

NNA Trustees Annual Report to the Charity Commission

Achievements and Performance of NNA (The New Nicotine Alliance) April 2023 – March 2024

The New Nicotine Alliance was established as a charity on 13th February 2015. This report covers activities for the tax year 2023 - 2024.

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. It has also worked with consumers to put forward their views to policymakers in the UK and beyond.

NNA personnel have continued to be sought after by media for advice and comment on safer nicotine products.

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

- Continued actions to develop the board by attracting new trustees with valuable and wide areas of expertise, utilising a trustee prospectus explaining our purpose and expected tasks.
- Provided submissions to government ministers and to consultations on youth vaping in Westminster and the devolved nations.
- Written to government departments and advised parliamentarians on harm reduction matters.
- Given expert written evidence written letter to UK government departments on future legislative plans.
- Communicated with UK consumers, via newsletters, social media, and email circulation lists, to raise awareness of government consultation exercises and public health legislative plans.
- Provided commentary and explainer articles for consumers on public health policy developments, NGO reports, and academic research.
- Given expert consumer and advocacy commentary to a variety of print and online media.
- Liaised with tobacco harm reduction consumer advocates in other countries, via partnership with pan-European consumer network, European Tobacco Harm Reduction Advocates (ETHRA).
- Raised awareness amongst UK consumers of potential threats to harm reduction in Europe and globally.
- Trained and informed healthcare professionals about the relative risks and benefits of switching from smoking to reduced-risk products.
- Advised public health report authors from a consumer standpoint.
- Engaged with the British Standards Institute (BSI) on two committees to formulate standards for e-cigarettes and e-liquids.

New Nicotine Alliance (UK)

Onslow Hall, Little Green

Richmond TW9 1QS

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Profit and Loss report

For the period 01/04/2023 to 31/03/2024

Account

Turnover

Sponsorship/Donations	£4,183.75
Income from static collection boxes	£16.08
Interest Income	£98.93

Total Income

£4,298.76**Expenditure****Personnel**

Administrator salary, pension and Sage	£2,429.88
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Administration

Accountancy & Professional Services	£900.00
IT Services (Zoom & hosting)	£197.84
IT Services (Mailchimp)	£822.71
Insurance	£429.07
Travel	£185.00
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	£2,534.62

Net Loss

-£665.74

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Balance Sheet Report
As at : 31/03/2024

Account	
Cash at Bank & in Hand	
Barclays Bank plc	£14,984.60
Net Assets	£14,984.60
Capital & Reserves	
Profit & Loss Account b/fwd	£15,650.34
Net Loss for current year	-£665.74
Shareholders' Funds	£14,984.60