



YAS Community Engagement

Quarterly update
July 2025 – September 2025



Community engagement plan objectives



- **Improve lives through targeted interventions** - Deliver programmes that improve outcomes and life chances for communities most in need of support, including supporting people into employment and volunteering and increasing people's confidence and general well-being.
- **Raise awareness of life saving skills in our communities** - Increase awareness of life saving skills, especially in communities with high discrepancy between OOHCA (out-of-hospital cardiac arrest) prevalence and likelihood of bystander CPR (Cardiopulmonary Resuscitation). Build capacity in communities and in our workforce to increase the reach of life saving skills training.
- **Engage with communities to be visible and develop relationships** - Engage with communities to be a visible presence, build relationships and have open dialogue with about our services, challenges and successes, particularly with communities that we don't know well and do not know us or our services.
- **Improve access to our services for vulnerable populations by generating insight** - Engage with communities to understand their needs and work with them to improve our services, targeting communities experiencing poor health outcomes and facing significant barriers to accessing services.
- **Develop volunteering across the Trust** – Implement a planned approach to volunteer development.

Summary of activity



We delivered 64 community engagement events and activities.

Engaged 3,200 people across Yorkshire.

Half of our engagement activity took place in the 20% most deprived areas in England.

Our community engagement activity is supported by YAS Charity, who provide funding for equipment and projects that support our communities.



Get Started with YAS with the King's Trust



In August we delivered our third 'Get Started with YAS' course of the year in partnership with the King's Trust.

Get Started aims to support young people not in work or education into paid and volunteer roles with YAS.

The most recent course was supported by Ambulance Support Worker (ASW) Trayvon Allen, who joined the Trust after completing the Get Started course in October 2025.

Of the 10 young people attending the most recent course 2 have applied for roles with YAS with 2 securing paid or voluntary roles.



Community Engagement Manager, Dave Jones, with ASW and former Get Started participant Trayvon Allen

Restart a Heart Day



Restart a Heart 2025 marked the 12th annual campaign by YAS to promote CPR awareness across Yorkshire's secondary schools.

This year over 40,000 people were trained in CPR across 185 schools. 20 schools joined the campaign for the first time.

This year also saw the launch of Restart a Heart Live, delivered jointly with Save a Life for Scotland and Save a Life Cymru, delivering live CPR training via YouTube on 1 October.



BIMA lifesavers



For the second year YAS supported BIMA's national Lifesavers campaign.

Each year on 12 September CPR awareness events are run in mosques across the country.

This year YAS staff attended an event at Madni Jamia Masjid in Bradford, supporting the delivery of CPR training.



Free First Aid Awareness courses



In this period we delivered 25 Free First Aid Awareness sessions, teaching 450 people life-saving skills.

Our courses were delivered with a range of communities across Yorkshire including Refugees and Asylum Seeker families, women-only groups, school children and Muslim communities.



Achieve programme



In this period 9 Achieve sessions were delivered, teaching life skills, employability skills and first aid.

Achieve courses running in this period were delivered with groups supporting vulnerable women and with pre-release prisoners to support transition into the community.



Community Engagement Volunteers



38 engagement sessions were delivered by Community Engagement Volunteers (CEVs) and other YAS staff and volunteers.

Sessions included careers talks, life-saving skills training and raising awareness of YAS services.



Community Partners



Our Community Trainers are volunteers and staff in community organisations. They delivered 10 life-saving skills training sessions in this period

We had active Community Trainers in this period from New Vision Bradford, ERVAS (East Riding Voluntary Action Services), Kirklees Council and The Shores Community Centre in Withernsea.

