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# Annual Review 2019

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# Chairman

It is an honour to open my first annual review as chairman of the TPA. I first became involved with the fledgling organisation in 2006, when it was only two years old. Matthew Elliott and Andrew Allum had thought the high tax, high spend consensus needed to be broken and decided to do something about it. And my word, did they do a great job. In just 15 years, the TPA is now an established part of the political scene in the UK (although, not part of the Establishment, crucially!).

My first contributions to the TPA came in the form of research, blogs and campaign videos. I had been a Treasury economist (under Callaghan and Thatcher) and subsequently worked in the City, so I was aware of the damage being done to the public finances by constant over-spending – and the TPA was the only group in Westminster making that case.

I then wrote *Burning Our Money* in 2012: the title of that book speaks for itself.



Politicians – perhaps typically – didn't seem to be concerned about the ballooning national debt nor poor quality service delivery. It's obviously a book that chimes well with the TPA's message and they helped to promote it in Westminster and beyond.



It was then with delight that I accepted the role as unpaid chairman earlier this year. I must admit that it was a daunting prospect to take over from Andrew Allum. He is a true unsung hero in the fight for low taxes and his business experience has ensured that the enthusiastic campaigners at the TPA have solid foundations, with a well-run organisation.

It's such a crucial time in British history. It feels like a genuine battle of ideas is being waged again and I'm excited to help grow this organisation so that it can play an even more prominent role in the political debate. I've known John for many years now – I think he can safely be called a TPA veteran – and together I think we can keep moving the organisation forward, while still firmly grounded in its founding principles.

I hope to get to know many of you, our supporters, over the coming years. I'm grateful to those of you who donate to the organisation – we couldn't keep the show on the road without your help.

Thank you.

**Mike Denham**  
Chairman

# Chief Executive

2019 marked my tenth year with the TPA. When I started as an intern, Gordon Brown was Prime Minister and Alistair Darling was about to introduce the new 50p rate of Income Tax. Fast-forward a decade and it's glib to say that a lot has happened in my time here.

But some things don't change. The TPA has remained a constant thorn in the side of politicians and officials who spend taxpayers' money. Our values are the same, even if the world has shifted around us – we have always fought for a pro-enterprise country with lower, simpler taxes funding better public services.



It's important to reiterate that none of those wins could have happened without the support of people like you. It is always humbling to receive so many encouraging messages, thoughts and ideas for research and campaigns, and donations. We are truly honoured when people are willing to part with their own hard-earned money to support our work.

This annual review is a chance to report back to you and show you that we don't waste a penny of your kind support. Given the mega-budgets of groups on the left, I think we deliver extraordinary bang for buck.

That's only possible because of my fantastic team here at the TPA. They work their socks off, often at some ungodly hours, to speak up for British taxpayers. I want to take this opportunity to thank our staff and volunteers – past and present – for everything they have done for this wonderful organisation.

Finally, I'd like to thank Andrew Allum, our outgoing chairman, for his foresight and vision to start the TPA in the first place. He's been a constant source of support to me and the team. And welcome, Mike – you'll see his message next to mine to open this celebration of our achievements this year.

With thanks,

**John O'Connell**  
Chief Executive

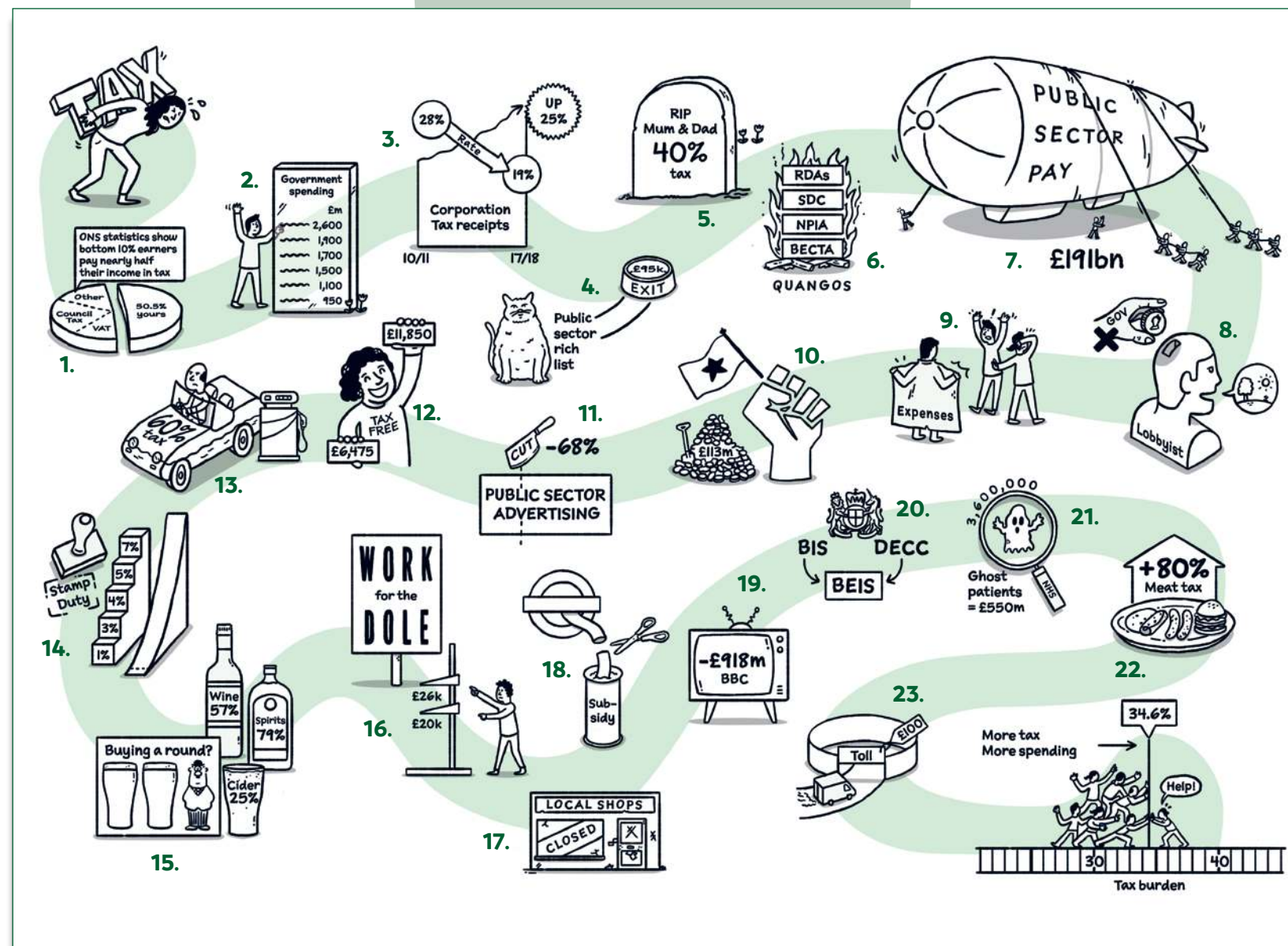
A more important landmark in 2019 was the TPA's own 15-year anniversary. Overleaf is a graphic demonstrating just some of our campaign victories in that time – I think you'll agree that it's an impressive collection of wins for a small team on a modest budget.



We fight to reform taxes and public services, cut wasteful spending and speak up for British taxpayers. We believe in a pro-enterprise country with lower, simpler taxes funding better public services through innovation, automation and eradicating waste.

Over the last 15 years, we have equipped a grassroots network with the tools to spread our message to millions, both on the ground and online. We have spoken up for taxpayers to those in power and brought our vision to the heart of government.

1. **2004 onwards:** We speak up for British taxpayers, especially those on the lowest incomes. Our research showed that the poorest 10% of households pay nearly half their income in taxes.
2. **2004 onwards:** Power should rest with those who pay the bills, not those who spend the money. Thanks to our campaigns, local authorities now have to publish all spending over £500.
3. **2006:** Businesses don't pay taxes, people do. We first fought for cuts to Corporation Tax in 2006 and rates have tumbled from 2010 onwards, boosting growth.
4. **2007 onwards:** Taxpayers shouldn't pay for eye-watering golden goodbyes. Our Public Sector and Town Hall Rich Lists led to the annual publication of all senior public sector salaries and a new cap of £95,000 on 'exit payments'.
5. **2007:** Taxpayers hate the Death Tax. Our partnership with the *Daily Express* saw George Osborne promise to lift the threshold to £1 million, with Labour backing down from an election as a result.
6. **2009:** Quangos are expensive, opaque and unaccountable. Numerous quangos like the Carbon Trust, Becta, NPIA, the Regional Development Agencies and the Sustainable Development Commission have been abolished after our calls to cull these bodies.



7. **2009:** It's crucial that we live within our means. We were first to call for a two-year public sector pay freeze in September 2009, and it was adopted in 2010.
8. **2009:** Taxpayers' money should not be used to lobby for more spending and higher taxes. We revealed for the first time how councils were hiring lobbyists using taxpayers' money and in August 2010, the Government announced a crack-down on taxpayer-funded lobbying by councils.
9. **2009:** The cost of politics has to come down. We pushed for full disclosure of all MPs' expenses.
10. **2010:** Taxpayer funding of trade union activity should be kept to a minimum. Ministers responded to our largest ever Freedom of Information campaign by announcing cuts to the £113 million taxpayer subsidy to the trade unions we exposed.

11. **2010:** Information is one thing, propaganda is another. Before the election we called for a 50 per cent cut in public sector advertising spending – and it has since been reduced by 68 per cent.
12. **2012:** Work should pay and taxes should be honest. Our *Single Income Tax* report recommended merging Income Tax and National Insurance with an increase in the Personal Allowance, which has shot up in the last few years.
13. **2012:** Motorists are used as cash cows. Our Freeze Fuel Duty campaign played a major role in the recent freezes in Fuel Duty.
14. **2013:** The 'slab rate' structure of Stamp Duty was highly distortionary. Stamp Out Stamp Duty was the first dedicated campaign on this pernicious tax and pushed the issue right up the media and political agenda, leading to the abolition of the slab rate structure in 2014.

15. **2013:** Sky high Beer Duty hits the poorest taxpayers the hardest. After our comprehensive Mash Beer Tax campaign, the Chancellor scrapped the Beer Duty Escalator and cut Beer Duty.
16. **2013:** We should support the most vulnerable and help people back to work in a simpler welfare system. Our Work for the Dole proposal was adopted in September 2013, within a month of its publication.
17. **2013 onwards:** Business rates are killing the high street. Our campaigning helped bring in a cap on the increase in business rates in England, introduce a discount of £1,000 and double small business rate relief for another 12 months.
18. **2015:** Transport for London enjoyed a big subsidy, despite record passenger numbers. We recommended scrapping the subsidy in *The Spending Plan*, which we calculated could save taxpayers £750 million.
19. **2015:** Regardless of income, pensioners were given free TV licences to watch the BBC at taxpayers' expense. Our *Spending Plan* recommended the BBC paying for this out of its existing budget.
20. **2015:** Government should be lean and responsive. We argued for merging essential functions of the Business and Energy departments.
21. **2015:** Simple steps can be taken to save taxpayers' money in the NHS. Our *Spending Plan* recommended tackling 'ghost patients' on GP registration lists, which was then taken up by government.
22. **2018 onwards:** Hard-left campaigners never stop finding ways to boss us around. We are campaigning against a Meat Tax, which would hit the poorest taxpayers hardest and damage the food industry.

Despite all our victories, powerful vested interests call for more spending.

As a result, the government keeps finding ways to increase taxes. The total tax burden is now at a 50 year high of 34.6% of GDP.

**We're a small group with a vital role. We need your help more than ever.**



# Exciting times ahead

There has been a good deal of turmoil over the last few years but there are also new opportunities to fashion a low tax economy with first rate public services. We want to build a campaign programme that, while highlighting what needs to be improved, focuses on positive outcomes.

## Taxes after Brexit

Things might be uncertain after Brexit. If we need to chart a course through choppy waters, we should cut taxes to encourage investment and growth. We have identified and costed tax cuts that could reap big rewards for Brexit Britain.

Many other groups will be calling for higher spending and punishing tax hikes – so we need to take our research straight to the politicians making the decisions. We have to demonstrate that tax cuts are the best way to give the economy a shot in the arm.

## Public service reform

Alongside our permanent and crucial campaign to expose wasteful spending, we have launched a series of research papers and campaigns on public service reform. British people pay for, and deserve, world-leading public services. They should therefore be efficient, highly automated, transparent, reliable, modern and represent value for money. We aim to produce two more research papers in this series in the coming months – and new hires to government suggest that we will have people willing to listen in No 10.



## BBC licence fee

The licence fee is outdated. There is a lot of controversy about free TV licences for those over 75 years old, but really the root of the problem is the funding model itself. The BBC covers too much and dominates the online news, killing off regional media and harming accountability at a local level. The TV Tax needs a rethink. With people increasingly shifting to subscription services – meaning a big drop in viewers for scheduled programming – times are changing. The funding model for the BBC is outdated and should be reformed.

## Modelling tax changes

The Treasury models taxes on a static basis – if you cut a tax, then revenue will fall by a certain amount. But what about the incentives tax cuts provide? Does the Laffer curve exist? We want to do more work on showing what might happen in the event of a tax cut, or hike, to better inform the tax debate.

## Overseas aid

We published work last year looking at how aid money is spent – and why handing cash over to multilateral organisations isn't always a good idea. We will look to expand upon that work and attempt to map out a better way to get value for UK taxpayers' money.





# Solid research: establishing the facts

The research team has had a busy year, producing 29 research papers and factbooks.

We've sent thousands of freedom of information requests to local authorities, Whitehall departments and bloated quangos. This is on top of solid analysis from a huge array of sources and datasets to produce punchy research and keep all areas of the public sector honest.

## The Bumper Book of Burdens on Business

The UK does well internationally in rankings of the ease of doing business. Yet if the government stopped being so intrusive, we believe this country could do even better.

Our Bumper Book highlighted 14 of the most oppressive taxes and regulations which stop people from setting up businesses, limit their growth and hurt employment opportunities for all of us.

## Embracing technology in health and social care

Greater use of automation in the public sector has the potential to deliver much better services for lower cost. This isn't about getting rid of nurses and replacing them with robots; making use of existing technology can deliver these changes.

The latest research paper in our *Automate the State* series shows that £18.5 billion could be saved in the NHS and social care systems by increasing productivity and freeing up staff to do what they love: treating and caring for patients.

## First aid: fixing international development

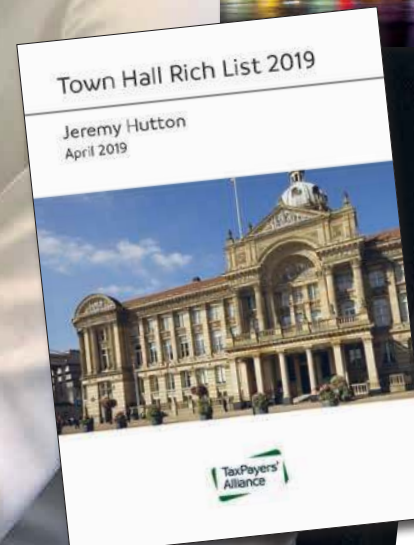
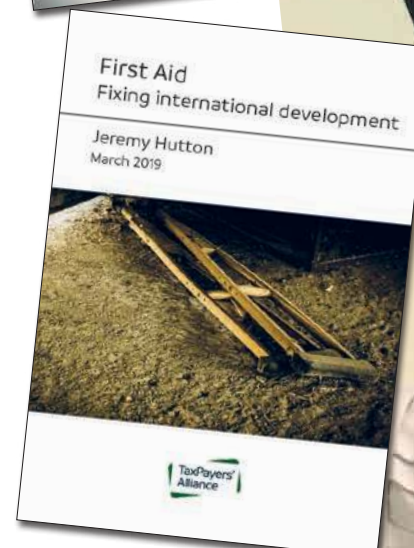
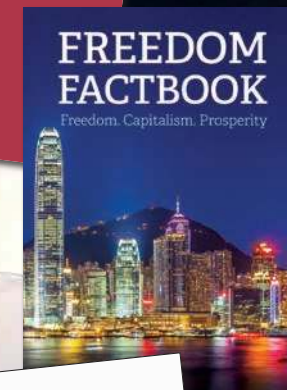
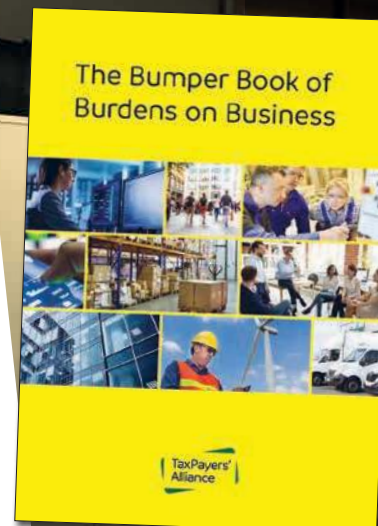
The aid budget has shot up to almost £15 billion, with a growing amount spent via multilateral institutions that have limited transparency.

We firmly believe that the 0.7 per cent target should be scrapped. But our paper suggested improvements to the existing system to deliver better value for money in the meantime. This includes switching to the financial rather than calendar year, improved accountability at DFID and more use of smaller charities to deliver aid.



"We spend weeks analysing information and data so we can get to the facts we need to build a campaign and present what we've found to the public."

Research Director  
Duncan Simpson



## Cost overruns of major government projects

All too often, we hear of major government projects being over budget and overrun.

This report highlights 10 ongoing or recently completed projects in many areas of government which collectively are 33 years behind schedule and £17.2 billion over budget – that's £624 per household!



## The Cost of Death

Dealing with bereavement can be an incredibly difficult time for families affected. That is made worse by punishing taxes on income that has already been taxed multiple times.

From inheritance tax to probate, death certificates to land registry fees, families across the UK could face hundreds or even thousands of pounds of costs because of government-determined fees and taxes. Indeed, our research found that a homeowner living in London could face a £60,000 cost of death.

## The Little Red Book

Socialism's all the rage, with growing levels of support, particularly with younger generations. We decided to kick off our *Stand Against Socialism* campaign highlighting the truth about this destructive ideology.

This factbook starkly shows the lives lost, freedoms taken and taxes raised when socialism is implemented.

## Freedom Factbook

Too often, the benefits of freedom and markets aren't trumpeted enough. We decided to change that with our *Freedom Factbook*.

It shows that when government gets out of the way, human flourishing happens. Countless examples show the benefits of prioritising freedom over tyranny, and why that should always be defended.

## Town Hall Rich List

This year's *Town Hall Rich List* was a barnstorming release, with local and national media interest right across the country. And that's no surprise when almost 2,500 people received more than £100,000 in pay and benefits in 2017-18, over 100 more than last year.

We will continue to expose waste in all areas of local government spending and highlight how better services can be delivered with less of our cash.



# Strategic communications: media

Since 2004, the TPA has been taking its message out into the national and local media.

We use the press to make the case for fundamental reforms to taxes and public service delivery, by seizing the opportunities of Brexit and exciting new developments in technology.

The TPA investigates and supplies many stories into national newspapers, from *The Times* to the *Daily Mirror*, by using freedom of information requests and parliamentary questions. Our research papers gain nationwide attention, including front page exclusives.

## Media statistics January to October 2019

Total news items:	<b>6,469</b> (compared to 6,110 in the same period last year)
Total value of news items:	<b>£32.68 million</b>
Total reach of news items:	<b>104.07 million readers</b>
National newspaper mentions:	<b>662</b>



Left to right: Steve Baker MP, John O'Connell, Rt Hon Lord Pickles, Julia Hartley-Brewer

We regularly take these messages onto television and radio, with our spokespeople appearing on broadcast morning, noon and night, including the BBC, ITV and Sky News. These programmes, including paper reviews, are a way to bring these issues to millions and draw attention to our articles and research papers.

Local media remains critically important and is much more trusted than the national media by the public, perhaps even more today than in 2004. The TPA maintains strong relationships with local press. Our major releases have become institutions and are covered across the country, like the flagship *Town Hall Rich List*.

Our team also ensures taxpayers' voices are represented with our 24/7 media line. We are always available to comment on articles; cover issues around the UK; and provide our expertise to journalists trying to understand how policies and announcements affect hardworking taxpayers.





# Strategic communications: digital

Using strategy, insights and data to create compelling social media campaigns that reach millions of people, we create a range of content – from live streams to graphics, memes to mini video documentaries – all made to inform our supporters and engage thousands of followers across all platforms and channels.

## Videos

Number produced: **134**  
Minutes viewed: **155,000**

• Total Tweet impressions: **10.8 million**  
• Total mentions: **65,000**  
• Total profile visits: **165,000**

• Average monthly reach: **100,000**  
• Total page likes: **12,500**  
• Total video minutes viewed: **155,000**  
• Live stream videos: **8**



Speaking up for taxpayers

"We reach thousands of our supporters and millions of people all over the country by creating high-quality content and engaging with our community. Our digital campaigns engage, inform and influence people and are shared by politicians, government ministers, editors of national/local newspapers and social media influencers."

Digital Campaign Manager,  
**Ethan Wilkinson**



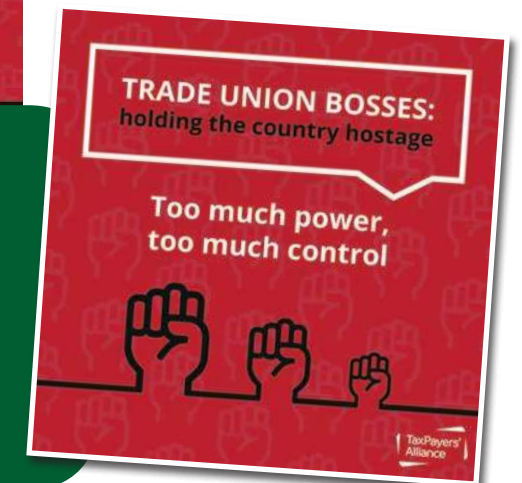
Town Hall Rich List 2019  
Web page views: **6,000**  
Social media reach: **200,000**



## Stand Against Socialism

Our online content – including graphics, videos and an online Freedom Fighter toolkit – for this campaign has been hugely popular, both on our website and on social media.

[www.taxpayersalliance.com/sas](http://www.taxpayersalliance.com/sas)



Our **#axethetax** Twitter hashtag was very popular  
Reach: **200,000**  
Shares: **4,800**



For our **#StopHS2** campaign we have been creating shareable social media graphics, engaging and informative videos and organising stunts which have been covered in local and national press.





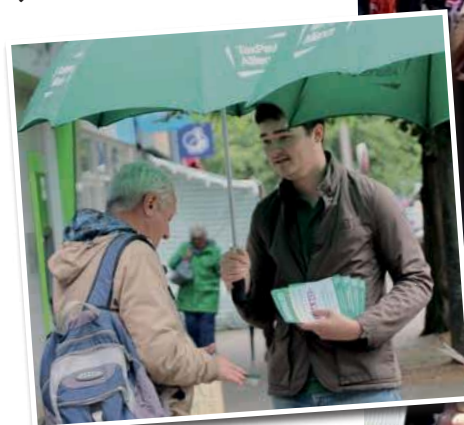
# Sustained campaigning: on the ground

Our grassroots campaigning continues to go from strength to strength. Donned in eye-catching TPA green polo shirts, staff and supporters have taken to the streets of towns and cities across the country. We campaign in all weathers to hold local councils to account to stop them wasting taxpayers' money. And most importantly of all, our campaigns are working!

In **Southampton** we put a stop to a tax on vehicles driving into the city. Some motorists would have been charged £100 a day.

In **Sunderland** we worked with local campaigners *Sunderland for Transparency* to expose council waste. Thanks to our efforts we have been able to save locals hundreds of thousands of pounds after the council announced plans to drastically cut its members' allowances.

In **Brecon** we joined forces with local councillors to campaign against a proposed 12 per cent rise in council tax. We highlighted a number of ways the council could save money (averting the closure of 10 local libraries) and consequently a smaller rise of 9.5 per cent was passed. This meant that an average household in Powys saved £36 per year on their council tax bill.



In **Tunbridge Wells** we campaigned against a £90 million taxpayer-funded vanity project to build new council offices. Neither liked, nor wanted, by local residents, the council seemed determined to press ahead with construction. With the help of local coordinator Charles Amos and TPA volunteers our campaign was successful, the council has recently cancelled the project. Local taxpayers were facing the prospect of higher council tax bills and cuts in services to pay for the project.



In **Bristol** we joined forces with local politicians and business owners to reject calls for a workplace parking levy, a tax for simply parking your car at work.

In **London** we visited City Hall in a white Ford Transit plastered with placards to protest the introduction of the Ultra Low Emission Zone (ULEZ). Improving air quality is a noble aim, but slapping a stealth charge on sole traders and businesses will likely discourage enterprise in the heart of London. We continue to call for Mayor of London, Sadiq Khan, to scrap this burdensome and unnecessary tax.





## Sustained campaigning: on the ground

Our campaigning isn't just on high streets. We regularly attend business exhibitions, university freshers' fairs, and other events outside SW1.

In **Durham** we spoke to students about the generous remuneration that university bureaucrats are paid. They were shocked to learn that at an average Russell Group university, 185 staff were paid more than £100,000 in 2017-18.

At business expos our stalls are incredibly popular with entrepreneurs, young and old. From **Exeter** to **Newcastle**, every single business owner we speak to is fed up of the many regulatory and financial barriers that hinder them. In every town and city we visit, we gain new supporters and impetus to our campaigning.



"We are out and about every month, away from the Westminster bubble, fighting for taxpayers and equipping a grassroots network with the tools to spread our message to millions, both on the ground and online."

**Grassroots Campaign Manager**  
**Harry Fone**

## Sustained campaigning: how you can help

Grassroots campaigning is a core component of the TPA and one that makes us stand out from the rest. We need your help to take our message further though. Please get in touch if you'd like to get involved.

**Speaking events:** We are very happy to give talks about the work of the TPA to organisations across the UK. Previously we have spoken to chambers of commerce, local ratepayer groups, political party branches, university associations and sixth form colleges to name just a few.

**Leaflets and literature:** We print thousands of copies of TPA materials every year. We are more than happy to send you a selection for distribution among friends, family and co-workers.

**Freedom of information requests (FOIs):** We use FOIs to expose wasteful spending of taxpayers' money. If you think your council is up to no good then FOIs are a fantastic way to keep them in check. Get in touch if you'd like to know more about the process of writing and submitting FOIs, or if you have ideas for us.

**Action days:** We hold street stalls in towns and cities across the UK. All are welcome to join us and we are always interested to hear recommendations for campaigns. Check our events page on our website for the latest news.

**Volunteering:** Local coordinators are the lifeblood of our grassroots campaigning and tell us what is happening with local government and the NHS in their area. We provide training to equip local coordinators with the necessary skills for effective campaigning, such as writing press releases and starting petitions.

**Please get in touch if you are interested in becoming a local coordinator.**

**Harry Fone –**  
Grassroots Campaign Manager  
harry.fone@taxpayersalliance.com  
**Telephone: 020 7340 6030**

**Kieran Neild-Ali –**  
Grassroots Assistant  
kieran.neild@taxpayersalliance.com





## Sustained campaigning: parliament

Part of our mission is to speak up for taxpayers to those in power and bring our vision to the heart of parliament.

### Results of a nationwide competition on alternatives to HS2

We held an event in parliament to announce the results of our *Great British Transport Competition*, which asked organisations and members of the public for their alternatives to the wasteful and unpopular High Speed 2. The results were splashed on a double-page spread in *The Mail on Sunday*, with a custom map and a response from the government. At the event itself, former cabinet minister the Rt Hon David Davis MP praised the TPA's work, along with other MPs including the Rt Hon Owen Paterson MP and competition judge, Craig Tracey. The event was covered extensively in national and local press and on television across the country. We also had popular TPA opinion pieces on ConservativeHome. The report has been featured prominently in Westminster, including being directly referenced in debates in parliament by cabinet minister, the Rt Hon Andrea Leadsom MP.

### Report launched by the Secretary of State for Health and Social Care

Our landmark report, *Embracing technology in health and social care*, was launched by the Rt Hon Matt Hancock MP. The health and social care secretary praised the report as a timely and provocative intervention, challenging the NHS to think even harder about how it can use technology and innovation to save money, time and, ultimately, lives. The high-profile launch was covered in the national press, including *The Daily Telegraph*.



"Westminster is awash with special interest groups, with phalanxes of lobbyists, bureaucrats and journalists all calling for ever more spending. We're a lone voice, speaking up for taxpayers and reminding politicians that there's no such thing as public money; there is only taxpayers' money."

Political Director  
James Roberts

## Submissions to government departments and select committees

An inquiry or consultation is announced

We submit written evidence, using new primary data or existing TPA research

Our researchers are often called to give oral evidence as expert witnesses

Report or response is released, picking up TPA recommendations

*This year, we have submitted to select committees in the House of Commons and House of Lords, as well as to consultations from the Treasury and Ministry of Housing, Communities and Local Government.*

*For example, we submitted proposals for a Budget Committee, which would scrutinise public spending plans and protect against the waste of taxpayers' money before a penny had been spent.*

### House of Lords Select Committee on intergenerational fairness and provision

Our submission to the House of Lords inquiry on intergenerational fairness was published in the committee's official findings, which were submitted to the government. They accepted our call not only to scrap the state pension 'triple lock', but also age-based free TV licences, free bus passes and winter fuel payments. While they might have been justifiable when pensioners were the poorest age group, that situation no longer exists. These are arguments the TPA has long advanced. Our evidence was picked up by the *Daily Express*, and specialist magazines such as *PensionAge*.

### Former aid secretary launched our report on international development

The TPA joined forces with former secretary of state for international development, the Rt Hon Priti Patel MP, to launch a major intervention in the debate around foreign aid. The report calls for a radical shakeup of aid rules,

allowing flexibility in the amount spent and calling for new reforms to break up the NGO cartels which have a stranglehold over Britain's aid efforts. The report caused shockwaves, with coverage in the media including *The Times*, as well as opinion pieces attacking the report in *The Guardian*. Priti Patel argued the case on Sky News, with a response from other Conservative MPs. In the official response from DFID they said that the department would introduce many of the changes the TPA report is calling for. Our report has also been adopted as official Brexit Party policy.





# Sustained campaigning: panel discussions

The TaxPayers' Alliance regularly hosts topical panel discussions to which all our supporters are invited. Panels include subject matter experts and frequently inspire passionate debates.

Here are some of this year's events:

## Panel discussion: should councils invest taxpayers' money in commercial property and investments?

In March, we invited Ben Bradley MP, Alex Wild, formerly of the TPA and Public First, and councillors Ferris Cowper and Gerald Vernon-Jackson to discuss the merits and pitfalls of councils investing in commercial property and investments.

## Debate: reforming the House of Lords

In May, Sir Henry Bellingham MP joined us to present his paper on House of Lords reform. Sir Henry was joined by Lords Flight and Hayward, former MP Douglas Carswell, and Henry Hill of ConservativeHome, who all made their own case for or against Lords reform, with the audience voting on the most convincing argument at the end. Lord Hayward, who advocated limited reform, emerged victorious!

## Debate: the housing crisis

In June, our research fellow Rory Meakin was joined by John Myers, co-founder of Yes In My Back Yard, and Barry Macleod-Cullinane, a former-councillor for Harrow. The trio discussed meaningful but realistic policy changes that could alleviate the current housing crisis.

## Panel discussion: do we need alternatives to HS2, and what should they be?

In July, we hosted London Mayoral candidate Shaun Bailey, Kelvin Hopkins MP, and consultant Michael Byng to discuss where money might better be spent on transport than on the white elephant that is HS2.

## Launch: the Bumper Book of Burdens on Business

In September, we were delighted to be joined by the famous sports promoter and entrepreneur Barry Hearn at a darts social club to launch our book on the taxes and regulations stifling British businesses.



# Case study: policy victory

Through this review, we've shown you the steps we take through our campaigns. But how does this all work in one winning campaign? We show you below with our recent win on probate fees.

Under the last government, proposals were put forward to increase these charges, which families have to pay when administering an estate after a death. The new fees could have been raised to a potential £6,000 – hiked massively from just £215. This was a new death tax – and we had to fight it.

## Research:

- In August, our researcher Scott Simmonds produced a report showing that the total cost of death can top £60,000.
- We then showed how that would get even worse with the proposed increase to probate fees whacking grieving families with a £6,000 bill.

## Media:

- The report was covered in *The Daily Telegraph* among other newspapers.
- Our team appeared on broadcast media to slam the new charges.

## Digital:

- We worked with the influential Guido Fawkes website and our chief executive John O'Connell wrote for ConservativeHome.
- These articles, and bespoke graphics, were circulated on social media.
- Our work online always gets lots of 'interactions' – users actually taking action by sharing posts.

## Grassroots:

- Harry Fone and his volunteers tell us that when they ask the public what their most hated tax is, inheritance tax comes top of the list.
- When the team told them about the hike in probate fees on top of that, the anger was palpable.
- That led to more sign-ups for our campaign.

## Parliament:

- We were in contact with the Liberal Democrats on this issue, as they opposed the bill when it went through parliament.
- Before our report came out, we had been laying the groundwork by briefing MPs and advisors on the issue.

## Winning the argument:

- In October, it was announced that the charges were "dead and buried".
- Yet another TPA victory chalked up for taxpayers!





# Sustained campaigning: party conferences

Party conference season is an incredibly busy time for the TPA. We try to attend all the major party conferences, which is a great opportunity to spread our message to all those gathered – politicians, journalists, advisers and party members.

Our team first hit Lib Dem conference, where they spoke to delegates, attended policy talks and explained the TPA's programme to party members.

Then our senior research fellow, Rory Meakin, spoke at the Fabian Society's tax roundtable at Labour conference, where he pushed the *Single Income Tax* and recommended its implementation to Labour politicians and think tankers.

At Conservative conference we co-host ThinkTent with our friends at the Institute of Economic Affairs. Launched in 2014, ThinkTent was established due to a growing feeling that strong free market debate was on the wane inside the secure zone of the conference. We set off on a mission to bring focus back onto markets and enterprise, creating a hub of bright ideas, lively debates and honest discussions.



"The party conferences are incredibly important for our campaign and are a fantastic opportunity for us to reach thousands of people in a short space of time. A lot of planning and effort goes into making sure we produce a top notch programme of events, and I'm delighted that 2019 was such a success."

Operations Director  
Sara Rainwater



ThinkTent 2019 hosted 20 events over three days, covering topics as wide ranging as: the end of austerity; inheritance tax; the cost of doing business; how local councils can deliver value for money; is the state killing free speech; and tax reforms from across the globe.

We were delighted to have a number of prestigious speakers from the UK and around the world join us. Speakers included: the Rt Hon Sajid Javid MP, Chancellor of the Exchequer; the Rt Hon Esther McVey MP, Minister of State for Housing and Planning; the Hon George Brandis QC, Australian High Commissioner; Julia Hartley-Brewer, presenter at talkRADIO; and Natascha Engel, former Labour MP.

Our events were covered by media outlets such as *The Guardian*, the BBC, the *Daily Express*, *The Spectator* and the *FT*.





# Sustained campaigning: building coalitions

## Professionals' Network

The TPA has an exceptional existing network of backers throughout the UK, but we want to continue to broaden this base, especially among those in their mid-career. As such, we will soon be launching our Professionals' Network to build a new generation of supporters – those who will be increasingly impacted by government waste and high, complicated taxes. We want to champion their voice in the ongoing debate for lower taxes and better services. More information to follow in the new year.



## World Taxpayers' Association

Some of you may know that our chief executive, John O'Connell, was elected as Chairman and President of the World Taxpayers' Association (WTA) earlier this year. The WTA is an umbrella organisation under which taxpayer groups from around the world come together – and it was an honour for John to assume the role at an event in Sydney back in May. There are over 60 groups in the network, and John hopes to grow that over the coming years. Don't worry, though – this is a voluntary role and John will still be leading the TPA into 2020. All told, it's fantastic for us to lead the WTA in such a crucial time in global politics.



## Campaign partners

To win campaigns, it's often important to build coalitions of support. Take HS2 – we've partnered with groups as different as the RAC and the Green Party. We've also worked with trade associations on sector specific campaigns – the Wine and Spirit Trade Association and the British Beer and Pub Association spring to mind. We hope to work with many more friends over the coming years to achieve shared objectives.



# VAT quiz

Can you navigate your way around Britain's barmy VAT system?

We have 10 questions to see if you know when you have to pay 20% VAT and when you're let off with no VAT!

You can check the answers on page 30.

## Which ones have 20% VAT?

1.



- A ☐ Biscuits with chocolate chips in them  
B ☐ Biscuits with chocolate covering on them

2.



- A ☐ Chocolate buttons for use as cake decorations  
B ☐ Chocolate buttons not for use as cake decorations

3.



- A ☐ Salt not for culinary use  
B ☐ Salt for culinary use

4.



- A ☐ Vegetable crisps  
B ☐ Potato crisps

5.



- A ☐ Cereal or muesli bars  
B ☐ Flapjacks

6.



- A ☐ Coffee flavouring for milk  
B ☐ Non cocoa or coffee milk flavourings

7.



- A ☐ Savoury popcorn  
B ☐ Tortilla chips

8.



- A ☐ Ginger preserved in syrup  
B ☐ Crystallised ginger

9.



- A ☐ Gingerbread decorated with chocolate  
B ☐ Jaffa cakes

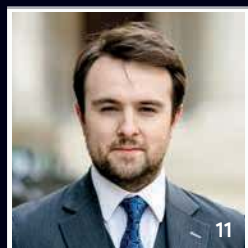
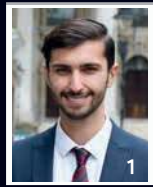
10.



- A ☐ Live cows  
B ☐ Live horses



## The team



- 1 Kieran Neild-Ali  
Grassroots Assistant
- 2 Harry Fone  
Grassroots Campaign Manager
- 3 Freya Stear  
Operations Assistant
- 4 Milly Skriczka  
Development Manager
- 5 Mike Denham  
Chairman
- 6 Ethan Wilkinson  
Digital Campaign Manager
- 7 Georgiana Bristol  
Development Director
- 8 Emma Bennett  
Financial Director
- 9 Darwin Friend  
Researcher
- 10 John O'Connell  
Chief Executive
- 11 James Roberts  
Political Director
- 12 Duncan Simpson  
Research Director
- 13 Jeremy Hutton  
Policy Analyst
- 14 Scott Simmonds  
Researcher
- 15 Sara Rainwater  
Operations Director

## Advisory Council

**Dr Tim Congdon CBE**

**Troy Lanigan**  
Former President and CEO of the Canadian Taxpayers Federation

**Kevin Dowd**  
Professor of Finance and Economics at the Durham University Business School

**Stephen Herring**  
Head of Taxation at the Institute of Directors

**Andrew Allum**  
TaxPayers' Alliance Co-founder and Chairman, 2004-2019

**Dominique Lazanski**  
Last Press Label and GSMA

**Dr Eamonn Butler**  
Director of the Adam Smith Institute

**Ruth Lea CBE**  
Economic Adviser at Arbuthnot Banking Group

**James Bartholomew**  
Journalist, Author and Director of the Museum of Communist Terror

**David B. Smith**  
Economist and Author

**Tim Andrews**  
Executive Director of the Australian Taxpayers' Alliance

**Patrick Minford**  
Professor of Applied Economics at the Cardiff Business School, Cardiff University

**James Tooley**  
Professor of Educational Entrepreneurship and Policy, University of Buckingham

**Dr Stephen Davies**  
Head of Education at the Institute of Economic Affairs

**Jordan Williams**  
Executive Director of the New Zealand Taxpayers' Union



# Farewell from Andrew – and thank you from the TPA

I can vividly remember the excitement of setting up the TPA. From tough meetings to get it off the ground, to nervous appearances on our first radio shows, they are wonderful memories.

So it was a particularly tough decision to make this year when I stood down as unpaid chairman – a role I had carried out for the entirety of the TPA's 15 years.

I'm so proud of what Matthew Elliott and I started and how significant the TPA's imprint on British political life has been.

I'm pleased that Mike Denham has replaced me. Mike has been involved with the TPA since quite early on and has been a constant source of support for the organisation. He is a former Treasury and City economist, too, so he will be able to offer invaluable strategic guidance to the team during campaign planning.

I won't be completely disappearing – I'll be on hand to offer advice when needed and I'll also be joining events and dinners when I can. I've formed friendships with many of you over the years and I am of course keen to continue those – although now I can enjoy the events as a guest and leave Mike with the formalities!

I would like to thank TPA staff past and present. It's staggering to look back over the roll call of talented and committed employees. What they achieved with the TPA – and what they've done since – makes me immensely proud. I'd also like to take this opportunity to thank Matthew Elliott. When we started the TPA, it was his entrepreneurial drive and unique political instinct that turned it from an idea into something quite extraordinary.

Allow me to close by thanking all of you for your support. And not just financial support, which of course has been crucial and so very much appreciated. I have enjoyed all of it – especially the many exchanges of ideas, best practices and friendship shared with you at events over the years.

It has been a great privilege to serve as chairman of the TPA and I know that Mike, John and the team will go from strength to strength.

*Andrew Allum*

**Andrew Allum**  
Co-founder and former Chairman



## What they say about us

### Home Secretary: The Rt Hon Priti Patel MP



I commend the TPA for another successful year championing taxpayers by challenging us all to make sure the money people earn is spent carefully and wisely. They hold us to account and are at the forefront of pushing new ideas to deliver better value for taxpayers' money and promote the benefits of a low tax economy.



**Conservatives**  
The Rt Hon Boris Johnson MP  
Prime Minister and Leader of the Conservative Party

### Message for the TaxPayers' Alliance

I am a firm supporter of the TaxPayers' Alliance and the important work it does to scrutinise public spending and to campaign on behalf of hard-working taxpayers. As Prime Minister, I am determined to ensure that every penny the Government spends is spent wisely – and I know that the TPA will be watching closely to see that it is!

*Boris Johnson*

### Nigel Nelson Political Editor, *Sunday Mirror*

The TPA is the go-to for a comment making the case from the taxpayers' point of view, or a freedom of information request that lifts the lid on government waste and helps us hold politicians to account.



### Secretary of State for Wales: The Rt Hon Alun Cairns MP

The TaxPayers' Alliance is the conscience of any government, reminding us whatever spending commitments that are made, the public has to pay for it in some way. This is a positive tension. The TPA are key partners and provide a balance to so many interest groups that are calling for more public spending. As tax powers across the nations of the UK are extended, politicians everywhere need to be reminded of those who are affected by their decisions.



### Secretary of State for International Trade and President of the Board of Trade and Minister for Women and Equalities: The Rt Hon Liz Truss MP

The TaxPayers' Alliance continues to do great work in championing lower, simpler taxes and are a much needed voice in today's debate. The tax burden is now at more than a 40 year high and the work of the TPA is vital in holding the government to account on fiscal responsibility. After all there is no such thing as government money, only taxpayers' money.





# Annual statement

January to October 2019

## FUNDRAISING

Funds raised for research and campaigns: £822,283

## RESEARCH

Number of papers published: 29

## STRATEGIC COMMUNICATIONS

Number of media hits: 6,469

National press: 662

Total news reach: 104 million

Total news value: £32.7 million

## SUSTAINED CAMPAIGNING

### Grassroots

New local coordinators signed up: 4

Action days: 26

Speaking engagements: 16

Leaflets and campaign materials: 100,000+

### Digital

Website page views: 236,323

Twitter impressions: 10.8 million

Twitter mentions: 65,000

Twitter profile visits: 165,000

Facebook average monthly reach: 100,000

Page likes: 12,500

Videos produced: 134

Video minutes viewed: 155,000

Live stream videos: 8

### Parliament

Submissions to parliamentary inquiries and consultations: 5

Appearances before parliamentary committees: 2

In our 15 year history, we have received nearly 20,000 individual donations from thousands of donors.

This broad base of support demonstrates a wide-spread belief in lower taxes, better services and holding politicians and bureaucrats to account. We are grateful for every single supporter we have.

VAT quiz answers 1B 2B 3A 4B 5A 6B 7A 8B 9A 10B

More quiz questions at [www.taxpayersalliance.com/the\\_tpa\\_vat\\_quiz](http://www.taxpayersalliance.com/the_tpa_vat_quiz) Share and test your friends.

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£10,000

This year the government will spend £40,958 for every family in the UK

FREEDOM FACTBOOK  
Freedom. Capitalism. Prosperity

£5,000

The Little Red Book  
How socialism destroys freedom and prosperity

THE AMMUNITION YOU NEED TO FIGHT THE WAR ON WASTE

£500

OVER BUDGET UNDER DELIVERING  
TIME TO STOP HS2

# How your donations can help us make an impact

- £10,000** Helps to launch a major new TPA project, like our upcoming *Scrap the licence fee* campaign. This will support hard hitting research, a digital campaign and a range of private and public events
- £5,000** Produces a campaign factbook designed to arm our supporters with key TPA facts (recent examples include our *Stand Against Socialism* and *Freedom Factbook*)
- £2,500** Increases our supporter base with online adverts, specifically designed to go beyond our usual audience. A vital tool in modern campaigning!
- £1,000** Covers the cost of a regional *War on Waste* tour to expose local council waste – the heart and soul of our campaign
- £500** Funds an eye catching stunt to raise the profile of a TPA campaign, such as projecting an image of a HS2 White Elephant onto the famous lights at Piccadilly Circus
- £250** Allows us to distribute a major report, such as *The Cost of Death*, to over 100 MPs
- £100** Provides leaflets for a local Action Day

# How to donate

There are several ways in which you can make a donation to the TaxPayers' Alliance:

1. Bank transfer to Santander:  
Account no.: 40922257, Sort Code: 09-06-66
2. Cheque made payable to: "The TaxPayers' Alliance" and sent to  
55 Tufton Street, London, SW1P 3QL
3. Via our website at [www.taxpayersalliance.com/donate](http://www.taxpayersalliance.com/donate)

# Legacy gifts

A legacy gift can make an enormous difference to our important work and ensures that we will be able to carry on fighting for future generations of taxpayers. For more information about leaving the TaxPayers' Alliance a lasting legacy, please call 020 7998 1450 or email [info@taxpayersalliance.com](mailto:info@taxpayersalliance.com)

- ✉ The TaxPayers' Alliance, 55 Tufton Street, London SW1P 3QL  
☎ +44 (0)20 7998 1450  
@ info@taxpayersalliance.com  
f taxpayersalliance  
@the\_tpa

TaxPayers' Alliance

[www.taxpayersalliance.com](http://www.taxpayersalliance.com)

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