

NNA Trustees Annual Report to the Charity Commission

Achievements and Performance of NNA (The New Nicotine Alliance) April 2024 – March 2025

The New Nicotine Alliance was established as a charity on 13th February 2015. This report covers activities for the tax year 2024 - 2025.

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 institutions, committees, and politicians to advise on vaping policy in England and the devolved nations.
- Developed a website and other materials for consumers and regulators on proposals for a duty tax on vaping liquids.
- 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)
8 Northumberland Avenue
London WC2N 5BY
Email: imtiyaz@nnalliance.org

Profit and Loss report

For the period 01/04/2024 to 31/03/2025

Account		
		Actual
Turnover		
Training & Consultancy Fees		0.00
Sponsorship/Donations (under £50)		1,155.95
Sales & Marketing		0.00
Income from static collection boxes		0.00
Interest Income		0.00
Carried Forwards		0.00
Total Income		1,155.95
Expenditure		
Personnel		
Coordinator salary	2,584.80	
Casual	0.00	
		2,584.80
Administration		
Accountancy & Professional Services	900.00	
Advertising / Marketing	0.00	
Postage / Couriers / Stationery	0.00	
IT Hardware	0.00	
IT Services (Zoom & hosting)	0.00	
IT Services (Mailchimp)	854.82	
PayPal / Bank Charges	0.00	
Foreign Exchange Charges	0.00	
Insurance	420.01	
Subscriptions (ICO)	35.00	
Accommodation	0.00	
Travel	160.98	
Subsistence	280.54	
		2,651.35
Activities		
Venue Hire & food for awayday Board meetings	0.00	
A/V Equipment	0.00	
Other Equipment	0.00	
Materials for Promotion & Sales	0.00	
		0.00
Other		
Miscellaneous Expenditure	0.00	
Static Collection Box Expenditure	0.00	
		0.00
Net Loss		<u><u>-£4,080.20</u></u>

New Nicotine Alliance (UK)

8 Northumberland Avenue

London WC2N 5BY

Email: imtiyaz@nnalliance.org

Balance Sheet Report

As at : 31/03/2025

Account

Cash at Bank & in Hand

Barclays Bank plc	11,804.00
-------------------	-----------

Creditors

Accruals	900.00
----------	--------

Net Assets

£10,904.00

Capital & Reserves

Profit & Loss Account b/fwd	14,984.60
-----------------------------	-----------

Net Loss for current year	(4,080.20)
---------------------------	------------

Shareholders Funds

£10,904.40
