

ASSESSMENT CATEGORY - Making London More Inclusive**London's Air Ambulance Limited****Adv: David Farnsworth****Amount requested: £213,040****Base: Tower Hamlets****Benefit: London-wide****Amount recommended: £214,000****The Charity**

London's Air Ambulance Limited is a charitable company, first registered with the Charity Commission in March 1989, with the role of delivering an advanced trauma team to critically injured people in Greater London (specifically, to those who live work or travel within the M25). Since 1989 it has treated over 33,000 people. Based at the Royal London Hospital in Whitechapel, it operates 24/7, with a helicopter attending emergencies in daylight hours and rapid response cars taking over at night or in adverse weather. Its pioneering procedures have been adopted throughout the UK and all around the world.

The Application

This application follows from your current (soon to end) support of the Patient Liaison Nurse initiative. Given the nature of its emergency work, the Air Ambulance has a fleeting relationship with its patients as they are quickly moved to hospital for full recovery. The need emerged, therefore, for a Liaison Nurse to follow up on its cases. This initiative is regarded by the charity as one of the pioneering procedures referred to above. It has allowed the charity to provide much needed, vital, support, to patients during their long and often difficult recoveries post-injury. For the patients, it is helpful for them to learn at first-hand what happened to them (and indeed to say thank you) as part of the recovery and rehabilitation process - physical and mental/emotional. Meanwhile the charity itself benefits from the information gained from this "post-rescue" contact, helping it to improve its own medical practice.

The Recommendation

The Trust's support of the Patient Liaison initiative over the past three years has been very successful. As a project with unique and significant London-wide benefit it meets your criteria for consideration of a further two years' support. Strategically, this ongoing interface between the emergency service and the patient is unique and the organisation is keen, should you agree further funding, to "spread the word" to other air ambulance services on its value. The proposal also fulfils the criteria for your Investing in Londoners programme as it provides a service to people with a newly acquired disability. This request, following guidance from your Committee, also contains an element (£40,000 pa) towards the operating costs of a new, second, helicopter for London:

£214,000 over two years (2 x £107,000) for the costs of the Patient Liaison Nurse project and including a contribution of £40,000 pa to the helicopter operating costs.

Funding History

Meeting Date	Decision
31/10/2012	£180,000 over three years (3 x £60,000) for the salary and associated costs of a full time Patient Liaison Nurse.

Background and detail of proposal

The unique advantages of the Air Ambulance are well known, not least the ability to deliver the hospital to the patient/casualty and up to eight times faster than by vehicle. Once the emergency is treated and/or the patient removed to hospital, their care, until the instigation of the Patient Liaison project, has been in the hands of others. With the Patient Liaison scheme, however, the patient now has access to the systems (and people) which ensured their survival. This "engagement" is important within their general recovery process and/or in coming to terms with any disability incurred and explains why the organisation feels that this initiative is integral to the Air Ambulance service as a whole.

The role of the Liaison Nurse has allowed the Air Ambulance service to provide an unprecedented level of care following critical injury – particularly as it supports the patient to access a range of support systems, including those provided by charities. In return, this extra contact with the patient has enabled this vital service to refine its practices so that it can perform better. In the first two years, this project provided post-trauma support directly to 722 people. Such is the value of this project to the charity (and, of course, to the patient beneficiaries) that – should you agree to support it further – it will advocate for it to other air ambulance services; medical professionals; and potential funders so that it may become more common practice.

Members will be aware that a recent capital appeal has been successful in raising the £4m funds needed to purchase a second helicopter. The fundraising target has now shifted to the operational costs for this extra resource. Consequently, this request includes an element towards those costs and which is comparable to other sponsorship funding pledged for this purpose. The full operational costs of a second helicopter (including crew) amount to c.£2m over 5 years.

Financial Information

Income in 2014/15 increased significantly on the year before due to a major fundraising appeal to raise both capital and revenue for a second helicopter and which accounts for the surpluses in the two years shown below. For the current year, £5.8m (70%) of the forecast £8.3m income had been confirmed as of November 2015. The organisation considers it to be on track to hold unrestricted reserves equating to 6 months' worth of expenses by autumn 2016, which would be in line with its reserves policy target.

The cost of generating funds is not considered to be unusually high given the scale of the fundraising target for 2015 and beyond and the additional appeals made as a result. Investment was made in the fundraising operation of the charity in 2014/15 to meet the increased needs and activity.

Year end at 31 March	2014/15 Audited Accounts £	2015/16 Current Year Forecast £
Income and Expenditure		
Income	8,082,060	8,272,342
Expenditure	6,050,368	5,765,907
Unrestricted Funds Surplus/(Deficit)	473,362	1,094,625
Restricted Funds Surplus/(Deficit)	1,558,330	1,411,810
Total Surplus / (Deficit)	2,031,692	2,506,435
Surplus / (Deficit) as a % of turnover	25.1%	30.3%
Cost of Generating funds (% of income)	2,853,480 (35.3%)	-
Free unrestricted reserves		
Free unrestricted reserves held at Year End	916,671	2,011,296
How many months' worth of expenditure	1.8	4.2
Reserves Policy target	3,025,184	2,882,954
How many months' worth of expenditure	6.0	6.0
Free reserves over/(under) target	(2,108,513)	(871,658)