



Report Title	Chief Executive's Report	
Author	Peter Reading, Chief Executive	
Accountable Director	Peter Reading, Chief Executive	
Previous committees/groups	None	
Recommended action(s)	Information/ Assurance	
Purpose of the paper	To brief Board members on some important matters for the Trust, some of which may be covered in more detail elsewhere in the Public or Private meetings of the Board.	
Executive Summary		
<p>The Chief Executive's Report provides Board members with a briefing on key developments, achievements, and challenges across Yorkshire Ambulance Service (YAS) during the recent period.</p> <ul style="list-style-type: none"> • Our Green Plan 2025/26-2027/28 • Community Engagement 2025/26 Annual Review • Deaf Awareness • Volunteer Recruitment Campaign • NHS Global Fellowship programme • Patient Choice Information • Dying Matters Awareness • Celebrating our Staff Networks 		
Recommendation(s)	To note the update from the Chief Executive	
Link to Board Assurance Framework Risks (board and level 2 committees only)	<ol style="list-style-type: none"> 1. Deliver a timely response to patients. 6. Develop and sustain an open and positive workplace culture. 9. Develop and sustain improvements in leadership and staff training and development. 	

Chief Executive's Report

1. SUMMARY

- 1.1 This paper briefs Board members on some important matters for the Trust, some of which may be covered in more detail elsewhere in the Public or Private meetings of the Board. Board members are invited to discuss any of these items, as they choose, and to note them for information.

2. OUR GREEN PLAN 2025/26-2027/28

- 2.1 The YAS Green Plan 2025/26-2027/28 sets out how we will reduce our environmental impact while supporting the delivery of safe, high-quality patient care across Yorkshire and the Humber. Covering a three-year period, the Plan refreshes YAS's approach to sustainability in line with the Greener NHS Strategy and national requirements. The NHS has committed to reaching net zero and, under the Health and Care Act 2022, trusts must have Board-approved Green Plans and consider environmental impacts in decision-making. YAS's Green Plan therefore focuses on practical delivery: embedding sustainability into strategy, operations and investment planning; improving the quality and availability of environmental data; and implementing a prioritised programme of actions to reduce emissions and improve organisational resilience over the next three years.
- 2.2 Work is already underway, including expanding renewable and low-carbon energy solutions across the estate, improving building controls, introducing low-carbon heating, and more.
- 2.3 Progress will be tracked through defined measures and regularly reviewed, with the Green Plan reviewed and refreshed on a three-year cycle, ensuring it remains aligned with evolving national guidance, emerging climate risks and innovation opportunities. [You can read the Green Plan on our website.](#)

3. COMMUNITY ENGAGEMENT SUMMARY – 2025-26 ANNUAL REVIEW

- 3.1 The Trust has published a summary of community engagement activity delivered across 2025–2026, highlighting work to connect with communities experiencing the greatest health inequalities. Building on the Trust's two-year community engagement plan launched in 2024, activity has focused on increasing awareness of life-saving skills, strengthening relationships with communities, and supporting improved outcomes through targeted interventions that combine emergency preparedness with wider life skills and employability support. Over the last year, YAS delivered 360 community engagement events and activities, engaging around 18,000 people across Yorkshire.
- 3.2 Delivery has been enabled through established partnerships with grass-roots community organisations, helping the Trust reach a broad range of localities and communities. Targeted work has prioritised people with multiple unmet needs (including homelessness, addiction and offending), Refugees and Asylum Seekers, young people not in work, education or training, and communities where English is not the first language. An increasing number of volunteers, community organisations and schools are being supported with equipment and training to deliver life-saving skills within their own settings, strengthening local capability and reach. Community engagement projects are funded by Yorkshire Ambulance Service Charity, enabling continued investment in preventative, community-based activity that complements core ambulance service provision.

4. DEAF AWARENESS

- 4.1 YAS frontline staff joined colleagues from South Yorkshire Fire and Rescue Service and South Yorkshire Police to take part in a British Sign Language (BSL) lesson as part of Doncaster Deaf Trust's Sign Language Week (16-22 March) celebrations.
- 4.2 A team from each of the local 999 services learnt BSL signs specific to emergencies alongside basic greetings and other useful signs as part of the lesson delivered by the BSL team at the Foundation. They then met with Deaf pupils from Doncaster School for Deaf Children and Deaf students from Communication Specialist College Doncaster to share their learnings.
- 4.3 The event enabled YAS and emergency services staff to learn relevant signs that could help them to support Deaf people in an emergency, as well as learn about accessing more information, and sharing details of how staff can use online platforms to improve patient experience and care.

5. VOLUNTEER RECRUITMENT CAMPAIGN

- 5.1 The Trust has launched a campaign to recruit volunteers, looking for caring and compassionate individuals to make a real difference in their communities. The campaign is funded by the YAS Charity and NHS Charities Together and is looking to recruit volunteers into three different roles - Community First Responders, Patient Transport Service Volunteers and the Critical Friends Network.
- 5.2 The volunteer roles are to help people to reach vital medical appointments, respond to emergencies in their local neighbourhood or shaping service developments. The Trust has over 1,000 volunteers who come from all walks of life, many of whom have gone on to careers in the Trust or in the wider health service.
- 5.3 The volunteering opportunities are flexible, giving people the chance to make an impact and gain new skills. A new website has been launched, providing the opportunity to explore how to join and become a volunteer. It features inspiring stories from existing volunteers, role and training information as well as detailing how volunteering can open doors to a variety of future opportunities and careers in healthcare.

6. NHS GLOBAL FELLOWSHIP PROGRAMME

- 6.1 A group of YAS staff have recently completed their [NHS Global Fellowship Programme](#) which involved participation in overseas leadership and quality improvement work in Zambia last year. Staff from across the Trust have been involved in a range of work which included improving trauma treatment in hospital, surgical referrals and enhancing patient flow as well as paediatric dental care.
- 6.2 They have shared their learning and experiences and the benefits they have gained, with a presentation at YAS headquarters, to senior staff, including Nick Smith, Associate Chief Operating Officer - West Yorkshire and Central Services, who sponsored YAS's participation in the initiative.
- 6.3 The programme is supported by the Global Health Unit at NHS England. Participants in the second YAS cohort are part way through their programme and will report back later this year.

7. PATIENT CHOICE INFORMATION

- 7.1 The Trust has published new information on its website to support members of the public in understanding how [patient choice](#) works in emergency and urgent care. This dedicated content will be used by our staff when caring for patients, to aid conversations and direct patients for further information.
- 7.2 The information explains that an ambulance will usually take you to the nearest suitable hospital to provide the treatment needed and sometimes this may involve specialist centres for certain conditions. The information emphasises that while patients and families are involved in decision-making, this is always based on a patient's health needs, available resources, and safety for everyone, and within a clinically-led, safety first framework.

8. DYING MATTERS AWARENESS

- 8.1 The Trust has used Dying Matters Awareness Week (4-10 May) to highlight the importance of open conversations between healthcare professionals and their patients, relatives, and carers about death and dying.
- 8.2 As an ambulance service, the Trust is uniquely positioned to help start these conversations - even if it simply prompts patients to reflect on what will matter most to them when the time arrives. Led by the Trust's Palliative and End of Life Care team, the campaign aims to raise awareness and encourage open discussions about death and dying, so patients can have their wishes discussed and respected during this crucial phase of life.

9. CELEBRATING OUR STAFF NETWORKS

- 9.1 National Staff Networks Day on 13 May, provided an opportunity to recognise and celebrate the contribution of our Equality Support Networks across the Trust. Our five networks are led by staff, for staff, alongside their day jobs. They create spaces for lived experience, peer support, learning, and constructive challenge. They also play a vital role in helping us listen better, improve workplace experiences, and build a more inclusive Trust. The contribution from our networks make a difference to our culture and our Trust and to the care we provide to patients.

10. RECOMMENDATION

- 10.1 It is recommended that the Board:
- Note the Chief Executive's Report