

IMPACT REPORT

2025/26 REVIEW



Saving Lives by Saving Time



Midlands
Air Ambulance
Charity®

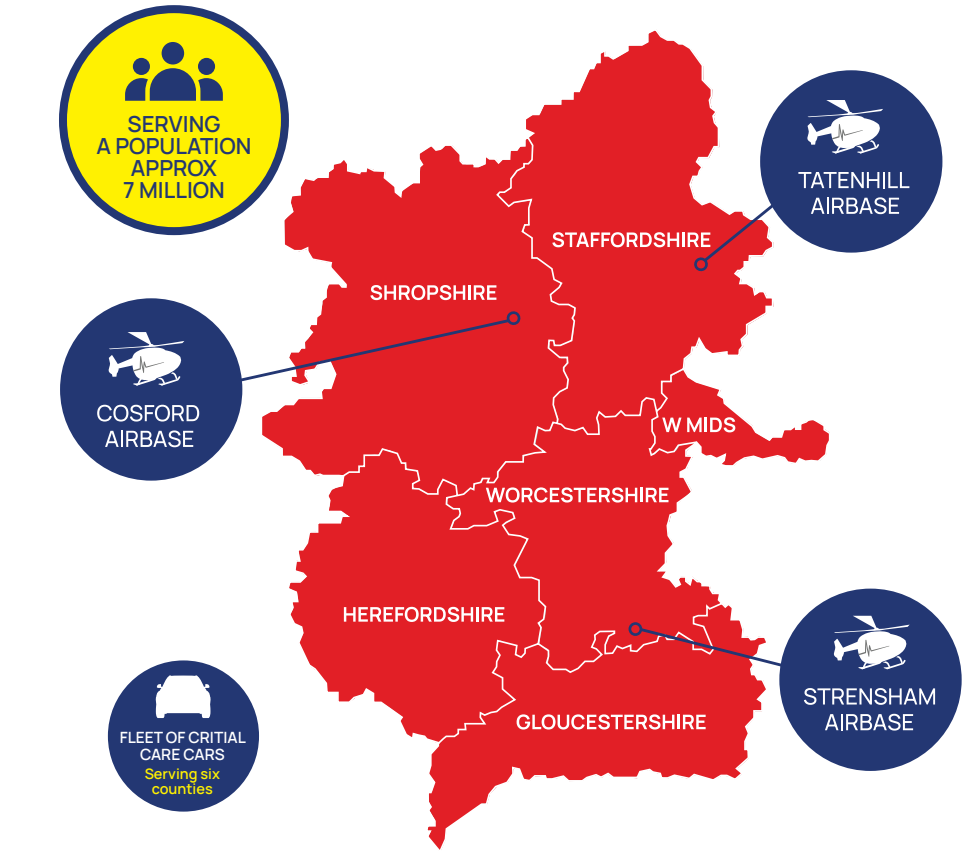
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Our lifesaving service

Midlands Air Ambulance Charity is an independent healthcare provider with over 35 years of experience in delivering helicopter-led emergency medical services. We operate 24 hours a day, 365 days a year, and are rated Outstanding by the Care Quality Commission (CQC).



We receive no funding from the NHS or Government. We rely entirely on the generosity of local communities, regional businesses, trusts and grant-making bodies. Our work includes not only an emergency critical care service, but community engagement and charitable activities, retail operations, and education and training.

At the heart of this service is our highly skilled team of Critical Care Paramedics and Doctors, who are able to provide 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.
-  Delivery of blood products to patients requiring immediate transfusions.

This enhanced level of care not only saves lives, but also significantly improves patient recovery by reducing complications, minimising pain and suffering, and significantly improving long-term outcomes.

Strategic priorities

Our five-year organisational strategy is underpinned by four core priorities:

01

CLINICAL EXCELLENCE

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

02

INCOME GENERATION

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

03

ORGANISATIONAL RESILIENCE

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

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.



Our Vision

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



Our 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.



Our Values

Receptive, Recognition, Relevant,
Respectful, and Responsible.

Chair's statement

The 2025/26 financial year has been one of significant progress and delivery. Against a backdrop of sustained pressure across the urgent and emergency care system, the charity has remained steadfast in its focus — delivering outstanding patient care, strengthening operational resilience, and investing in the long-term sustainability of our service.



KEITH MARRIOTT
Chair of the Board of Trustees

I am incredibly proud of our teams, whose professionalism, compassion and commitment ensure patients receive the highest standard of care when they need it most.

This has been supported by a comprehensive clinical and operational restructure, strengthening leadership and resilience while ensuring patient care remains paramount.

We have continued to invest in infrastructure and operational capability, including the redevelopment of Strensham airbase, the introduction of daylight tracking, a Critical Care Car fleet review and body-worn cameras.

We have developed our Patient Liaison Service to better support patients and families, and enhanced collaboration with hospitals through new data-sharing agreements.

Partnership working is critical. We have deepened our relationship with South Western Ambulance Service NHS Foundation Trust and continue to work closely with MPs to advocate for improved hospital helipad infrastructure.

We have also expanded our education and training programmes, supporting both income diversification and community resilience, with initiatives such as First Farmer on Scene delivering real impact.

I am also delighted to welcome Sir David Nicholson as Patron, whose breadth of NHS experience and insight will further strengthen the charity.

As a wholly donor-funded organisation, we are deeply grateful to our supporters, volunteers, partners and staff. On behalf of the Board, I thank everyone who contributes to our success.

Looking ahead, we remain focused on clinical excellence, resilience, and meeting the evolving needs of the communities we serve.



Chief Executive Officer's statement

As we look ahead to 2026/27, Midlands Air Ambulance Charity enters a landmark year, celebrating 35 years of service. Our focus for the year is on clinical advancement, operational resilience, innovation, and long-term sustainability, ensuring we consistently deliver the highest standards of critical care across the Midlands.



HANNA SEBRIGHT
Chief Executive Officer

A key priority is achieving an advanced critical care model across all frontline platforms, including the extension of intensivist doctor coverage. This represents an important step within a longer-term programme of development, supported by sustainable growth and charitable funding.

Clinical improvement remains a central objective. We will enhance cardiac care and brain injury pathways, recognising that brain injuries account for over 12% of our missions.

This includes improving rapid conveyance and strengthening patient management at scene and during transfer, as well as refining our approach to pain management, supporting better patient comfort and outcomes.

Alongside frontline care, we remain committed to supporting patients and families beyond the point of treatment, with continued development of our Patient Liaison Service.

Our 35th anniversary year will provide a strong platform for fundraising and community engagement. As a charity reliant on voluntary income, we will diversify income streams and strengthen partnerships with corporate supporters, recognising the impact of rising operational costs, including aviation and fuel.

Events such as Bike4Life, one of the UK's largest motorcycle ride-outs, alongside new initiatives including our rapidly developing education and training programme, and an interactive public exhibition, will help showcase the people and stories behind our work.

We will also continue to invest time and staff resource in digital transformation, ensuring the charity is increasingly data-led, efficient and future-ready, while developing a new three-year strategic plan.

As we enter this significant year, I remain immensely proud of our people and deeply grateful to our supporters, volunteers and partners. Together, we will build on 35 years of service - delivering lifesaving care every day, while continuing to grow our impact for the future.



Mission statistics

FY 2025/26 highlighted continued growth in our operational reach:

The most significant trend was the increase in the complexity of care provided, with both advanced interventions and medication delivery growing at a faster rate than overall mission volume.

FY 2025/2026 MISSION TYPES

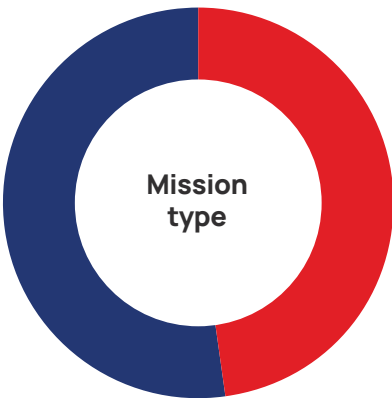
- 48%

Medical Emergencies:

 - Medical incidents – Cardiac arrests, strokes, heart attacks etc.
- 52%

Traumatic Incidents:

 - Accidental injury – road traffic collisions; leisure related incidents (e.g., sports, DIY related)
 - Industrial accidents
 - Stabbings / shootings
 - Intentional self-harm



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

Reporting aligns to the period April 2025 to March 2026.

+7%

Patients reached by air

+10%

Patients receiving advanced clinical interventions

+1%

Patients conveyed by air

+15%

Patients receiving advanced medications



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 **11 lifesaving callouts each day**.



Patient care

Our dedicated **Critical Care Teams** achieved a positive outcome in one in three cases (33%), with patients regaining a return of spontaneous circulation (ROSC).



Impact in action

MISSION TYPE: TRAUMATIC

Graham Harries’s leisure ride turned into a life-changing ordeal.



GRAHAM HARRIES
Former patient

At around 10.40am, Graham (74, from Sutton Coldfield) set off on his 26-year-old Yamaha Virago V-twin to attend a classic car and bike show at Middleton Hall near Tamworth.

It was a lovely warm summer’s day and, for Graham, the trip was meant to be a leisurely outing enjoying one of his greatest passions.

But just a few minutes from home he was involved in a head-on collision with a vehicle on a sharp left-hand bend.

The impact left Graham with devastating injuries. He suffered a compound fracture to his femur, losing 180mm of bone, as well as a broken kneecap, coccyx, left hip and ribs.

Graham said: “One moment I was setting off to enjoy the day ahead, and the next my whole life had changed. I never imagined a journey so close to home would leave me fighting to save my life.”

A Midlands Air Ambulance Charity helicopter and crew were dispatched to the scene with pilot Captain Tim Jones and Critical Care Paramedics Fay Pollock and Allister McNeill on board.

Graham received enhanced medication and emergency care at the roadside that only the charity’s critical care team could provide, including being given ketamine for sedation whilst the team put traction on his leg and splinted it.

Graham was then airlifted by Midlands Air Ambulance Charity to Queen Elizabeth Hospital Birmingham, a major trauma hospital.

Graham had long been aware that Midlands Air Ambulance Charity is funded by donations, and after experiencing the service first-hand, he was determined to give something back.

In February and June 2025, Graham and his band held fundraising nights in support of the charity, raising an incredible £2,925 in total, with £1,425 donated to Midlands Air Ambulance Charity and £1,500 to Great Western Air Ambulance Charity, where another member of the band is based.

For Graham, fundraising was a way to say thank you – not only for the care that helped save his life, but for the chance to get back to the people and passions that mean the most to him.

“I would like to thank the Police, land ambulance, Fire Brigade and Midlands Air Ambulance Charity who attended to me on that lovely sunny day, who helped save my leg and my life. Again, thank you.”

MISSION TYPE: MEDICAL EMERGENCY

Jenni’s routine dog walk escalated into an emergency incident.



JENNI CROSS
Former patient

Jenni, 66, lives on a 15-acre smallholding in Colwall, Herefordshire, where she works as a dog walker. On the day of the incident, she was out in her fields outside her home walking dogs when a fight broke out amongst them. Jenni stepped in to try and break it up.

In the process she sustained multiple serious injuries, including deep bites to her hands, legs and face. Her left hand was badly lacerated to the bone, while her face suffered extensive trauma. Most critically, she lost vision in her right eye due to a blood clot forming behind it.

With the severity of her injuries clear, a Midlands Air Ambulance Charity helicopter was dispatched from Strensham. The crew quickly arrived to provide advanced, specialist care at the scene.

In a remarkable intervention, Dr Oliver Bevan, a Pre-Hospital Emergency Medicine Service fellowship doctor with Midlands Air Ambulance Charity performed a sight-saving procedure called a lateral canthotomy on Jenni’s eye at the scene.

Critical Care Paramedic Kerry Hemus was also part of the team delivering the vital care in those crucial moments.

Dr Bevan said: “Jenni had extensive facial injuries. We moved Jenni to the helicopter and the team performed a procedural sedation using ketamine.

“Once we could fully examine the eye, it was clinically apparent that there was a dangerous build-up of pressure that needed to be released, otherwise there was an extremely high risk of permanent visual loss. We therefore carried out the procedure on the aircraft almost immediately after clinical diagnosis.”

Jenni was then airlifted to Queen Elizabeth Hospital Birmingham, a major trauma hospital, where her treatment continued.

Jenni said: “I am so grateful for the outstanding treatment I received that day. They are earth angels. I don’t have the words to adequately express my gratitude to each and every person involved in the charity because they all played a part in saving my sight.

“It was so incredible that Dr Bevan happened to be on shift that day – a doctor that trains others in the operation that he performed on me, quite literally in the field. He saved my sight.

“If Midlands Air Ambulance Charity had not existed, I would be blind in my right eye. I can’t ever thank the team enough.”

Dr Bevan added: “As a result of this particular mission, we have added lateral canthotomy to the surgical skills course that we run at Midlands Air Ambulance Charity, so that more of our Doctors and Critical Care Paramedics are taught the procedure, so that future patients can also benefit.”

Jenni was not aware that Midlands Air Ambulance Charity is entirely funded by donations before her incident. Her experience stands as a powerful reminder of the life-changing impact the service provides – delivering hospital-level care at the scene, when every second matters.

“If Midlands Air Ambulance Charity had not existed, I would be blind in my right eye. I can’t ever thank the team enough.”



Strategic update

During FY 2025/26, Midlands Air Ambulance Charity continued to deliver outstanding, lifesaving care across the communities it serves, while also strengthening the resilience, capability, and sustainability of its service.

We continued to enhance our clinical model, with more patients receiving advanced interventions and medications at the point of need. This increasing clinical intensity reflects both the complexity of cases we attend and the strength of our enhanced pre-hospital critical care capability.

The successful embedding of our 24/7 operating model was a milestone, ensuring enhanced critical care is available whenever patients need us most. This has been supported by a comprehensive clinical and operational organisational restructure, strengthening leadership, staff resource and overall resilience.

We have also continued to invest in our operational infrastructure and innovation. Key developments during the year include the redevelopment of our airbase in Strensham, Worcestershire, the introduction of daylight tracking to maximise safe flying hours and reach more patients, a Critical Care Car fleet review, and the rollout of body-worn cameras.

Through our education and training programmes, we reached nearly 700 learners, equipping individuals and organisations with essential lifesaving skills such as CPR, bleed control, and defibrillator use. These initiatives strengthen community resilience, enabling earlier intervention and improving outcomes.

Our Patient Liaison Service has been further developed, ensuring patients and families receive ongoing support beyond the point of treatment, including guidance through recovery or compassionate support during bereavement. In parallel, enhanced data-sharing with hospital partners has been a success.

We strengthened partnerships across the urgent and emergency care system, including **an enhanced partnership with South Western Ambulance Service NHS Foundation Trust** via a Memorandum of Understanding and Data Sharing Agreement, and continued engagement with policymakers to advocate for improvements across the Midlands based hospital helipad infrastructure.

As a charity entirely funded by voluntary donations, our impact is only possible through the dedication of our staff and volunteers, and the generosity of our supporters, partners, and donors.

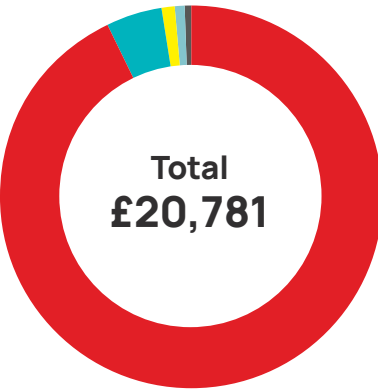
As we look ahead, **we remain focused on expanding our reach, enhancing clinical excellence, and continuing to evolve** – ensuring that more lives are saved, and more communities are supported across the Midlands.

Financial statement

Statement of financial activities including consolidated income and expenditure for the year ending 31st March 2026.

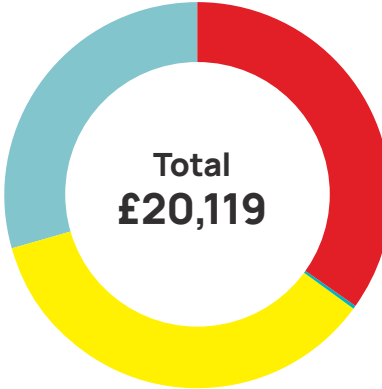
INCOME (£000)

- Fundraising and retail **£19,315**
- Investment income **£996**
- Fundraising events **£219**
- Training courses and room hire **£158**
- Other Income **£93**



EXPENDITURE (£000)

- Fundraising and retail **£6,913**
- Investment management **£32**
- Aircraft and base costs **£7,391**
- Patient care and support **£5,783**



Reserves Policy

Total funds for the group are £61,735,000. Of this only £13,905,000 are free reserves.

This is because the balance of £47,830,000 can only be realised by either selling fixed assets, e.g. helicopters or buildings, or disposing of the investment portfolio.



Our volunteer networks

Volunteers are fundamental to the success of the charity and have been integral to our work since our founding in 1991. Their dedication, skills, and generosity play a critical role in sustaining our operations and ensuring a strong, visible presence across the region.



The charity has held the national Investors in Volunteers accreditation for over eight years, demonstrating our sustained commitment to excellence in volunteer management and experience.

Working alongside our clinical crews and employed teams, volunteers are vital in extending our reach, strengthening community connections, and amplifying our impact.

Our volunteer network supports the charity across a diverse range of roles; from helping to maintain essential blood supplies at our airbases, to supporting fundraising, retail, events, and community engagement activities – playing a key role in sharing and championing the charity’s impact.

Key Achievements FY 2025/26:

- **Volunteer numbers:** Increased by 6%, bringing the total to 359 volunteers.
- **Volunteer hours:** Approximately 39,499 hours donated, remaining in line with the previous year.
- **Retention rate:** We pride ourselves on having low attrition among volunteers. The primary reasons for leaving include student placements ending and/or volunteers finding employment/ education opportunities.

The charity places strong emphasis on delivering a rewarding volunteer experience and actively seeks feedback to inform development. The latest volunteer survey reflects positive outcomes, with the following key highlights:

- Willingness to recommend volunteering **98%** (up by 1%)
- Volunteer satisfaction **96%** (up by 3%)
- Understanding of charitable purpose - vision, mission and values **100%** (up by 3%)
- Training satisfaction **95%** (stable year on year)

MAAC Training Division

Midlands Air Ambulance Charity’s impact extends beyond the delivery of lifesaving emergency care.

Through a comprehensive programme of education and training, we equip healthcare professionals, workplace personnel, and communities with the skills and confidence to respond effectively in critical situations.

During FY 2025/26, our education and training programme continued to play a vital role in supporting clinical excellence, workforce development, and community resilience.

These programmes provide essential lifesaving skills, including CPR, defibrillator use, and trauma response, empowering individuals to act quickly and effectively in emergencies.

Our education activity also contributes to wider improvements across the healthcare system, by enhancing the capability of healthcare professionals and increasing bystander intervention.

We remain committed to investing in our own people. This year, staff members benefited from training and development, ensuring our teams continue to deliver high-quality care in increasingly complex pre-hospital environments.

Our training programmes are underpinned by nationally recognised accreditations, including the Resuscitation Council UK (RCUK), with further partnerships planned. This ensures the quality, consistency, and relevance of our education and training offer.

Beyond delivery, we continue to contribute to national learning and best practice. Our clinicians and educators have presented at conferences and published research, reinforcing our position as a leader in clinical education and innovation.

Find out more: midlandsairambulance.com/education



Partnerships

Delivering our pre-hospital helicopter-led emergency service.

OPERATIONS OVERVIEW

- **Helicopter Fleet:** Midlands Air Ambulance Charity 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 HEMS Doctor. This setup ensures that every patient receives highly skilled care at scene and during transport.
- **Critical Care Cars:** The charity utilises 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.

CARE QUALITY COMMISSION

Midlands Air Ambulance Charity continues to maintain an “Outstanding” rating from the Care Quality Commission (CQC), the independent regulator of health and adult social care in England.

This rating is awarded where a service is assessed as performing exceptionally well, reflecting the consistently high standards of care delivered by the charity.

During FY 2025/26, we undertook comprehensive self-assessments against CQC regulatory standards, ensuring ongoing compliance and continuous improvement.

This process has been further strengthened through a formal Memorandum of Understanding with nine other independent air ambulance providers, enabling peer review, shared learning, and benchmarking against sector-wide quality standards.

CLINICAL DISPATCH PARTNERS

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



NHS
West Midlands
Ambulance Service
University NHS Foundation Trust



NHS
South Western
Ambulance Service
NHS Foundation Trust

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

Babcock International Group provide our Aircraft Operators Certification (AOC) and the specialist delivery team. The pilots and engineers are responsible for the charity’s three Airbus helicopters and promote safety and excellence across flight operations.

babcock™

Quality assurance and standards

Midlands Air Ambulance Charity holds the following accreditations as of 31st March 2026.

These nationally recognised accreditations support our aim to maintain a strong, well-governed organisation.

- **Care Quality Commission (CQC):** The independent regulator of health and social care in England.
- **Investors in People (IiP):** An internationally recognised accreditation for people management and employee wellbeing.
- **Investors in Volunteers (IiV):** The UK’s official quality standard for managing and involving volunteers.
- **Fundraising Regulator registration:** Registering shows our commitment to fundraising in line with the Code of Fundraising Practice.



INVESTORS IN PEOPLE
We invest in people Gold



Future plans

Our focus for the year ahead is clear: **to save more lives, more quickly**, by continuing to strengthen our clinical capability, expand our reach, and ensure the long-term sustainability of our service.

We will continue to advance our model of care towards an enhanced critical care capability across all frontline platforms, including the expansion of intensivist doctor coverage. Alongside this, we will further strengthen key clinical pathways — particularly in cardiac care and brain injury. We will also evolve our approach to pain management, ensuring patients receive the highest standards of care in the most critical moments.

Beyond the incident itself, we remain committed to the whole patient journey. The continued development of our Patient Liaison Service will ensure that patients and families receive compassionate support during recovery and bereavement.

Sustaining and growing this impact requires innovation and resilience. As a charity reliant on donations, we will use our 35th anniversary year to strengthen fundraising, deepen partnerships, and

diversify income streams, responding to increasing operational costs and external pressures. Flagship events such as Bike4Life, alongside new initiatives, will enable us to engage wider audiences and showcase the difference our service makes.

We will also continue to invest in digital transformation, ensuring Midlands Air Ambulance Charity becomes increasingly data-led, efficient, and future-ready. This will enhance decision-making, improve operational effectiveness, and position the charity to harness emerging technologies, including artificial intelligence.

Looking further ahead, we will develop a new three-year strategic plan, setting a clear direction for the next phase of our evolution - ensuring our service, infrastructure, and capabilities continue to meet the changing needs of patients, partners, and communities.

None of this would be possible without our people. Our staff, volunteers, supporters, and partners are the foundation of everything we achieve. Their dedication and commitment enable us to deliver exceptional care when and where it matters most.

As we build on 35 years of service, our ambition remains unchanged: to push the boundaries of pre-hospital emergency medicine, strengthen the communities we serve, and ensure that more patients receive the right care, at the right time - saving lives, by saving time.



HELP MAKE OUR NEXT MISSION POSSIBLE

midlandsairambulance.com

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in /midlands-air-ambulance

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Ways to support us:

Donate

Volunteer

Shop

Hire

Training

Lottery

