

St John  
Ambulance  
Cymru



# Impact report 2023



# Introduction

**Our people showed outstanding commitment in 2023, contributing tens of thousands of hours of their time to keep people safe and demonstrating why we are the first aid charity for Wales.**

Their collective efforts helped us continue on our mission to save lives and enhance the health and wellbeing of communities in Wales, providing expert care, training, advice and support to people across the country.

Our people have continued to work tirelessly to deliver vital services to the public, while also strengthening links with our partners and making new relationships to ensure we can be of assistance to as many people as possible in the future.

We have continued our work to recruit new volunteers, from children aged 5 and above, helping to create future generations of lifesavers, while also working to support our

existing volunteers and staff so they feel valued and they receive the recognition they deserve.

We continued our efforts to support communities across Wales, through successful schemes such as our Falls Response service and continuing to find new ways our people can help ease the pressure on our emergency services, including our Community Welfare Responders.

Staff and volunteers continued to find new ways to improve efficiency. This included the continued use of hybrid vehicles, replacement of older ambulances and installation of solar panels on some of our buildings.

There were also significant changes to our Board of Trustees in 2023. Gillian Knight, Rhys Jenkins and Professor Jean White CBE MStJ began their three-year terms as Trustees, while I began my tenure as Chair and Prior.

Many difficult decisions have been taken over the past year to put St John Ambulance Cymru on a path to securing financial sustainability and to ensure the charity is better prepared to deal with pressures of the post pandemic landscape.

We would like to thank those who have helped make these changes happen for their patience, understanding and hard work, without which this process would have been far more difficult, and to all of our supporters for helping us to continue our work across Wales.

Taking into account the challenges we face, we will continue to make the charity as resilient and efficient as possible so **we can continue to help more people learn lifesaving skills and be there for the people of Wales, just in case.**

Paul Griffiths OBE KStJ DL  
Prior for Wales and Chair of the Board





# Our year in numbers

## Volunteers



Our volunteers contributed almost **60,000** hours of their spare time at **1,425** events across Wales helping to keep people safe in 2023.

## Children and Young People

By the end of 2023 we had over **300** Badgers and **850** Cadets learning first aid and other invaluable life skills across 30+ Badger Setts and 80+ Cadet Divisions pan Wales.

## Fundraising



In 2023 **£481,891** was donated to us by regular supporters.

## The Order of St John



At our 2023 Investitures, long service medals or bars were given to **33** people for 10 years' service, **103** for 15-45 years' service, **3** for 50 years' service and **3** for between 55 and 60 years' service.

## Ambulance Operations



Total number of patients helped: **24,188**.

## Training



In 2023, **8,175** people attended certified training, in courses like First Aid at Work and Emergency First Aid. We also held free to access demonstration sessions in lifesaving skills, for **13,923** people, who were part of community groups and schools.

# Hear about our impact

**“You take the first aid support for granted, but they really are so important.”**

Ian Cummins, who suffered a cardiac arrest while cycling as part of an endurance event in Pembrokeshire. A St John Ambulance Cymru volunteer paramedic team then quickly arrived on the scene to help with the CPR and defibrillation.

**“If it was not for the team effort, knowledge, technology, training and professionalism of St John Ambulance Cymru, who knows where I would be now.”**

Craig Stabb, who was transported to hospital after falling ill at an Air Show in Swansea. St John Ambulance Cymru volunteers had undertaken an ECG to diagnose a heart attack.

**“Seeing your loved one so unwell in such a remote area was a real trauma, so to have these healthcare professionals within easy reach is something we are both eternally grateful for.”**

**“It will always be an additional reassurance that medical help and expertise in the form of St John Ambulance Cymru are so close.”**

Tom Frost, who was treated by St John Ambulance Cymru responders after suffering a severe reaction to a wasp sting while visiting a remote area near Rhyader with his partner.

**“The team were amazing. They really looked after me. They were super compassionate and lovely to me for the hour I spent with them. Thank you so much for all you do. This terrified first-time Mama has been touched by the kindness in your organisation.”**

Liz, a mum-to-be who fell outside the Principality Stadium while attending a Harry Styles concert.



“ Thank you so much to the medical team in the first aid room in the Principality Stadium. I am so sorry that I don't remember the names, however, I would still love to extend my deepest gratitude for their support. The kindness they showed was unmatched and I truly felt cared for. ”

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Celine, who needed our support while attending the Beyonce Concert at the Principality Stadium

## Our Volunteers



## Key stats

- Almost **60,000** volunteer hours were contributed at **1,425** events across Wales, helping to keep communities safe, in 2023.
- Our volunteers showed their commitment to developing their first aid skills, with **201** moving up a role training level, while **231** volunteers undertook their initial role training assessment in 2023.
- Volunteers accepted **94** activations from GoodSAM, the UK's cardiac arrest alerting system, with **112** of staff and volunteers signed up to receive alerts, more than 50% of them joining in 2023.
- Our volunteers helped treat **668** patients at the Gerallt Davies Help Point in Swansea in 2023, supporting people and the nighttime economy.

Our volunteers gave up tens of thousands of hours of their time to make sure first aiders were on hand at more than 1,400 events up and down the country. This included small-scale celebrations such as community carnivals and Christmas festivities, as well as national occasions such as eisteddfods, music concerts, endurance events and international sporting fixtures.

Volunteers provided 10,000 hours of medical cover at the Principality Stadium helping hundreds of thousands of people to enjoy themselves safely at large-scale events.

Our people also ran a Help Point as part of the BUILTh Wells Events Safety Group, which won an award for supporting the safety of visitors at the Royal Welsh Show.

“ They were a very friendly team. They came to help at our show jumping event. It was one less worry to know they were there if needed (luckily we didn't need them) but it was great having their company for the day. A great team. ”

The organiser of an event in Powys for which we provided first aid cover

“ They were both brilliant and did an amazing job looking after me. Just wanted to say you have some amazing volunteers. It was a hard, busy day for them today but they were still fantastic. ”

A participant in the Swansea Half Marathon who needed our help

## Stories from our communities: Eisteddfod First Aid Cover

**49-year-old Dave High was providing first aid cover at the 2023 International Musical Eisteddfod in Llangollen with fellow volunteers, when a member of the public went into cardiac arrest.**

He used the skills he had learnt with St John Ambulance Cymru to help save the gentleman's life using CPR and a defibrillator after he collapsed in the car park outside the event.

Alongside fellow St John Ambulance Cymru volunteers and an off-duty healthcare professional who was visiting the Eisteddfod. After several rounds of CPR and shocks from a defibrillator, the patient began breathing again.

**Dave was awarded a Certificate of Commendation from the Order of St John in recognition of his contribution to the lifesaving efforts in this incident. You can find out more about how we acknowledge the amazing work our people do on page 18.**

Dave said: "For a person that does not work in the medical field at all, it was the scariest but most satisfying thing I have ever done.

"Two years ago, I would never have thought I would even be going to the Eisteddfod, never mind saving a life while wearing a uniform that I am so proud to be able to wear.

"That night, when the worst happened, I didn't overthink, I didn't hesitate, there was no feeling of I hope I don't mess this up."

“Defibrillators should not be feared, they can and do save lives. You should never be afraid to use it if the situation arises.”





## Stories from our communities: Responders in Powys

**In the summer of 2023, Tom Frost and his partner Jax arrived at a remote area in Powys, where they go to relax. The couple weren't to know that shortly after arriving, Tom was going to need urgent medical care.**

Tom and Jax were unloading the car when the pair noticed a wasps' nest. Tom felt a sharp sting in the centre of his forehead and instantly became very unwell.

**"I could not think straight or even stand,"** he said. He slumped to the ground and with no phone signal, Jax ran to the nearest house to get help.

**"I was very pale and thrashing around with a rash expanding from my head downwards",** he recalls, as his body began to swell and develop hives. Jax called for the Emergency Services and before they knew it, St John Ambulance Cymru Responders arrived on scene.

St John Ambulance Cymru Responders are on-call volunteers who respond to local emergency incidents. They are highly trained individuals who often reach the scene and start treatment before the emergency services arrive.

The responders monitored Tom's observations in a calm way, administered antihistamine tablets and reassured them.

**"I know Jax was extremely grateful for this,"** Tom said, **"seeing your loved one so unwell in such a remote area was a real trauma, so to have these healthcare professionals within easy reach is something we are both eternally grateful for."**

Jack Evans, one of the Responders who treated Tom, said: **"St John Ambulance Cymru Responders in Powys are a crucial part of the community response, as seen with this incident. If Tom had**

**waited any longer for a response, then his reaction would have progressed and subsequently worsened.**

**"St John Ambulance Cymru responders are regular members of the community and volunteers who give up their time at the drop of a hat to respond to life threatening emergencies. I'm glad to hear Tom is doing well and staying away from wasps' nests!"**

Tom, who has now fully recovered, commented: **"It will always be an additional reassurance that medical help and expertise in the form of St John Ambulance Cymru are so close."**



# At the heart of Cymru's communities



## Key stats

- Total number of patients: **24,188**  
Falls patients: **12,815**  
Non-emergency patient patients: **7,604**
- We supported **1,918** patients as part of the Taith Dda Mental Health Response Service, which reduced average waiting times from 18 hours to 1 hour and 24 minutes.
- In 2023 we travelled **785,178 miles** across Wales, treating patients in the community (8.65% increase on 2022).
- Our collaboration with the Vale of Glamorgan Council and Cardiff and Vale University Health Board Wellbeing Service is estimated to have saved the NHS **£750,000 in a year**.
- Our Falls Response Service in the Vale of Glamorgan was nominated for the Gofal Cymdeithasol Cymru / Social Care Wales 2024 Accolades awards.

Our Ambulance Operations went the extra mile in 2023, ensuring people got the care they needed as quickly as possible. We assisted the Welsh Ambulance Services NHS Trust (WAST) with urgent care ambulance support during the 2022/23 winter pressures and developed the Community Welfare Responder role to help save unnecessary emergency ambulance callouts. We also secured new contracts and contract extensions with local councils and health boards for our Falls Response Service.

We continue to be a vital supplier of non-emergency transport services, with contracts in the Cardiff and Vale, Aneurin Bevan and Swansea Bay University Health Board areas, supporting the movement of patients between hospitals and discharge to home.

“ David was absolutely perfect. Not just his skill, knowledge and professionalism, but also his gentleness and compassion.

The way he spoke to my mum and handled her both when doing his investigations and when getting her up were exemplary; just the right blend of calm authority and old-fashioned good manners. We are very grateful to him and St John Ambulance Cymru, as your existence means she was off the floor and able to eat, drink and go to the toilet, hours before the ambulance arrived. ”

Jill, whose mother was helped by a member of our Falls Team



**Training**

## Key stats

- **8,175** people were equipped with new skills having attended a course run by our Workplace Training Team.
- **13,923** people were trained for free by our volunteers and community trainers in schools, clubs and groups across Wales.
- National campaigns such as **Defibruby** and **Save a Life September** helped raise awareness of essential lifesaving skills such as CPR to almost **6,000** members of the public.

“ This course was a very informative, interesting and eye-opening. The practical aspects added the realism and the theory was very informative and useful. ”

Someone who completed one of our Workplace Training courses

Our Workplace Training Team helped thousands more people gain essential first aid skills and certified qualifications at a variety of sites across Wales, including our 8 dedicated training venues or at their business premises.

More than **8,000** people attended courses we offer, from First Aid at Work to Mental Health First Aid. We also introduced new courses in 2023 such as Farmers First Aid and Outdoor First Aid, responding to requests from specific industries.

Our Community Trainers and volunteers helped spread first aid skills for free, with almost **14,000** people at schools, clubs and groups all across Wales now in possession of knowledge that could help them save a life should an emergency happen near them.

“ The training sessions that St John Ambulance Cymru delivered were well structured and pitched correctly for the children in each class. It was very informative and the children learnt what to do in an emergency situation. ”

Sent on behalf of a Primary School in Monmouthshire that was visited by one of our Community Trainers



# Children and young people



## Key stats

- In 2023 **77** Cadets aged 16+ trained to or requalified as Basic First Aiders (BFA)
- In 2023 our Badgers achieved over **300 awards** while our Cadets achieved over **600 awards**
- **3 Volunteer Leaders** completing Youth Work Level 3 with Adult Learning Wales
- **4 Volunteer Leaders** completing Youth Work Level 2 with Adult Learning Wales
- We piloted a Links student volunteering unit at Coleg Gwent

Our Children and Young People programmes continued to inspire those aged 5 and above in 2023, helping them learn essential first aid skills and teach a range of other valuable lessons for life, with support from our dedicated volunteer leaders.

2023 also saw the launch of new subjects to help inspire our Children and Young People to continue their St John Ambulance Cymru journey. A Space Badger subject was launched on our Super Badger programme, a Cadet First Aider was created for those aged 11-15, while a Public Health Wales Grand Prior Subject was also introduced.

By the end of 2023 we had over 300 Badgers and 850 Cadets learning first aid and other invaluable life skills across 30+ Badger Setts and 80+ Cadet Divisions pan Wales.

“ Our son loves being a Cadet. It offers personal development, friendship, pride, commitment and leadership, peppered with a good few laughs along the way! Currently he is looking into engineering or prehospital care, but St John Ambulance Cymru will be there whatever he decides.”

Nik, a parent of one our Cadets in Maesteg



## Stories from our communities: Mike Williams from Port Talbot

When Mike Williams from Port Talbot attended a First Aid at Work refresher course with St John Ambulance Cymru Workplace Trainer Gareth Parsons, he didn't know that the skills he learnt there would help him save someone's life just two months later.

Mike, who now lives in Caerphilly, was on duty as a Security Officer in Cardiff when he had a phone call about a medical emergency nearby. Along with some of his colleagues, Mike quickly grabbed the defibrillator at reception and made his way to the scene. On arrival, Mike and his colleagues discovered a male lying face down on the floor.

They rolled the patient onto his back and did the primary survey. They quickly discovered that the patient was unresponsive, correctly assessing he had gone into cardiac arrest. Mike and his colleagues started CPR immediately and promptly connected the patient to a defibrillator.

"After numerous rounds of chest compressions and at least three shocks from the defibrillator, he began to start breathing again." Mike recalls.

Shortly after the patient had been resuscitated, paramedics arrived at the scene and took over. The patient was rushed to hospital and received surgery on his heart.

Mike said: "I would like to thank St John Ambulance Cymru and Gareth Parsons for the training I received, which enabled me to help to successfully save the life of someone who suffered a cardiac arrest."

**"First aid and defibrillator training is so important; the more confident people are to help others, the better."**

It's reported that a patient's survival chances are reduced by 10% for every passing minute without action following a cardiac arrest. The quicker you act, the more chance you have to save a life.





## Stories from our communities: Bethan Wyn Jones

St John Ambulance Cymru Cadet Bethan Wyn Jones has been a loyal member of the Deeside Division since she was just 7.

Bethan joined because she loved learning about first aid and wanted to find out even more.

She loves each week's session, learning new things and making new friendships.

“ I love the feeling of being part of a wider family at St John Ambulance Cymru. ”

It's taught her a lot about healthcare and Bethan is keen to pursue a career in the sector in her adult life.

Bethan has already used her first aid skills in real life situations.

On one occasion when a friend was hit by a car outside his school, she had the confidence to manage the situation, assessing him and helping him up (once deciding it was safe for him to do so) and advising him to visit hospital so he could be checked over.

She said her training had taught her essential patient care skills:

“ Without St John Ambulance Cymru I wouldn't have been able to manage the scene and keep calm and composed. ”

If you or someone you know would like to join our Cadets or Badgers, scan the QR code.



# Awards and The Order

## Admissions and Promotion within the Order

x1 Knight of Justice  
(Prior on Appointment)  
x5 Commanders  
x16 Officers  
x16 Members

Recipients were invested at either of our two Investiture ceremonies held in Llandaff Cathedral in June or at St Asaph Cathedral in October.

### Certificates of Commendation

Craig Jones and Tracy Sankey-Jones of North Wales (same incident, husband and wife)

Cassandra Moxon and Dave High of North Wales (same incident)

### Priory Vote of Thanks

PeoplePlus UK (North Wales)

### Long Service Awards

x33 Long Service Medals  
(10 years' service)

x103 Long Service Bars  
(from 15 to 45 years' service)  
x3 Ultra Long Service Medal (50 years)  
x3 Ultra Long Service Bars (55 and 60 years' service)

### Organ Donation Awards

Ceremony held in April 2023 at Cornerstone, Cardiff

x29 families of organ donors received recognition awards on behalf of their loved ones.

### Highlights

Installation of the new Prior, Paul Griffiths in Llandaff Investiture in June. Grand Prior in attendance to conduct Installation.

### Introduction of Regional Awards Ceremonies in the autumn

x2 volunteers receiving 60-year service awards.



# Full list of promotions and admissions to The Order for 2023

## As Knight of Justice

Paul GRIFFITHS OBE  
(on appointment as Prior)

## As Commander

Dr Dale CARTWRIGHT DL  
Christine Ruth CLARKE  
Caryn Laura COX  
John Michael ALLEN-PETRIE OBE  
Sian Elisabeth THOMAS

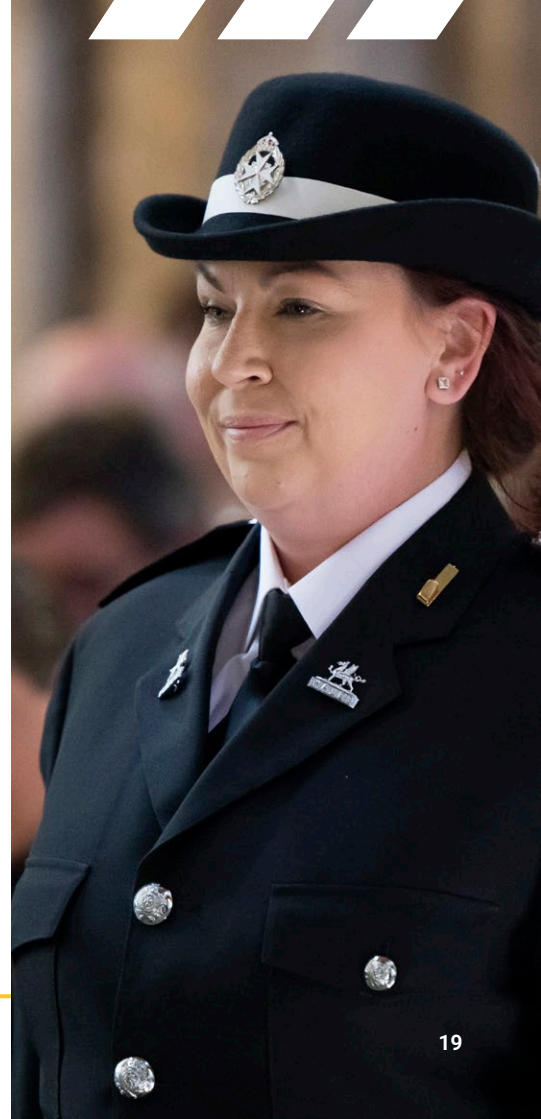
## As Officer

Kate ARNOLD  
Richard BRAKE  
Emily BRISTOW  
Stephen COOK  
Kathleen EARDLEY  
Beth FRANCIS  
Mark GORDON  
Ieuan HEALAN  
Sian HOWELL  
Michael Robert James IMPERATO

Darren MURRAY  
James Terence O'CONNOR  
John Anthony TAL-WILLIAMS MBE JP DL  
Granville David THOMAS  
Maria THOMAS BEM JP  
Sally Carmichael THOMAS JP

## As Member

Jack Edward BRIDGER  
Lee BROOKS QAM  
Dr Aled DAVIES  
Dr Anthony DEW  
Joseph GRIFFITHS  
Rebecca JOLLIFFE  
Nicoll Marie JONES  
Sarah Jane LIDDELL  
Joanne Elizabeth MORGAN  
Carl NEALE  
Sarah-Jane PITCOCK  
Gavin REES  
Aron ROBERTS  
Oliver Matthew SHAW  
Martin THOMPSON  
Marion THOMSON





# Fundraising

## Heartfelt thanks

We received significant support from our supporters and funders in 2023, despite the continued pressures on people's pockets and limited budgets of trusts, foundations and businesses.

These contributions helped fund our charitable work all across Wales so we can continue to support our communities through these difficult times.

We would like to offer a special thank you to the loved ones of those who remembered St John Ambulance Cymru with a gift in their will and recognise the legacy they left, helping create more lifesavers in Wales.



**£481,891**

was donated by regular supporters

People fundraised for us in all manner of ways in 2023, from bucket collections, curry nights and quizzes to running challenges, mountain hikes and zooming down ziplines. A huge thank you to all who have supported us and helped raise awareness of our work.



**£5,000**

was donated through In Memory donations

**£17,612**

was raised through sponsorship at events including the London Marathon, half marathons across Wales, Snowdon at Night, Zip into Spring, Festive Fun Run and other supporter challenges

We raised **£74,430** as part of our new ambulance appeal (supported by Trusts/Foundation and individual donations)



We received **£21,742** from gifts in wills



# Thank you to our supporters

## A huge thank you to the following Trusts and Foundations

Caerphilly County Borough Council  
Clocaenog Forest Wind Farm  
Community Foundation Wales  
Flintshire County Council  
Gwent Association of Voluntary Organisations (GAVO)  
Groundwork UK  
Gwynt Y Môr Community Fund  
High Sheriff of Dyfed  
Masonic Province for West Wales  
Masonic Charitable Fund  
Milford Haven Port Authority  
Monmouthshire Building Society  
Moondance Foundation  
National Lottery Awards For All  
Pen y Cwmoedd Wind Farm Community Fund CIC  
Powys County Council  
Rhayader Town Council

The Asda Foundation  
The Ashley Family Foundation  
The Duke of Edinburgh's Award  
The Gosling Foundation  
The Green Hall Foundation  
The Hodge Foundation  
The Mackay And Brewer Charitable Trust  
The Michael and Anna Wix Charitable Trust  
The Millennium Stadium Charitable Trust  
The N Smith Charitable Settlement  
The Oakdale Trust  
Viridor  
Wales Council for Voluntary Action (WCVA)  
Welsh Government  
UK Government and Powered by Levelling Up - supported by Carmarthenshire County Council

## A huge thank you to the following companies

Seminar Components  
EcoFlow  
Julian Dyer & Co Chartered Surveyors  
Slater and Gordon Lawyers  
VRM Swansea  
Webmart Ltd  
Nisa Retail Ltd  
Evans Pritchard Contractors



# Help us make a difference in your community

**Learn with us** by joining one of our courses, whether it's a formal qualification or free community awareness session.

## How you'll help us

- Help to develop your skills
- All profits go towards our charitable work

Offer **Corporate Support** through your business by choosing us as your company's charity of the year or taking on a challenge as part of a team.

## How it helps

- Show you care about the health and wellbeing of your community
- Reach your corporate responsibility goals
- Encourage team building and improve staff engagement

To find out more, scan the QR code, give us a call: **029 2044 9626** or email us at: [fundraising@sjacymru.org.uk](mailto:fundraising@sjacymru.org.uk)



**Fundraise for us on your own, or with family and friends**, whether it's running a race such as a half marathon or joining in one of our challenge events.

## How it helps

- Challenge yourself
- Improve your health and wellbeing
- Raise funds to support our charitable work

**Leave a lasting legacy** by leaving a gift in your will or making a donation in memory of a loved one.

## How it helps

- We can help you write your will for free
- Help save lives in Wales in the future

**Make a donation** to support our work. However small the amount, we value any support you can give.

## How it helps

- Support us towards our vision to provide first aid to everyone, anytime anywhere



# Finance

In 2023 we continued our recovery from the impacts of Covid-19, both in terms of fundraising activities and making significant changes to make the charity more efficient, resilient and fit for the future.

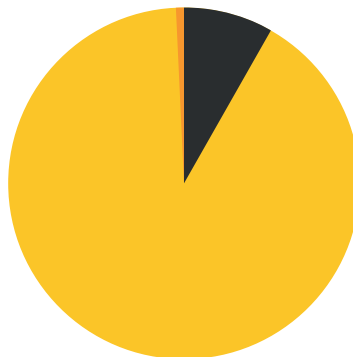
Though income was slightly lower and costs were slightly higher than in 2022, an increase in donations and from the provision of first aid and youth activities provided cause for optimism that with the continued backing from our loyal supporters, together with the commitment of our volunteers and staff, the charity will soon be on a stronger financial footing, while continuing to enhance the health and wellbeing of communities in Wales.

Though 2023 has been a challenging year, this hasn't stopped us saving lives and sharing first aid skills all over Wales.

**Scan the QR code to support us and help us carry on this work.**



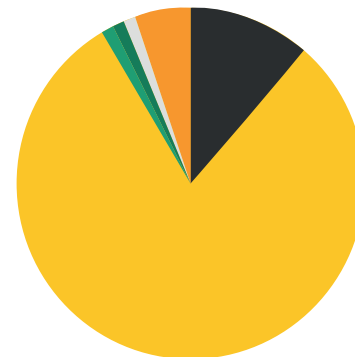
## Expenditure



- Charitable activities: 91.4%
  - Raising funds: 8.4%
  - Governance: 0.2%
- Total: £9,215,837**

Movement in funds/deficit: £848,181

## Income



- Charitable activities: 79.2%
  - Donations & legacies: 12.1%
  - Profit on sale of assets: 5.6%
  - Other trading: 1.5%
  - Investment income: 0.8%
  - Profit on investments: 0.8%
- Total: £8,367,656**