (iv) Bronze 3+ years. During the year we have strengthened engagement with county networks and introduced a new Volunteer Handbook and Code of Conduct outlining the charity's commitment to volunteers.

Financial Statement

Statement of financial activities including consolidated income and expenditure for the year ending 31st March 2025.



Reserves Policy

Total funds for the group are £59,660,000. Of this only £13,452,000 are free reserves. This is because the balance of £46,208,000 can only be realised by either selling fixed assets, eg helicopters or buildings, or disposing of the investment portfolio.



Community engagement and development

In addition to our core lifesaving services, Midlands Air Ambulance Charity is deeply committed to **enhancing the lives of local individuals and businesses.**

We achieve this through the provision of education and training programmes. Additionally, we offer volunteering opportunities that enable members of the community to directly contribute to our mission, fostering a sense of involvement and support.

By expanding our focus beyond emergency response, we aim to empower and educate the communities we serve, ensuring that they are better equipped to manage medical emergencies and contribute to the overall health and safety of their environments.

OUR VOLUNTEER NETWORKS

As an organisation which was founded by the community it serves, volunteers have always been integral to the operations of Midlands Air Ambulance Charity. Without community support, our daily missions would not be possible. Volunteers contribute at all levels – from the boardroom to on-the-ground operations – complementing the efforts of our clinical crew, charity, and retail teams.

Midlands Air Ambulance Charity has proudly held the national Investors in Volunteers accreditation since 2018. In the FY 2024–25, we launched our Volunteer Strategic Plan, focusing on (i) increasing volunteer numbers; (ii) enhancing volunteer retention and (iii) further improving volunteer feedback mechanisms.



KEY ACHIEVEMENTS FY 2024-2025

- **Volunteer numbers: Increased by 30%**, bringing the total to 339 volunteers.
- **Volunteer hours: Approximately 39,648 hours donated**, marking a 14% increase.
- **Retention rate: 85%, with low attrition among volunteers.** The primary reasons for leaving include changes in personal circumstances, such as ill health or relocation.

We strive to ensure that the volunteer experience is both enjoyable and rewarding. Regular feedback is sought to assess volunteer satisfaction and gather their insights. The latest volunteer survey indicates positive trends, with the following highlights:

- **Volunteer satisfaction: 93%** (up by 3%)
- **Understanding of charitable purpose – vision, mission values: 97%** (up by 7%)
- **Willingness to recommend volunteering: 97%** (up by 7%)

- **Training satisfaction: 95%** (up by 5%)

TRAINING DIVISION

In support of our vision – saving lives, by saving time – for over ten years, Midlands Air Ambulance Charity has continued to deliver community education activity across the six-county region, teaching life skills, such as CPR, bleed control, and defibrillation usage.

Alongside this, during FY 2024-2025, the organisation developed new training provider capabilities focusing on two audiences: (ii) clinical professionals with HEMS specialism and the wider healthcare sector, (ii) the public, such as workplace first aid training for local businesses and community groups.

EXAMPLE COURSES DELIVERED

- Resuscitation Council UK's (RCUK) (i) Advanced and (ii) Intermediate Life Support
- Pre-Hospital Emergency Medicine Transfer and Retrieval
- Pre-Hospital Maternity and Neonatal Course
- Pre-Hospital Ultrasound

- Pre-Hospital Surgical Skills
- European Trauma Course
- Emergency First Aid at Work

- First Biker on Scene – a practical course for Bikers, designed to give the learner the skills and confidence to manage a casualty at the scene of the injury.

- Basic Life Support – CPR and AED specific training

- Accredited Paediatric First Aid Courses

The training division has been developed to host a portfolio of 16 courses, eight of which are externally accredited e.g., First Aid Industry Body and the RCUK. A cohort of clinical practitioners has been identified to support the delivery of CPD accredited courses.

The organisation's airbase and charity headquarters in Cosford is a key location for our training programmes, alongside our two other airbases and community hubs, Tatenhill in Staffordshire and Strensham in Worcestershire.



The headquarters facility includes a state-of-the-art training area, complete with simulation suite, which is fundamental to delivering the advanced training programmes. Not only does this facility ensure our critical care team are equipped to treat increasingly complex patient cases, it also provides a quality venue for other third parties to learn and enhance skills.

Do you want to **volunteer?**

midlandsairambulance.com/volunteer

Do you need any **training?**

midlandsairambulance.com/education

Partnerships

Delivering our pre-hospital helicopter-led emergency service.

OPERATIONS OVERVIEW

- **Helicopter Fleet:** Midlands Air Ambulance operates three wholly owned Airbus helicopters, each staffed by a team consisting of a pilot and a clinical crew of two – either specialist Critical Care Paramedics or Doctor. This setup ensures that every patient receives highly skilled care at the scene and during transport.
- **Critical Care Cars:** In addition to the helicopters, the charity utilises 'over land' critical care cars, expanding the reach and response time for emergencies on the ground. These vehicles are fully equipped with life-support medical equipment and essential controlled drugs, ensuring consistent care across all platforms.

COLLABORATIVE PARTNERSHIPS

The organisation's clinical service effectiveness is driven by strong collaborative relationships with key delivery partners, receiving hospitals and the wider healthcare economy.

These partnerships are built on a shared commitment to providing the highest quality service and care to patients, reinforcing the importance of teamwork and coordination in delivering rapid, high-level emergency medical intervention.

CLINICAL DISPATCH PARTNERS

We work in partnership with two Ambulance Service Trusts who coordinate responses to 999 calls within our six-county operating region:



Our delivery partners assign us to missions, requesting our dispatch by air and/or land in response to serious trauma incidents and medical emergencies.

AVIATION PARTNER

During FY24-25 an extensive open tender exercise was undertaken for this important function, which resulted in the announcement that Babcock International Group will be our aviation partner for the next 10 years.

Babcock International Group provide our Aircraft Operators Certification (AOC) and the specialist delivery team.

The pilots and engineers are responsible for our fleet of helicopters and promote safety and excellence across flight operations.



Future plans

The financial year 2025–2026 marks the fourth year of implementing the charity's five-year strategy and the **four strategic priorities:**

- Clinical Excellence
- Income Generation
- Organisational Resilience
- Our People

We will continue to be data-driven as our operations evolve. Mission data illustrates the effectiveness of specialised teams in critical situations and the value they add to patient care.

We will strengthen our patient and family support services through our Patient Liaison Team. This service supports patients and their families during their recovery and enables us to continually improve our services through monitoring the impact of advanced intervention on patients.

Alongside this, we remain committed to deepening our engagement across the communities we serve. We will develop a new three-year volunteer plan to strengthen community involvement. In addition, we'll be launching a Patron and Ambassador programme to help broaden awareness and support for our work.

We are focused on generating income through new ways – including the delivery of first aid training services and accredited specialist clinical training, offering venue hire services at our Cosford airbase and charity headquarters and at our Strensham site later in the year.

Our venue hire programme will help to raise funds as well as provide valuable community space for regional businesses, stakeholders and groups.

Our ambition is for Midlands Air Ambulance Charity to be recognised nationally as a Centre of Excellence for Clinical Training — a goal we are rapidly moving towards.

Additionally, we plan to further expand our retail network to grow income and increase the contribution of the retail division to the parent company in support of our core purpose.

An ongoing programme within the charity group will be to continue promoting a culture of innovation – one that is considered at every level, in every team, and that is underpinned by cross departmental collaborations. A key project in driving organisational resilience will be the development of a digital transformation strategy – including ways to enhance knowledge management capabilities across the group.

Quality assurance and standards

As part of our ongoing commitment to quality management and continuous improvement, **Midlands Air Ambulance Charity** is proud to hold the following accreditations:

Demonstrating our commitment to excellence, these nationally recognised accreditations support our strategic aim to deliver high-quality patient care and maintain a strong, well-governed organisation.

- **Care Quality Commission:**
We gained CQC registration in April 2022. During FY 2023–2024, all three airbases were inspected, and each received the highest possible rating of Outstanding.
- **Investors in People:**
Assessed during FY2023–2024 and awarded Gold accreditation.
- **Investors in Volunteers:**
Reassessed in Q4 of FY 2024–2025 as part of our second re-accreditation cycle.

OUR FUNDRAISING STANDARDS AND PROMISE

We are committed to upholding the highest fundraising standards:

- Our charity is registered with the **Fundraising Regulator**, the independent regulator of charitable fundraising in England, Wales and Northern Ireland who advocates best practice for the sector.
- We are an active member of **The Chartered Institute of Fundraising**, the professional membership body for UK fundraising.

- We strive to ensure that our fundraising adheres to Data Protection legislation as set out by the Information Commissioners Office, key **Charity Commission** guidance and the Code of Fundraising Practice.
- As stated in our Donor Promise, our approach to fundraising is based on the principles of responsibility, transparency, and honesty. Please refer to our website for more details.

midlandsairambulance.com/legal/donor-promise





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Ways to support us:

Donate

Volunteer

Shop

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Training

Lottery



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