

Our sincere thanks to Clydesdale Bank for supporting the design and printing of our annual report.

**REGISTERED OFFICE:**

The Control Tower, Perth Airport, Scone, PH2 6PL  
Registered Company SC 384396 (Scotland)  
Registered Charity Number SC041845

**TRUSTEES:**

John Bullough – Chairman  
Mike Beale – Vice Chairman  
Paul Bassett  
Alan Bell  
Benedict Lawson  
Joyce Leslie  
Andrew Richmond  
Martin Togneri

**COMPANY SECRETARY:**

Thorntons Law LLP, Whitehall House,  
33 Yeaman Shore, Dundee, DD1 4BJ

**AUDITORS:**

Campbell Dallas LLP, Chartered Accountants & Statutory  
Auditors, 4 Atholl Crescent, Perth, PH1 5NG

**CHIEF EXECUTIVE:**

David Craig



# SCOTLAND'S CHARITY AIR AMBULANCE

## ANNUAL REPORT 2017/18



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# CHAIRMAN'S REPORT



I am delighted to provide an update on behalf of the Board of Trustees on the many successes and developments achieved over the last 12 months.

Our thanks must also go to the operational aircrew that serve on Helimed 76. Our dedicated team of pilots and SAS clinicians deploy to incidents – sometimes several times a day – and we all depend on their skill and diligence.

The location of Helimed 79 is still to be determined, but our discussions with the Scottish Ambulance Service continue and I hope our second operational base will be announced in the very near future. Doubling the size of our charity will require some investment, but one of the key objectives of the Board is to continue to ensure public confidence and transparency in how the charity operates and this is constantly reviewed at our quarterly meetings. We are extremely proud of the fact that we are one of Scotland's leanest charities and we will continue to ensure that the vast majority of funds that are raised go directly to our frontline service.

SCAA has begun an exciting new chapter in the charity's development. Helimed 76 has been blessed and humbled by the unwavering support from the people of Scotland. Now Helimed 79 needs your continued support.

Thank you all for giving SCAA your time and hard earned income which allows us to make Scotland a safer place.

**John Bullough**  
Chairman

The Board continues to be overwhelmed by the support Scotland's Charity Air Ambulance receives in every corner of Scotland. Our sincere thanks to all those who have contributed and volunteered.

As I highlighted in the Chairman's report last year, the Trustees have set out our strategic plan for the next three years which included our aspiration to investigate the viability of launching a second charity helicopter in Scotland. In April 2018, I was delighted to announce, in Holyrood, our intention to create a challenge fund to raise a further £6m for a second aircraft, Helimed 79. This has been enthusiastically endorsed by our primary partner, the Scottish Ambulance Service. The story of SCAA is recognised as the gold standard of partnership between the private, public and third sector and its success is a testament to the hard work of its staff and our growing army of volunteers throughout the country. It's been a remarkable achievement – nearly 1,900 call outs throughout Scotland, hundreds of lives saved, £15 million raised and all with no government or National Lottery funding.

# CHIEF EXECUTIVE'S REPORT

Thank you to all who have supported Scotland's Charity Air Ambulance (SCAA) over the last 12 months. The last year has been one of further development and progress as we work towards the delivery of the Board of Trustees strategic plan; the introduction of our second air ambulance, Helimed 79.

As I highlighted in my report last year, we increased our operational hours from 10 to 12 at cost of over £100,000.00. This resulted in a 6% increase in the number of call-outs from 341 to 360 and a 20% increase in our flying hours, ensuring we maximised the capability of the helicopter.

The support we continue to receive across the country is exceptional, none more so than from those people we have attended or airlifted who fundraise for us – some after a very traumatic experience. Those individuals – along with people who participate in our events, companies, trusts, local communities and our lottery players – helped to raise a record-breaking £3.5 million again this year. On behalf of everyone at SCAA, thank you – we are extremely grateful.

Towards the end of 2017, some members of our crew; Paramedics, Graeme Hay and Craig MacDonald, and pilot, Captain John Stupart, were shortlisted for the 'Special Incident' and 'Pilot of the Year' at the Association of Air Ambulances Awards of Excellence. All three were nominated after the skill, speed and judgement they delivered helped to save the life of a badly injured forestry worker who was in a remote location, presenting the crew with a very challenging landing.

This incident is typical of the many demanding deployments the crew could face on a daily basis.

We continue to receive the support of our main corporate partners, Clydesdale Bank, Stagecoach Group plc and SSE plc. Last year was also the first full year supported by our new corporate partner, MRH GB Ltd, the UK's largest independent petrol station owner and operator. Once again, the Clydesdale Bank also generously covers the cost of design and print of this Annual Report and our Newsletters throughout the year – thank you very much.

SCAA is still a very young but dynamic charity with plenty of enthusiasm and ambitious ideas. It's been just over five years since we launched and have now responded to nearly 1,900 call outs. You have helped to raise nearly £15 million which has enabled the crew of Helimed 76 to save and improve hundreds of lives.

Please continue to support us now and in the future as we seek to raise another £6million to launch Helimed 79.

**David Craig**  
Chief Executive



# OPERATIONS REPORT

SCAA's fifth year of operations has been punctuated with significant landmarks for the charity – not least of which was the extension of our operational hours and the increase in our paramedic crew numbers.



The year began with the change to our daily operational shift length – from 10 hours to 12 – a move which has seen our availability and response capability extended.

In order to facilitate this move, an additional paramedic has been recruited to the SCAA pool, taking our regular team from five to six.

This first full year of operating 12 hours a day has also seen the number of patients airlifted to hospital increase. Our nationwide footprint has now seen us operate in every local authority area bar Shetland.

The introduction of a Scottish Ambulance Service network Trauma Desk – staffed by HEMS (Helicopter Emergency Medical Service) paramedics and Adult Retrieval Clinicians 24 hours a day – has seen the “refining” of calls with SCAA being tasked more appropriately to the most serious illness and trauma emergencies.

This high-end trauma and critical illness workload places heavy demands on both paramedics and pilots and SCAA is fortunate to have one of the country's most experienced and self-motivated crews.

The past year has also seen the “flexible” platform of our aircraft maximised. While Helimed 76 is a dual paramedic team, we have the ability to adapt to operational needs.

This can be to transport critical care teams (e.g. trauma teams or paediatric and adult retrieval teams) to emergency scenes and airlift them with the most serious patients to hospital.

SCAA has also been able to re-position according to operational needs, with Helimed 76 based at various locations across the country as the need arises in order to maximise air cover for the whole of Scotland.

The past year brought particularly severe spells of winter weather – which also brought an increase in emergency call outs for Helimed 76. A fully branded Discovery on loan to SCAA from Land Rover was also made available while “the Beast from the East” struck, ensuring key NHS staff could make it to their place of work to continue providing vital 24/7 care in Tayside.

Ongoing training remains vital to ensure SCAA's paramedics are up-to-date in all aspects of our profession – both as paramedics and as helicopter technical crew members.

Over the past year I have been proud to witness the further growth and evolution of the crew in terms of experience, maturity, skills, patient contact, refined tasking and mission demands.

We all look forward to being a part of the charity's exciting future as SCAA looks to launch a second life-saving helicopter.

**John Pritchard MBE**  
Paramedic Team Leader



**Helicopter Activity**

**261**

**CALL OUTS**



**360**

**CALL OUTS**

**2017/18**

**62% of patients were airlifted to hospital, demonstrating a 10% increase from 2016/17.**








**Rapid Response Vehicle Activity**

**99**

**CALL OUTS**



TRAUMA	MEDICAL	CARDIAC	RETRIEVAL & TRANSFERS	STROKE
<b>39%</b>	<b>23%</b>	<b>23%</b>	<b>9%</b>	<b>6%</b>
				

# TWO MORE LIVES SAVED

## Jason's Story

The last thing Jason remembers was turning his motorcycle onto the road outside his Fife home with the intention of heading to Anstruther for a fish supper.

His memory has blocked out the horror of colliding with a car on a bend in the road minutes later, being catapulted over a 12 ft hedge and landing, smashed and bleeding, in a field 25 ft beyond the impact zone.

Seven days later, Jason regained consciousness in Ninewells Hospital's Intensive Care Unit.

After hearing of his ordeal and the life-threatening injuries he had sustained, Jason determined he would walk into Scotland's Charity Air Ambulance's airbase, shake the hands of the crew that saved him and say 'thank you'. A little over three months later – against all the odds – an emotional Jason did exactly that.

"I wanted to meet the guys whose speed and professionalism ensured I survived," explained the 47-year-old operations manager with Wood Group.

"Without them I really believe I wouldn't be here today – I owe them my life."

Jason's list of horrendous injuries which kept him in hospital for 11 weeks – several of them life-threatening in their own right – included: two broken knees; a bleed on the brain; fractured hip; broken pelvis; broken ribs; two shattered wrists; four spinal fractures; fractured shoulder joint; broken collar bone; fractured jaw; fractured eye socket; severed nerves in the left arm and snapped tendons in the left hand.

"I know I'm lucky to have survived," said Jason, "and the surgeon told me I was lucky to have been airlifted comfortably and quickly or the story might have been very different."



SCAA Lead Paramedic John Pritchard was one of the crew who flew to Jason's aid.

"It was a critical accident scene," he said. "Jason had multiple injuries – several of them life-threatening – and our priority was to work with the two land ambulance crews at the scene to make sure he was stabilised and his most serious injuries managed for the flight to Dundee.

"We did feel there was a chance he wouldn't make it – and if he did he would probably be left with complex physical and psychological problems.

"To see him walk into the base and shake his hand is just terrific," said John. "It really gladdened our hearts. It's a testament to the care and rehabilitation he has received, coupled with his sheer determination and commitment to get better.

"We were just one link in the chain of survival that day and it's very humbling that Jason wanted to say his thanks in person."

Jason's amazing ongoing recovery means he will soon be able to travel to his native South Africa to see his first grandchild.

"The little one will get a Grandad thanks to the team at SCAA," said Jason. "It is an unbelievable charity and I'm so glad they were available for me that terrible day. I am in no doubt I would simply have slipped away because of the extent of my injuries without them on my side."

## John's Story

As his bicycle crested the famous Bouglie summit near Lochranza on the isle of Arran, retired schoolteacher John was in his element.

Within minutes of starting his decent, however, John was thrown from his bike, tearing and breaking his body against the rough tarmac.

As John was knocked unconscious, the race began to save his life.

"When I came to, I couldn't breath very well and I couldn't feel my right arm and shoulder," relived John. "I remember lying staring at the glorious blue skies and thinking that whatever happened next was down to the emergency system kicking in and saving me."

When the rest of the school cycling outing caught up with John, calls were already mobilising emergency services to the scene. One look at John's extensive injuries by paramedics and a passing doctor prompted an immediate call for air ambulance assistance to the remote island location.

A road ambulance carefully transported John to the foot of the hill where Scotland's Charity Air Ambulance (SCAA) touched down 15 minutes later.

"It is a very emotional moment when you hear the helicopter arriving and you know you will soon be in hospital," explained John. "It was only later when I discovered the time-critical extent and seriousness of my injuries that I realised the vital role SCAA played in saving my life."

John's catalogue of horrendous injuries included: two punctured lungs; six broken ribs; bones smashed above and below the right elbow; elbow flesh torn away to the bone; broken right shoulder blade; lumps of flesh torn from right shoulder and arm; concussion and multiple abrasions the length of his right side and leg.

"SCAA flew me to vital hospital care in just 10 minutes, giving me the best chance of survival and recovery," said John. "It really was a race against time and without SCAA who knows what would have happened.

"I spent four hours in theatre as surgeons worked on my broken body – replacing missing bone with pins and wire – and then 11 days in the High Dependency Unit.

"SCAA's role in my accident is inestimable," added John. "It is an outstanding charity and I'm just one of hundreds who owe them so much.

"SCAA is literally a lifeline – especially to remote and rural locations. It's a must for Scotland and I'll be a supporter for life."



A photograph of a helicopter on a helipad at sunset. The helicopter is in the foreground, silhouetted against the bright orange and yellow sky. The helipad is wet, reflecting the lights. The text 'SAVING TIME, SAVING LIVES' is overlaid in large white letters on the right side of the image.

# SAVING TIME, SAVING LIVES

# THIS YEAR'S HIGHLIGHTS



## APRIL '17

SCAA increases its operational hours from 10 to 12 each day.



## JUNE '17

SCAA founding chairman John Bullough and stalwart volunteer Ally Ballingall are shortlisted for category distinction at the prestigious annual SCVO awards.



## AUGUST '17

SCAA is the chosen charity for the Blair Castle International Horse Trials, taking the work of the life-saving helicopter to a global audience.



## OCTOBER '17

SCAA enjoys the ear of MPs at the all party parliamentary group reception for air ambulances at Westminster.



## DECEMBER '17

The year ends with the news that Edinburgh Airport has chosen SCAA as its Charity Of The Year for 2018. This will go on to raise significant funds for the life-saving service.


## FEBRUARY '18

Gardening Scotland announce that their annual national showcase at Ingliston will support SCAA. As the chosen charity, SCAA will benefit from a range of fundraising and publicity initiatives.



## MAY '17

Two new faces - Wendy Jubb and Rich Garside - join the team as SCAA increases its paramedic pool from five to six.



## JULY '17

The Daily Mirror's Pride Of Britain tour rolls up to SCAA's base to highlight the charity, focussing on the saving of a meningitis sufferer's life when there were just minutes to spare.




## SEPTEMBER '17

Watermans solicitors finance the creation of a SCAA mascot and Scotty is duly introduced to the public. He is to prove a huge draw at publicity and fundraising events.



## NOVEMBER '17

A SCAA pilot and two paramedics are shortlisted in the Air Ambulance Association awards for the challenging rescue of a forestry worker punctured through the chest by a flying link from his chainsaw.



## JANUARY '18

A rescue by SCAA features on prime-time BBC programme "Close Calls On Camera". A man who was trapped under his overturned digger in a remote part of Scotland tells how SCAA played a key role in his survival.



## MARCH '18

SCAA prime sponsor Clydesdale Bank encourage staff to support the charity and Aberdeen employees launch a fundraiser in the city centre branch involving staff and customers.



# FUNDRAISING

It's been another fantastic year of fundraising with a host of different activities and events taking place – all helping to raise over £3.5 million.



The support throughout Scotland continues to grow and everyone at SCAA is very grateful to the many businesses, grant funders and individuals who help keep us flying every day of the year.

One of the major successes in the last year has been the growth of our life-saving lottery which has increased by 73 % to nearly 56,000 weekly plays. Our lottery canvassers are signing up people daily and can be found mostly in stores throughout the country. Thanks to Aldi Scotland who continue to provide access to all their outlets.

Thanks to Watermans Solicitors providing sponsorship, SCAA was able to welcome our first every mascot, Scotty, who has been warmly received at events and venues the length and breadth of the country.

We were delighted to be chosen as the charity partner for the International Blair Horse Trials which raised £7,000 and helped to increase our awareness amongst the equestrian community. Auchterhouse Country Sports held a ladies day and raised £7,580. The British Association of Ski Patrollers held a ball raising over £6,000 and we also benefitted from the Aberfeldy Highland Ball which raised £3,700.

Rotary Clubs throughout Scotland continued to show their support with a total of £13,210 raised in the last year, with over £9,000 coming from the Forfar branch alone.

The staff from Savills once again demonstrated their support of SCAA by hosting numerous fundraising events across their branches and raised £5,312. Chiene & Tate hosted a corporate fishing day with their clients and raised £3,800.

The Dome in Edinburgh selected SCAA to benefit from the additional 50p they added to customers' bills in November and raised £4,500. The lovely staff and customers of the Moor of Rannoch Hotel raised £3,075.

Blairgowrie based company, Proctor Group Ltd, appointed SCAA as their nominated charity and have so far raised over £2,000, as did Carnegie Fuels in Brechin who raised £1,185, mostly by donating £10 from every order of kerosene. The team at Hadden Construction continued their two-year charity partnership with over £15,000 raised so far.

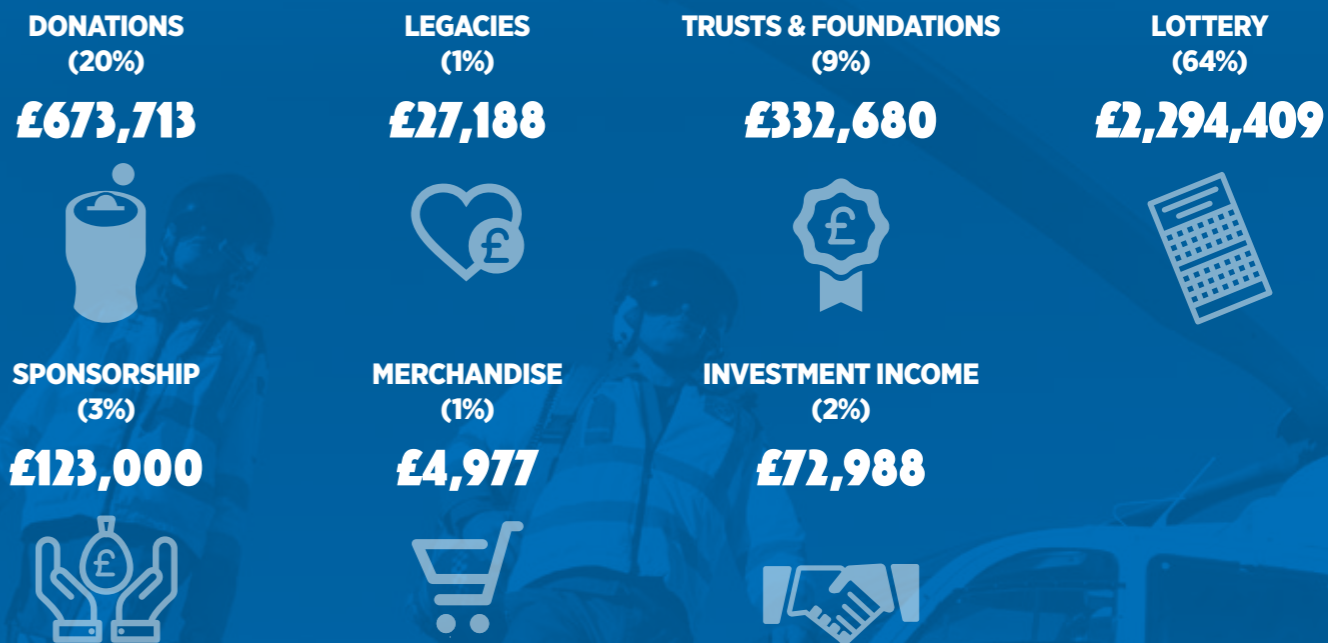
Our paramedic team, when they are not saving lives, helped to raise thousands of pounds too. Paramedic Kris O'Neill took his 'Annona Run' around parts of Scotland raising £4,000 and Paramedic Craig MacDonald jumped out of a plane (with a parachute) and raised £1,000.

As a member of the Air Ambulance Association Charity, we benefitted from UK partnerships with companies including Allianz, Roadchef, SHB Hire and Nationwide Accident Repair Centre.

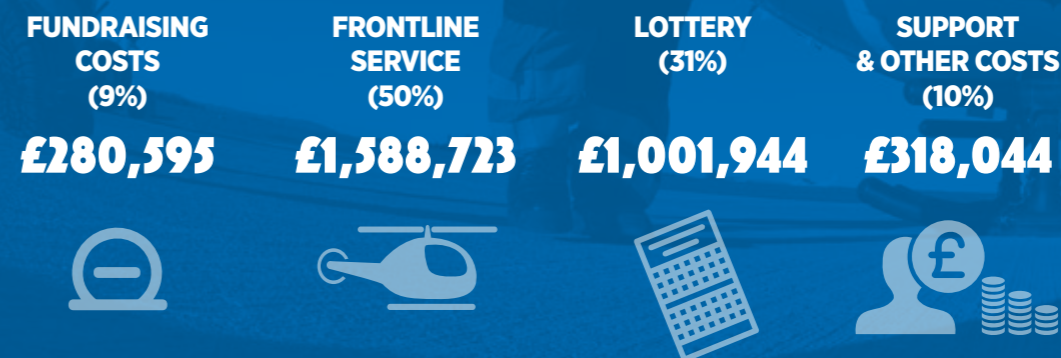
SCAA led events proved popular once again with 50 taking part in the Forth Bridge Abseil raising over £27,000 and the Lanrick Challenge, in partnership with the Sandpiper Trust, had its most successful event to date with 320 participating raising £12,260 for each charity.

Finally, the fantastic group of volunteers at Pitlochry Station Bookshop, who have now raised nearly £30,000 in support of SCAA, were quite rightly recognised for their work at the Institute of Scotland Annual Awards as the Voluntary Fundraising Group of the Year.

## TOTAL INCOME – £3,528,955 April 2017 – March 2018



## TOTAL EXPENDITURE – £3,189,306 April 2017 – March 2018



# COMMUNICATIONS

Digital communications have become a key element in our strategy over the past year.

Social media has been utilised daily, with the primary objective of raising awareness, educating and signposting audiences, and keeping them up to date with SCAA news and developments. This platform allows us to effectively engage with followers both directly and promptly – answering queries and receiving feedback, which is valued in all areas of the charity.



In November 2017, our new website was launched, which was generously supported by MTC Media. This provides a vital tool for individuals and organisations who are looking for information including lottery results, fundraising events, mission information and news. The website also provides an effective donation platform, which saw £15,000 donated in 17/18. For the first time in the charity's history, we have introduced an online shop for merchandise sales. This distribution channel has been well received and offers opportunity for growth.

We still actively communicate with supporters using print and traditional media, including general and targeted information leaflets and newsletters. In 17/18 we produced two newsletters, the design and print of which was kindly supported by our corporate partner Clydesdale Bank.

**FACEBOOK FOLLOWERS** 31,067

**TWITTER FOLLOWERS** 4,314

**INSTAGRAM FOLLOWERS** 143

**WEBSITE PAGE VISITS INCREASED BY** 103%







# VOLUNTEERING

We are indebted to our family of volunteers who generously donate their time to SCAA.

Our volunteers are involved in a range of activities including speaking on our behalf, taking part in fundraising collections, helping with office administration and marshalling at events.

They are passionate about helping to raise awareness of our life-saving charity across Scotland and supporting us in reaching fundraising targets – making a real difference every single day.

We would like to say thank you to all our volunteers, including our trustees who kindly give up their time and share their expertise with SCAA, helping us fly into the future.

## Volunteer Spotlight

John has been a SCAA volunteer for twelve months after hosting a fundraising event to celebrate his 60th birthday and the 75th anniversary of his family being at their farm – which raised over £1,000.

Since becoming a volunteer, John has helped at many fundraising events, bucket collections and kindly donates a few hours every week to help in the office with a range of tasks.



*“I gain great pleasure from volunteering for SCAA and feel lucky being able to give something back to society. SCAA is a very visible charity and I feel proud when I see it passing in the sky, doing their good work. The charity team is very friendly and I enjoy spending my time with them.”*

## Volunteering 2016/17



TOTAL NUMBER OF VOLUNTEERS

80



VOLUNTEERING HOURS IN THE SCAA OFFICE

600



EVENTS ATTENDED BY VOLUNTEERS

69



TALKS DELIVERED BY VOLUNTEERS

93

AMOUNT RAISED THROUGH COLLECTING CANS PLACED BY VOLUNTEERS

£39,091.61

# THANK YOU FOR HELPING US TO KEEP SAVING LIVES

Without our supporters we would not be able to keep saving lives in Scotland.

Thank you to the individuals, companies, organisations, corporate partners, trusts and foundations who have generously given their money, time and expertise to help keep us flying.

## INDIVIDUALS

We are incredibly grateful to the people of Scotland who continue to support us through one-off and regular donations, lottery membership and fundraising activities. Your support and commitment amaze us every single day – thank you!

## GROUPS & ORGANISATIONS

We are being supported by a growing number of groups and organisations, in every corner of Scotland. This support includes an increasing selection of offices, shops, pubs, clubs and hotels who kindly place our collecting cans on their premises – raising almost £40,000 over the past year.

## CORPORATE PARTNERSHIPS

Over the past year we have worked with a range of corporate partners who have supported us in a variety of ways. Our corporate partners have helped us remain operational 365 days through fundraising, volunteering, donations and offering their goods and services.

## TRUSTS, FOUNDATIONS & GRANTS

We are enormously appreciative of the support we receive from trusts, foundations and grants. This support has helped us save and improve hundreds of lives over the past year.

A M Pilkington Charitable Trust  
Artemis Charitable Foundation  
Bank of Scotland Foundation  
Barcapel Foundation  
Binks Trust  
Broughton Charitable Trust  
Cadogan Charitable Trust  
Callendar Charitable Trust  
Cameron Group Charitable Trust  
The Caram Trust  
The Cecil Howman Charitable Trust  
The Charitable Assets Trust  
The Crerar Hotels Trust  
The Cruden Foundation  
The Evelyn Drysdale Trust  
Friends of Pitlochry Hospital  
The Graham Trust  
The Harold Merton Adams Trust  
Hugh Fraser Foundation  
Hugh Stenhouse Foundation  
I B B Trust  
JTH Trust  
James Weir Foundation  
Jimmie Cairncross Foundation  
The Kylsant Charitable Trust  
League of Friends of Aberfeldy  
League of Friends of Newton Stewart

The Lendrum Charitable Trust  
Lord Leverhulme's Charitable Trust  
The March Brown Charitable Trust  
The Martin Connell Charitable Trust  
The Mickel Fund  
Miss I F Harvey's Charitable Trust  
Miss M B Reekie's Charitable Trust  
The Misses Barrie Charitable Trust  
The Misses Robinson Charitable Trust  
The Morton Charitable Trust  
The Nancie Massey Charitable Trust  
Peter Vardy Foundation  
The P F Charitable Trust  
R J Larg Family Charitable Trust  
The Russell Trust  
Scottish Police Benevolent Fund  
SSE Clyde Borders Community Fund  
SSE Griffin & Calliachar Community Fund  
St Fillans Community Trust  
Thorntons Charitable Trust  
The Tillyloss Trust  
The Trades House of Glasgow  
The W A Cargill Fund  
Walter Craig Charitable Trust

