

NNA Trustees Annual Report to the Charity Commission

Achievements and Performance of NNA (The New Nicotine Alliance) April 2020 – March 2021

The New Nicotine Alliance was established as a charity on 13th February 2015. This report covers activities for the tax year 2020 - 2021.

The main work of the charity is conducted by the trustees in a voluntary capacity.

The organisation continues to develop its profile in order to achieve the objective of promoting public understanding of safer alternatives to smoking.

NNA has continued to be one of the “go to” organisations for advice and comment on safer nicotine products.

During the year trustees and staff (1 x HTE) have

- Continued to develop the Board, by bringing in new trustees with valuable and wide areas of expertise.
- Provided a submission for the APPG on Vaping Inquiry for a report on the WHO’s Framework Convention on Tobacco Control’s Ninth Conference of the Parties meeting.
- Registered the NNA to the EU Transparency Register.
- Provided commentary and explainer articles to consumers on public health policy developments.
- Written to government departments and advised parliamentarians on harm reduction matters.
- Contributed to academic research and video guides on the role of e-cigarettes for tobacco harm reduction in supporting smoking relapse prevention.
- Taken part in virtual panel discussions and produced a series of educational webinars now available publicly online.
- Advised and assisted tobacco harm reduction consumer advocates in other countries, including regular advice and guidance to pan-European consumer network, European Tobacco Harm Reduction Advocates (ETHRA).
- Communicated with UK consumers to raise awareness of petitions, government consultation exercises and public health reports.
- Engaged with the British Standards Institute (BSI) to formulate standards for e-cigarettes and e-liquids.
- Given expert consumer and advocacy briefings to a variety of print and online media.
- Developed policy proposals towards the government’s levelling-up and Smokefree 2030 agendas.

New Nicotine Alliance (UK)

Onslow Hall, Little Green

Richmond TW9 1QS

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Profit and Loss report

For the period 01/04/2020 to 31/03/2021

Account		Actual
Turnover		
Sponsorship/Donations		£6,711.17
Interest Income		£2.74
Gift Aid received		£359.57
Total Income		£7,073.48
Expenditure		
Personnel		
Administrator salary, pension and Sage	£4,594.04	
		£4,594.04
Administration		
IT Hardware	£194.79	
IT Services (Zoom & hosting)	£1,169.90	
Telephone/Internet	£440.59	
Insurance	£364.00	
Subscriptions	£159.64	
Accommodation	£169.25	
		£2,498.17
Net Loss		-£18.73

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Balance Sheet Report

As at : 31/03/2021

Account	
Cash at Bank & in Hand	
Barclays Bank plc	£19,959.36
	£19,959.36
Net Assets	£19,959.36
Capital & Reserves	
Profit & Loss Account b/fwd	£19,978.09
Net Loss for current year	<u>-£18.73</u>
Shareholders' Funds	£19,959.36