



## COMMUNITY GRANTS FUND APPLICATION

Please answer all questions which are relevant to your organisation – failure to do so may result in a delay in the determination of your application

<b>PROJECT</b> (In no more than 25 words)	<b>Midlands Air Ambulance Charity - Shrewsbury Community Hub</b>	<b>GRANT AMOUNT REQUESTED</b>	£2,774
--	--	-------------------------------	--------

### Contact Details

**Q1 Name of organisation making application:**

Midlands Air Ambulance Charity

Name of contact for this application

Title: Miss      First Name: Phoebe      Surname: Davies

Position held in the organisation: Community Engagement Executive

Contact Address, including full postcode:

[Redacted Address]

Postcode: [Redacted]

Contact Telephone Number: [Redacted]

Email address: [Redacted]

## About your organisation

### Q2 What type of organisation are you?

Tick (✓) relevant category:

Registered Charity: ( ✓ ) Charity Registration Number: 1143118

Voluntary Organisation: ( )

Company Limited by Guarantee: ( ) Company Number .....

Other – Please specify: .....

### Q3 When was your organisation established?

May 1991

### Q4 Briefly describe your organisation.

Describe your organisation, including how many members/users you have, whether there is a subscription fee and the usual activities/services you provide.

If you are a new organisation, describe the services/activities you plan to provide.

Midlands Air Ambulance Charity provides patients with outstanding pre-hospital care and lifesaving interventions through the operation of helicopter-led emergency medical services.

Through the provision of a regional helicopter led emergency medical service network, our mission goals are two-fold; to save lives and to improve survivors' quality of life. We are committed to evolving our service, with all developments being aligned to changing patient need.

Our lifesaving service is free of charge and supports all ages, genders, every race, and culture. We support anyone suffering from a major trauma or medical emergency within our diverse and growing population of six million people, across six counties. We cover Gloucestershire, Herefordshire, Shropshire, Staffordshire, West Midlands, and Worcestershire. We also provide secondary cover to surrounding areas, such as Warwickshire and Mid Wales.

Our advanced critical care teams responded to **547** major trauma and medical emergency incidents in 2023/24, throughout the Shropshire region, reaching patients within an average of **10 minutes** from dispatch. This figure highlights a **9%** increase in the number of incidents that we responded to in the Shropshire area from the previous year.

**Q5 If you are a subsidiary of a larger organisation, please state which one.**

N/A

**Q6 Does your organisation have an agreed Constitution or Memorandum of Association?**

Please state which and attach a copy:

The legal governing document we have in place is the attached Articles of Association

**Q7 What is your primary source of funding?**

Most people are unaware that we **do not receive statutory funding** from the government or the NHS for our daily missions, which costs around £16 million per year. We are the people's air ambulance and rely heavily on the generosity of the public for support. Our fundraising target is challenging enough year on year without issues such as the current cost of living crisis impacting households and businesses.

Therefore, we must proactively find alternative means to fund our vital emergency service. To give you some insight as to how our income was raised last year, I have broken this down into income streams: -

Legacies and in memoriam 30%  
Lottery (MAACs own) 30%  
Grants 15%  
Donations and fundraising events 9%  
Other (including investment income) 8%  
Charity shops 6%  
Corporate partners 2%

Across all these income sources none of our funding is guaranteed and can significantly vary year on year.

#### **Details of the project or activity you are planning**

**Q8 Describe the projects/activity you plan to use this grant for.**

i. Try to be specific about what you will do and how you will do it.

We will use your grant to transform a spacious room within our existing charity shop into a Community Hub. This Hub will serve as a free, accessible space for local

communities within Shrewsbury, available for individuals or groups to hire for activities and events.

The grant will be used for necessary construction work to ensure the room meets health and safety regulations for public use. Additionally, the grant will enable us to purchase equipment such as tables, chairs, audio-visual tools, and other resources needed to support a wide range of community activities and events.

Your support will help us create a versatile, welcoming environment for the local community to use free of charge. We will also be able to host a range of free events, including workshops, social gatherings, and educational sessions to help support those living in our Shrewsbury community.

- ii. Please state how you have identified this need and how the project will benefit the people of Shrewsbury, together with the estimated time span. If you are seeking continuation funding for this project, please provide evidence for this continued need.

We identified the need for this project through the success of a similar initiative in our Hereford charity shop. Last year, we created a free community hub space, and since opening, we have seen significant engagement from a variety of local groups.

For example, we host a weekly mental health awareness group, initiated by residents who felt the need for a safe space after a series of suicides within their community. We also have local photographers using the space as a studio, as well as local entrepreneurs offering workshops. These examples highlight the positive impact our existing community hub is having within the community.

Based on the success of this project in Hereford and research into the community needs of Shrewsbury, we believe there is a similar demand for a free community hub. This space will not only support individuals who are potentially vulnerable and isolated, but it will also support local small businesses and creatives, allowing them to share their work with the community without financial constraints. We will use the space to run life-saving awareness sessions for the community, including first aid courses and CPR training. Located on the ground floor in the Darwin Shopping Centre, a central and high footfall area, the Shrewsbury hub will be easily accessible to all, along with wheelchair user access.

Once funding has been secured, the construction work for the hub is expected to take three days to complete, after which we will purchase the necessary equipment. A grant would support the initial set up costs of this project with no additional requirement for continued funding.

- iii. How many people from the Parish of Shrewsbury do you expect to benefit directly from your project or activity?

1,560 per year
----------------

**Q9 What criteria will be used to measure the success of the project and how many people from the Parish of Shrewsbury do you expect to benefit from it?**

The success of the project will be measured by tracking the number of bookings and events held in the community hub, along with the number of attendees. Our aim is for a minimum of 2 bookings per week, which would involve around 1,560 people annually.

We will also assess the diversity of activities hosted, such as workshops, social gatherings, and educational sessions, to ensure the space meets a variety of community needs.

Community feedback through surveys will help gauge participants satisfaction and the impact of the hub, particularly in terms of accessibility, safety, and overall experience. As the Community Engagement Executive, my role focuses on fostering relationships by engaging with the local community each week, addressing their needs, and ensuring the hub becomes a valuable resource for Shrewsbury.

**Health & Safety**

**Q10 What, if any, special safety issues are related to your project/activity?**

Please provide the following information:

- i. What kind of insurance does your organisation have?

Being an independent healthcare provider, we have numerous different types of insurance relating to all aspects of our work. The most appropriate for this application is Charity and Community Insurance – which includes Public and Products Liability, Employers Liability and Trustees and Directors Indemnity.

- ii. Do the leaders have the relevant qualifications and/or experience?

██████████ - Chief Executive, CQC Nominated Individual and Midlands Air Ambulance Trading Ltd Director. Hanna is also a Trustee with the YMCA England and Wales.

A proven charity and business leader, with an outstanding record in delivering transformational change, developing people, and achieving organisational success. Inspirational, motivational, and inclusive, with strong personal and professional values. Passionate about good governance.

A strategic thinker, able to operate in diverse, complex and cross functional organisations; establishing mutually supportive, sustainable stakeholder relationships thereby achieving improved service provision, business efficiency, income generation, team and individual development.

██████ has worked on several major government healthcare programmes and has substantial experience in the healthcare sector, including over 15 years' experience leading Midlands Air Ambulance Charity, one of the UK's largest Air Ambulance charities.

**Key Qualifications**

Chartered Director – Institute of Directors 2015

Effective Board Member – ACGP 2016

BA (Hons) Social Policy and Administration – ██████████ 1984

**Professional bodies / registration**

Institute of Directors

- iii. What policies does your organisation have in place (i.e. Health and Safety, Child Protection/Safeguarding, working with vulnerable adults, Equal Opportunities, CRB Checks etc.)? *You may be required to submit copies of your policies.*

The most relevant for this application are: Safeguarding policy, Information Governance policy, Data Protection policy, Dignity at work policy, Whistleblowing policy, Health & Safety policy, Equality, Diversity, and Inclusion policy, Complaint's policy to name a few. Our policies are supported by a comprehensive list of Standard Operating Procedures and Guidelines.

**Funding of your project**

**Q11 Previous Applications**

If you have applied for and received funding from Shrewsbury Town Council in the past please provide details of the amount, the year and briefly what the funding was used for.

Year	Project Description	Award £
N/A	N/A	N/A

**Q12 Project Funding**

Please provide details of the amount of funding you need for your project and give us a breakdown of what the money is for (please enclose any relevant estimates or details).

Tell us the amount of grant requested **£2,774** and provide a detailed breakdown as to how you have reached this figure

Project Expenditure Please list all items of expenditure for your project	Amount of Project
<b>Construction Work:</b> <ul style="list-style-type: none"> <li>- Remove partition wall (left-hand side) and make good</li> <li>- Remove all pieces of wood screwed to the walls</li> <li>- Fill all screw heads, sand, and repaint all walls white</li> <li>- Fit cornice to cover gaps at the top of the walls</li> <li>- Materials (including paint) and labour</li> </ul>	£950
<b>Equipment:</b> <ul style="list-style-type: none"> <li>- Tables (6 x £77.70 each): £466.20</li> <li>- Table trolley: £272.43</li> <li>- Chairs (3 packs x £164.40 per pack): £493.20</li> <li>- Whiteboard/projector screen: £382.74</li> <li>- Tea and coffee pots: £10.00</li> <li>- Hot water dispenser: £30.00</li> <li>- Mini fridge: £80.00</li> <li>- Tea, coffee, sugar, sweetener, milk sachets: £9.00</li> <li>- Bin: £20.00</li> <li>- WiFi booster: £30.00</li> </ul>	£1,793.57
<b>Advertising and Signage:</b> <ul style="list-style-type: none"> <li>- Notice boards: £10.00</li> <li>- Marketing materials £20.00</li> </ul>	£30
<b>Total (Rounded up to the nearest pound)</b>	<b>£2,774</b>
<b>Project Income</b> Please list how the project shall be funded	
We have no other income secured relating to the project	£0.00
	£
	£
	£
	£
<b>What is the difference?</b> This should be the same as the amount of Grant you are applying for	£2,774

### **Q13 Covering a Shortfall**

If the Town Council makes an offer less than the amount requested, how will that impact on the Project and how will you cover the shortfall?

If the Town Council offers less than the amount requested, we would prioritise essential expenditures, such as construction work to ensure the space is safe and accessible. We would also focus on trying to secure the rest of the funding from other community or grant giving organisations in the local area, to support the equipment purchases enabling our community hub vision to become a reality.

Our main funding priority is to ensure that our lifesaving service remains operational. Therefore, for projects outside of our core service, we must secure separate funding and without it this project would not be able to progress.

### **Q14 Sustainability**

What plans do you have in place to ensure that your organisation becomes more sustainable and less reliant on grant funding, particularly from the Town Council?

As already mentioned, we do not receive funding from the government or the NHS for our daily missions. However, we are constantly striving to bring about change and will continue to do so - but to ensure our emergency service continues we must rely heavily on the ongoing public support in our charity.

However, I would like to point out that we have never approached the Shrewsbury Town Council for funding in the past but, as this project is for people living within Shrewsbury specifically, we thought your support would be an ideal collaboration as our aims of putting communities needs first are aligned.

## **Your Accounts**

**Q15 Please provide the following details from your most recent annual accounts**

<b>Total Income</b>	<b>£17,318,000</b>
<b>Less Total Expenditure</b>	<b>£16,322,000</b>
<b>Surplus / Loss</b>	<b>£996,000</b>
<b>Savings (Reserves, Cash, Investments)</b>	<b>£57,914,000*</b>

**\*Please refer to Q17 for explanation**



***Please provide a copy of your most recent annual audited accounts or, in the case of newly established organisations, the projected income and expenditure for the next twelve months.***

**You need to include these documents with this application.**

**Account Details**

**Q16 Please provide your bank or building society account details**

You can only apply for grant if you have a bank/building society account in the name of your organisation. We will only pay grants into an account which requires at least two people to sign each cheque or withdrawal. **These people should not be related.**

Account name: [REDACTED]

Sort Code: [REDACTED] Account Number: [REDACTED]

Bank/building society name: [REDACTED]

Bank/building society address: [REDACTED]

Who are the signatories and what position do they hold in your organisation?

- |   |                  |                                   |
|---|------------------|-----------------------------------|
| 1 | Name: [REDACTED] | Position: Chief Executive Officer |
| 2 | Name: [REDACTED] | Position: Chief Operating Officer |
| 3 | Name: [REDACTED] | Position: Finance Director        |

**Any Other Information**

**Q17 Any other information which you consider to be relevant to your application.**

You may have some concerns over the level of reserves that we currently hold, and I hope that the information below helps with your understanding of our charity.

Midlands Air Ambulance Charity covers the Midlands region, which encompasses six counties, we are here to support the growing population of over seven million people. Therefore, to ensure future financial security in these unknowing times, and

with no support from the government for our daily missions, we have to ensure we are managing our finances sufficiently to cover every eventuality.

After the pandemic, the Board of Trustees made the decision to amend our Reserve Policy and therefore we now aim to keep our level of unrestricted reserves to twenty-four months of operational running costs (£32,000,000). This future-proofs our Charity ensuring we can continue to save lives through the toughest of financial times.

Due to our expensive assets, we have designated reserves which are set aside in case we have to quickly replace our owned helicopters or any other essential assets. These funds ensure the Charity continues to provide the most efficient and effective service. (Please note that we have recently purchased a new helicopter and therefore the level of designated reserves has since reduced).

Finally, we have restricted funds which are ring-fenced for specific projects, they are held until the intended expenditure has been incurred and therefore cannot be used for any other purpose.

## Declarations

### Q18 Declaration

Please give details of a senior member of your organisation. For example, this may be your Chairperson, Treasurer or Secretary. They must read the application and sign below. **(This must not be the main contact name in Q1).**

*I confirm, on behalf of Midlands Air Ambulance Charity*

*That I am authorised to sign this declaration on its behalf, and that, to the best of my knowledge and belief, all replies are true and accurate.*

*I confirm that I have read the Terms and Conditions set out in the Notes which accompanied this application and further confirm that this application is made on the basis that if successful, the organisation will be bound to use the grant only for the purpose specified in this application, and will have to comply with those Terms and Conditions and any others which the Council might attach to the Grant.*

Post held in organisation:

Title:

First Name:

Surname:

Organisation address:

[Redacted]

Postcode: [Redacted]

Telepho [Redacted]

Signed: [Redacted] te: ...21/01/2025.....

**Q19 Signature of Person Completing the Application**

This must be the signature of the person named in Q1 as the main contact and **not be the same person who has signed in Q18**

*I confirm that, to the best of my knowledge and belief, all the information in this application from is true and correct. I understand that you may ask for additional information at any stage of the application process.*

Signed: [Redacted] ..... Date: ...21/01/2025.....

## Checklist

1. Have you answered every question?
2. Have all signatures been completed?
3. Have you included a copy of your constitution?
4. Have you included a copy of your most recent audited accounts?
5. Please state any supporting documents you are submitting:

**Please return your completed application form to:**

**Town Clerk  
Shrewsbury Town Council  
Livesey House  
7 St John's Hill  
Shrewsbury  
SY1 1JD**

**Telephone: 01743 281010**

**Email: [Helen.ball@shrewsburytowncouncil.gov.uk](mailto:Helen.ball@shrewsburytowncouncil.gov.uk)**