

TaxPayers' Alliance



Changing policy through powerful campaigns
...and how you can help



Dear Supporter,

We founded the TaxPayers' Alliance to stand up for hard-working taxpayers like you. We represent your interests to Ministers, MPs and the media to stop your taxes being squandered by bloated government.

The 2010/11 political year brought some major campaign successes, delivered by a talented, dedicated and dynamic young team. TPA Campaign Director Emma Boon has been short-listed as a Rising Star in the 2011 *Public Affairs News* awards. We also won an international award for our pioneering use of the Freedom of Information Act to expose profligacy and waste within government. And fellow taxpayer groups are now emulating some of our most popular research papers and campaign stunts to help taxpayers in their own countries.

Whilst these accolades are huge achievements for us, they don't stop wasteful spending or high taxes. The only victories that interest us are actual policy changes that benefit you, the taxpayer. That is why we are relentless in our fight to give taxpayers a better deal. From preparing research and investigative reports to organising local action days and lobbying MPs in Westminster, we are working hard for you and with you.

The following pages detail our most recent achievements, including the Rally Against Debt in Westminster and the publication of 28 research papers. We hope you are as proud of our achievements as we are because they couldn't have happened without your support. And we hope you will continue supporting us in the year ahead.

With best wishes,

Andrew Allum
Chairman

Matthew Elliott
Chief Executive



Research papers are released to the media and Parliament simultaneously



Maria Fort keeps spirits up in the office

**NATIONAL
DEBT
£35,000
PER HOUSEHOLD**

*Rally
against*



Matthew casts his eyes over the latest research



Never too young to join the TPA... it's their future we fight for!



Many full time members of the campaign team started out as interns



Matthew Sinclair leads a weekly conference call with activists across the UK



Andy works on exciting new content for the website every day

"Arguably the most influential pressure group in the country" - *The Guardian*

Campaign overview

Phase 1 – Solid Research

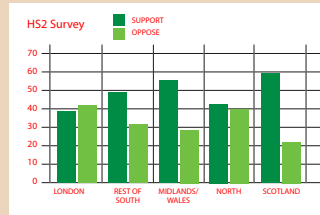


POLLING

Pages 6-7

Focus groups and opinion polls

We use market research to make sure that our messages and arguments hit the mark. The NOtoAV campaign, which Matthew Elliott ran, used polling to identify key arguments to win the referendum.



RESEARCH

Pages 8-9

Research notes and papers

Our research team uses the Freedom of Information Act (FOI) to access information that would previously have been kept from taxpayers. In the last year we've written 28 papers based on more than 4,100 FOI requests.



BOOKS

Pages 10-11

Cutting edge books

We publish books because sometimes background research isn't enough. Our two most recent books, both published by Biteback, are *Let Them Eat Carbon* and *How to Cut Public Spending (and still win an election)*.



A lot of work goes into each of our policy victories. They are based on solid research, strategic communications and sustained campaigning.

Phase 2 – Strategic Communications



PRESS

Pages 12-13

Newspapers and magazines

We work closely with parliamentary journalists, also known as the 'Lobby'. They often ask MPs for their reaction to our research.



BROADCAST

Pages 14-15

Radio and TV

Radio and television journalists also form part of the 'Lobby' and are based close to our offices at 4 Millbank. TPA staff are always popping into the studios for interviews.



DIGITAL

Pages 16-17

Website, Twitter and Facebook

We use digital media to spread our message and reach out to new, particularly younger, supporters. Tools like Twitter and Facebook mean you can help us to influence policy instantly.



Phase 3 – Sustained Campaigning



LOBBYING

Pages 18-19

Lobbying Parliament

We regularly sit down face to face with Ministers and their teams, to see where we can drive changes in policy. Our status as expert witnesses has also been recognised through our appearances at many Select Committees this year.



COALITIONS

Pages 20-21

Building coalitions

We've hosted a conference for taxpayer groups from across the world and we've joined forces with the Green Party and others to fight high speed rail. We also host monthly 'Wednesday meetings' to coordinate joint campaigning in Westminster.



ACTIVISTS

Pages 22-23

Organising activists

The Rally Against Debt was one of our landmark events this year. It gave a voice to the previously silent majority of taxpayers who know that cuts in public spending are right and necessary.



Policy Victories

Pages 24-25

1. Local authority spending over £500 published
2. Public sector salaries over £150k published
3. A number of quangos scrapped, including RDAs
4. Council salaries restrained
5. Two year public sector pay freeze
6. Local authority Prevent grants scrapped
7. New EU tax stalled



POLLING

Focus groups and opinion polls

When we set our sights on changing a particular policy, we commission market research so that we know what members of the public think about the issues. For example, when we asked taxpayers which spending cuts they supported, the results showed support for many spending cuts that the Government wasn't making and did not plan to make, such as cuts to international aid and high speed rail.

Polling also tells us about the types of people who agree with our policies. We enjoy widespread support amongst the British public. Each social class and age group in Great Britain expresses net agreement with our aims. Similarly, readers of national newspapers (other than the *Guardian*!) express net support for us.

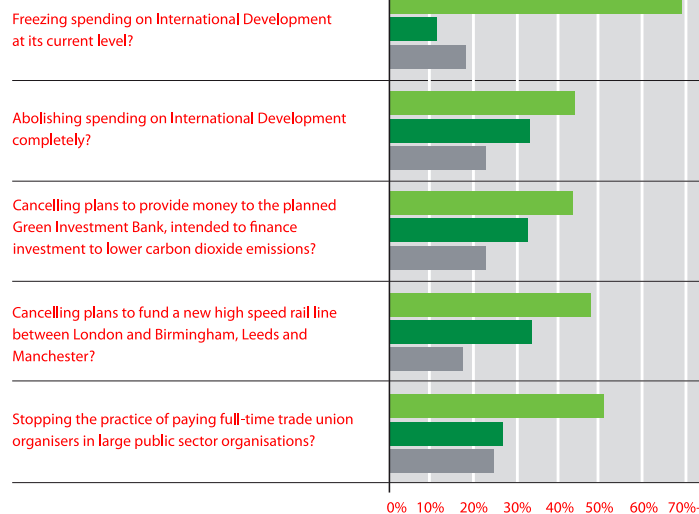
We've always had a good grassroots network but our market research shows us that we enjoy positive support in every region of Great Britain. Net support is highest in Wales at 34 per cent.

Polling also tells us we are winning the argument on spending cuts – a *Guardian* poll in March 2011 found most British people support the need for spending cuts. We use this information to develop our messages and media strategy.

YouGov Survey

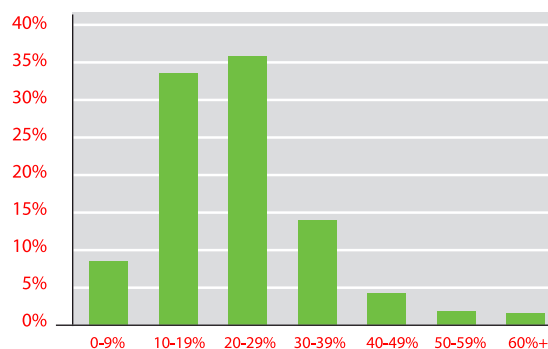
SUPPORT OPPOSE DON'T KNOW

Would you support or oppose the following cuts to public spending?



In a comprehensive and fully independent survey, carried out by respected pollster YouGov, we asked 2,000 adults where they thought spending cuts should fall. The results showed us that the public would support millions in spending cuts that the Government has not been implementing, or even suggesting. This strengthened our position in the public debate on issues like foreign aid and taxpayer-funded trade union activities.

Tax Survey



We surveyed supporters and asked how much tax they think they should pay. This helped us with the Tax Commission.



Case study: NOtoAV

On 5 May 2011, voters went to the polls in the first national referendum since 1975. They were asked if the UK should scrap the traditional first-past-the-post system used for electing MPs and replace it with the 'Alternative Vote' – a system used in only three other countries.

In the summer of 2010, opinion polls and commentators were predicting a win for the Yes campaign. But TPA Chief Executive Matthew Elliott took a short sabbatical from fighting for low taxes to run the NOtoAV campaign. Forging impressive alliances with figures from across the political spectrum, including over two-thirds of Labour parliamentarians and many trade unions, he went on to deliver a more decisive No vote than anyone had predicted.

As ConservativeHome's editor Tim Montgomerie observed:

"Elliott fought a national cross-party campaign that was universally derided by the Westminster commentariat until it was obvious that it was working... The pundits scoffed at the No campaign's argument that AV was costly and complicated but market research suggested that these were the right messages and the Westminster bubble's desire for a more sophisticated campaign was rightly ignored... The campaign provides a new model of how campaigns should be fought. Elliott ignored the talking heads and ran a campaign that chimed with voters, not the metropolitan elite."

When the nearly twenty million ballot papers were counted, the No campaign triumphed by 68 per cent to 32 per cent. The Yes campaign won in just ten of the 440 counting districts across the UK. This illustrates the importance of good market research for successful political campaigns, a principle we abide by at the TPA.



The NOtoAV referendum proved the power of our campaigning at the polls. At the start of the campaign the 'Yes' camp were ahead but Matthew Elliott and his team closed the gap to secure a big victory



RESEARCH

Research notes and papers

Research forms a critical part of our campaigning strategy.

Each policy idea needs facts and figures to back it up and our researchers and analysts spend their time carefully drawing together the information they need from primary sources, such as the Budget or the Office for National Statistics.

These raw facts and figures feed into a final research paper which is then checked rigorously before being published and presented to the public, the media and decision makers.

Our research never uses jargon – we use clear, concise language, so it's accessible to all. We link to all our original sources so that commentators and critics can go and see the numbers for themselves. All of this helps to create a lively debate around our work, and ensures it has a high profile.

In the last year we've written 28 papers. Twelve of those were written with the information from some 4,158 Freedom of Information requests. The following page contains just a selection of the reports that we have released recently.



We have one of the best research teams in Westminster



Britain and the ECHR

A detailed insight into how the controversial European Convention on Human Rights (ECHR) forces changes in legislation which British taxpayers and even politicians do not want.
<http://lowtax.es/mOShDO>

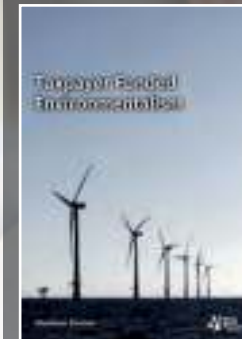
Is NHS spending effective?

What do we get from health spending in the UK compared to the rest of the world?
<http://lowtax.es/nh28WR>



High speed rail

The evidence suggests that there is no robust financial or economic case for the £32 billion HS2 high speed rail project.
<http://lowtax.es/pTD9Aq>



Taxpayer funded green lobbying

The true extent to which the taxpayer is being made to pay for environmental lobbying.
<http://lowtax.es/nkDXOZ>



'Fair' taxes

A report focusing on the unfair scenarios that can occur in our overly complex tax system and why that system needs simplification.
<http://lowtax.es/nCMQOt>

Town Hall Rich List 2011

The who's who of those in local government earning more than a £100k a year at the taxpayers' expense.
<http://lowtax.es/iUT8jb>



Empty property rates

Examining the crippling effects of businesses paying full business rates on empty commercial properties.
<http://lowtax.es/nvK3LJ>



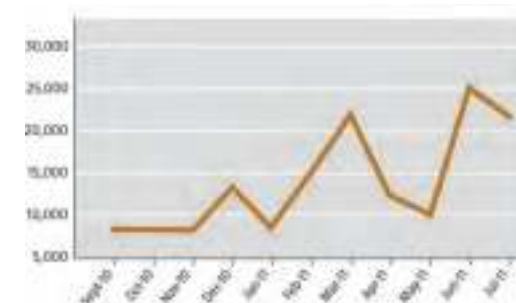
Measuring Success

Since September 2010 our research notes and papers have been downloaded over 150,000 times from the TPA website.

The *Town Hall Rich List* and *Trade Union Rich List* are our most successful reports, each peaking at over 20,000 downloads in the month they were published.

The graph below shows the total number of downloads each month. There was a big increase in the number of downloads after we redesigned and relaunched our website.

Total number of downloads Sep '10 to Jul '11



The table below shows the five most popular reports. You can see how employees are very interested in the amount of money that people are paid in the public sector and the role played by the trade unions.

- 1 **Town Hall Rich List**
- 2 **Trade Union Rich List**
- 3 **Taxpayer funding of trade unions**
- 4 **Council stocks of road salt**
- 5 **Separating rubbish: The number of bins per household**



Taxpayer funding of trade unions

Calculating for the first time the £86 million cost of the thousands of public sector staff who work for unions on taxpayers' time.
<http://lowtax.es/lb8Zt6>

Corporation Tax

Corporation Tax isn't fit for purpose. It drives down wages, puts up prices and damages returns for shareholders.
<http://lowtax.es/r5BnHv>



Police PR waste

How police forces could save £1 million by publishing summaries online rather than in a glossy magazine.
<http://lowtax.es/ppqQlW>

Hate education in the Palestinian territories

How British taxpayers fund hate education in the Middle East, including messages of murder and martyrdom that appear on radio, TV and in textbooks.
<http://lowtax.es/pNm7e8>



Council spending on unnecessary jobs

How non-jobs such as Climate Change Officers, Political Advisers, Diversity Officers and European Officers cost £41 million a year and could be cut without putting frontline services at risk.
<http://lowtax.es/oKGsLH>

Supply teacher spending

Schools spent nearly £300 million on supply teachers. Those in the most deprived areas were more reliant on them.
<http://lowtax.es/ho2HR8>

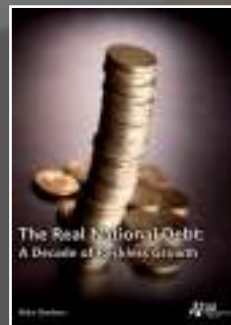


Excessive motoring taxes

Motorists pay nearly £18 billion more in Fuel Duty and Vehicle Excise Duty (road tax) than they need to.
<http://lowtax.es/olBrXF>

Real national debt

Did you know the national debt is almost ten times the Chancellor's figure quoted in the Budget? Our calculations included unfunded public sector and state pensions, bailed-out banks and PFI, making it £7.9 trillion.
<http://lowtax.es/mHWZHU>





Cutting edge books

We published our landmark book *How to Cut Public Spending (and still win an election)* in April 2010 on the eve of the General Election. This was our guide to how the new government – of whichever political persuasion – could implement long overdue spending cuts.

It was clear that something needed to be done about excessive spending, but equally clear that ahead of the polls, politicians weren't willing to have a serious debate about the action needed. It would have been a disaster if there had not been a proper debate about spending cuts before the election, and a real effort made to show how and where cuts could fall.

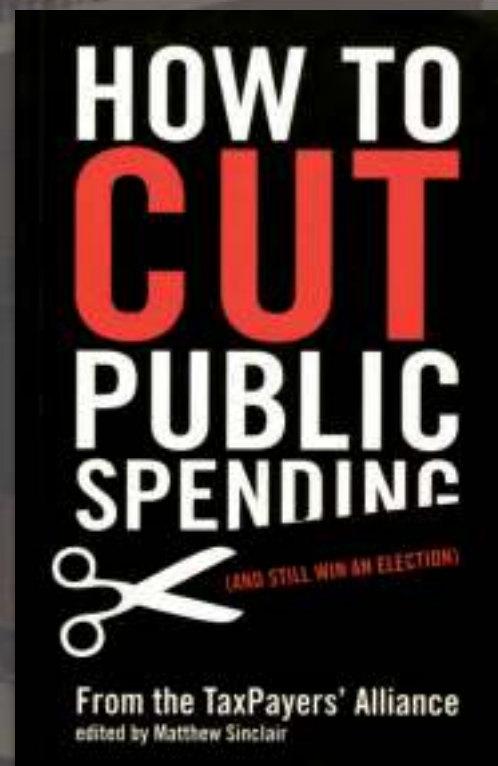
The book contained the most detailed, up-to-date and expansive programme of cuts proposed anywhere before the election; expert reports from other countries that had managed successful fiscal adjustments of their own; and a discussion of why spending cuts were and are so critical in the first place. It was and remains a critical resource for anyone looking to understand how to deal with a government grown too big.

amazon.co.uk

Buy ***How to Cut Public Spending*** on Amazon.co.uk:
<http://amzn.to/buyHTCPS>

How to Cut Public Spending (and still win an election)

Editor: Matthew Sinclair
Publisher: Biteback, April 2010



"An indispensable guide to the kind of steps we need to take to get to grips with excessive public spending, the biggest economic challenge facing Britain today. This book is a must for anyone who wants to understand how the next government could tackle the fiscal crisis."

Allister Heath, Editor, City A.M.



Matthew speaking about his new book at a Freedom Association event

"The British economy has a problem of too much public spending, not too little taxation. Public spending can be cut and this book shows how. A cracking read on how the fiscal landscape could yet be transformed. We ignore it at our peril."

Graeme Leach, Chief Economist & Director of Policy, Institute of Directors



Let Them Eat Carbon

Author: Matthew Sinclair

Publisher: Biteback, August 2011

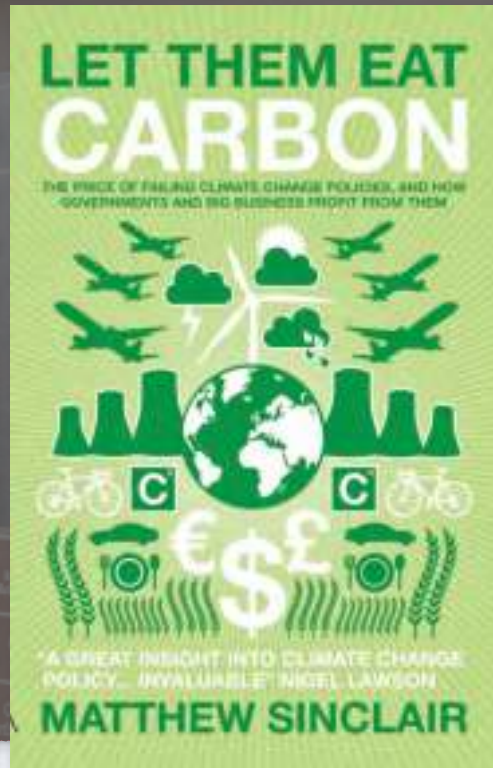


Lord Reay praised *Let Them Eat Carbon* in a debate in the House of Lords:

"I would refer noble Lords interested in further details to a marvellous new book Let Them Eat Carbon by Matthew Sinclair, Director of the TaxPayers' Alliance, which dissects brilliantly most of the ramifications of renewable energy policies. Readers will find in it most of the points I am making and many other revealing ones besides."

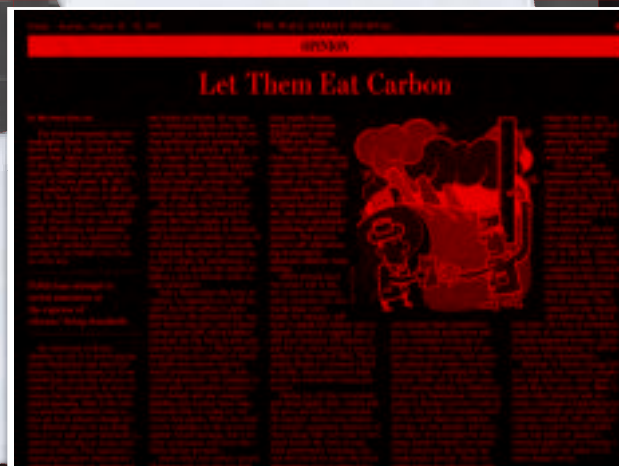
"This book offers a great insight into the increasingly important but poorly understood world of climate change policy."

**Lord Lawson, author of
*An Appeal to Reason***



"A terrifically well-researched, well-argued and persuasive exposition of the huge economic and personal costs of our current energy policy. Read it. And heed it."

Ruth Lea, Economic Adviser, Arbutnot Banking Group; former Head of the Policy Unit, Institute of Directors



We released the ground-breaking *Let Them Eat Carbon* as high household bills continued to hit the headlines. It is one of the first major examinations of the cost of green policies in the UK.

More people see energy prices as more important than any other economic issue. But not nearly as many know about the critical role played by government regulations and green taxes. That is because there just hasn't been the detailed scrutiny needed of the cost and efficacy of measures intended to cut greenhouse gas emissions.

Let Them Eat Carbon by Matthew Sinclair looks at how everything from driving to work, lighting and heating your home or even flying away on a much-needed holiday is made more expensive by climate change policies. The book is the first comprehensive analysis of the actual measures politicians have put in place to try and limit global warming. It is a vital step in educating the public about the price they're paying so that we can properly assess how much and how best to act. The TPA will continue to confront this growing burden on taxpayers, particularly since it is the elderly and poor families who are hardest hit.

amazon.co.uk

Buy *Let Them Eat Carbon* on Amazon.co.uk:
<http://amzn.to/buyLTEC>



Newspapers and magazines

The media plays a crucial role in our campaigning, helping us to draw public attention to our research and getting discussion about our policy proposals going. The media is more diverse than ever and we work with print, broadcast and online sources.

We know the importance of newspapers in influencing and reflecting public opinion. It's not just the political editors we talk to – often our stories are picked up by health or education correspondents and we even reach glossy magazine audiences. The TPA is mentioned daily, often several times, in the top ten national newspapers.

We often join forces with newspapers to run big campaigns, offering statistics and research to back up calls for policy change. For example, we joined *The Sun's* 'Keep it down' campaign to freeze petrol tax. The *Daily Express* continues to campaign for a referendum on EU membership and we've supported them in this long-running battle.

We also write longer comment pieces as well as contributing reaction and opinion to local and national papers.



Tabloid newspapers



Average circulation approx
(June 2011, ABC)

The Sun:	2,806,746
Daily Mail:	2,047,206
Daily Mirror:	1,170,541
Daily Star:	708,163
Daily Telegraph:	622,719
Daily Express:	621,871
The Times:	440,581
Financial Times:	356,194
Daily Record:	305,840
The Guardian:	256,283

Broadsheet newspapers



The Daily Telegraph was with us at the forefront of our campaign against wasteful spending on government credit cards and charge cards



Comment articles



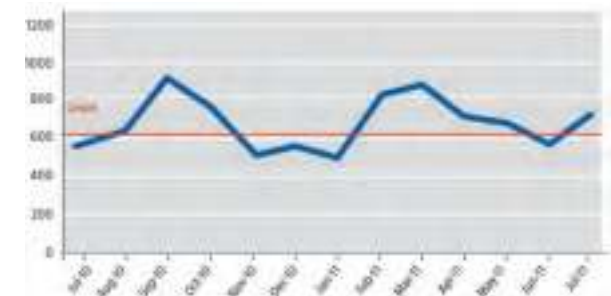
Measuring Success

12/13

Press

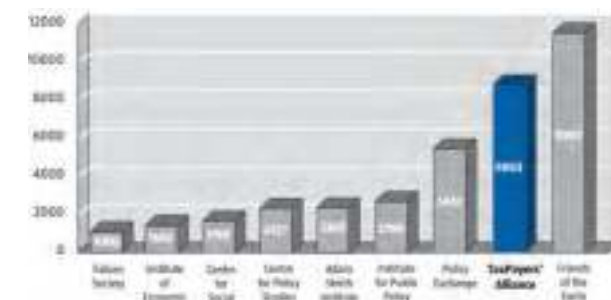
We measure our success in column inches and the numbers speak for themselves. In the last twelve months we set our sights on a tough target, achieving 600 quality mentions a month in the printed media. We've exceeded that on many occasions, with many reports hitting the front pages.

Total number of Media Hits Jul '10 to Jul '11



When you look at our performance alongside other well-established think tanks and pressure groups we outperform all of them and our media coverage is more comparable to a brand like Friends of the Earth.

Comparative Print Media Statistics Jul '10 to Jul '11





Radio and TV

Television is a highly trusted and impartial medium and over the years we have carefully built up a range of close contacts inside the industry. We're close to 4 Millbank, the base for Westminster's political broadcasters, so we have great relationships with the *BBC*, *ITV* and *Sky News*.

It's not just news; we also work with producers and researchers on longer programmes and documentaries. For example, *Inside Out South West* covered our non-jobs report.

We work with national and local radio stations too. According to the latest *RAJAR* (Radio Joint Audience Research) industry report, 91.6 per cent of the UK population now tune in to radio every week, making it a powerful medium for communicating our ideas.

Over the last twelve months we've set our sights on new programmes in radio and television. We've also reached new audiences by targeting more chatty, lifestyle programmes such as *Daybreak*, *Vanessa* and *The Alan Titchmarsh Show*.



Matthew Sinclair is interviewed for *The One Show*



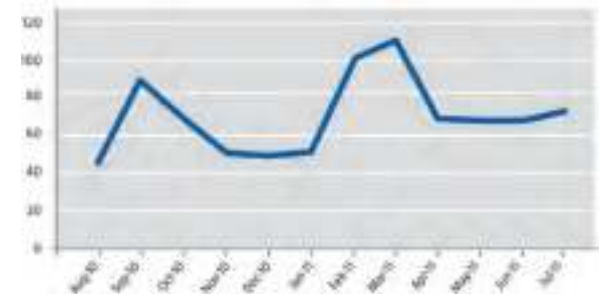
Emma Boon in a live TV debate with Transport Secretary, Philip Hammond



Measuring Success

We never forget that our core target audience – politicians – are avid viewers of the main national news programmes, *Sky News* and the *BBC News Channel*, and programmes like *Today* and *Newsnight*. We work hard to appear on these shows, so that we can directly speak to the people who run the country.

Broadcast hits since Jul '10 to Jul '11



These figures show just how much impact we have when we feature on television and radio.

Approximate average audience figures

BBC Radio 4	10,854,000
BBC Radio 5 Live	6,542,000
Classic FM	5,735,000
BBC News at Ten	5,000,000
BBC News channel	3,735,000
talkSPORT	3,212,000
Sky News channel	2,387,000
ITV News at Ten	1,700,000
Newsnight	700,000



TPA staff often give analysis on breaking news



DIGITAL

Website, Twitter and Facebook

With modern technology changing the way people communicate, we have to stay ahead of the game by making the most of digital media.

We've overhauled our website to integrate new media such as videos more easily. We've also made it quicker and easier to share blogs, research and articles. This has also led to more journalists, supporters and policy makers than ever before downloading our reports.

We can now get more people than ever excited and talking about our research thanks to the strides we've made in digital campaigning over the last year. Our paper on council mileage perks was on the *BBC News* website's 10 Most Popular articles when it was released. We've appeared top of the *Sky News* app several times with our research and we're working on our own iPhone app that'll be coming soon!

We collaborate with popular blogs like ConservativeHome and Guido Fawkes, meaning our message reaches their readers too, and we're friends with dozens of the top political bloggers.

We deployed a video on VAT when the Coalition announced plans to hike the rate from 17.5 per cent to 20 per cent. We encouraged our supporters to remind their friends that this tax rise broke a manifesto promise.



Andy Whitehurst,
Digital Director

TPA website

Our new look website has a host of features that weren't previously available, making it one of the most interactive think tank websites in Westminster, giving us an edge over other political organisations.

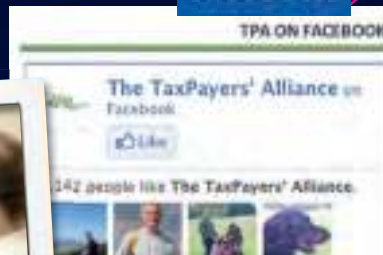
Latest videos



Our latest videos are featured in a scrolling box on the home screen. It means supporters can see new content at a glance.

Follow us on...

facebook



Blogs



Several times a day new blogs are posted to the top of the TPA homepage, meaning there is something new to read every time visitors return to the site.

Latest research, polls



Visitors to the website can see our latest work at a glance by clicking here.

Join in with... twitter



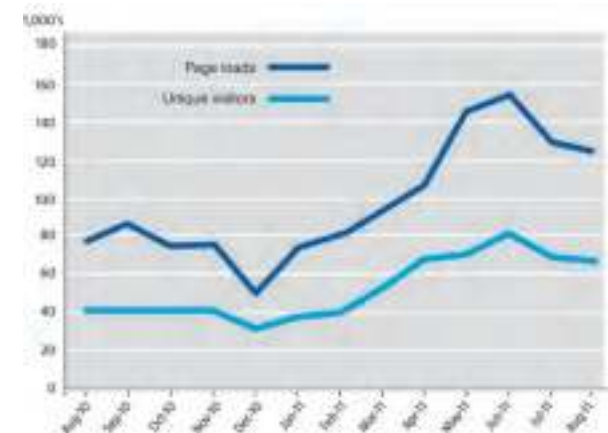
Media coverage

A rolling list of every mention we get in the media is updated twice daily in the sidebar.

Measuring Success

The time we have invested in improving our website and building more content on other online networks has really paid off this year. The number of visitors to the website keeps on growing. Readers of our blogs are growing in numbers, staying on the website longer and commenting and interacting more than ever.

The number of web hits is going up



We've made new and fun video content this year. Our joint briefing event with the Institute of Economic Affairs for Budget 2011 was filmed, allowing journalists across the world to see our analysis.



YouTube – The planned high speed rail line from London to Birmingham will cost £32 billion if it goes ahead. <http://lowtax.es/qNghcg>

facebook



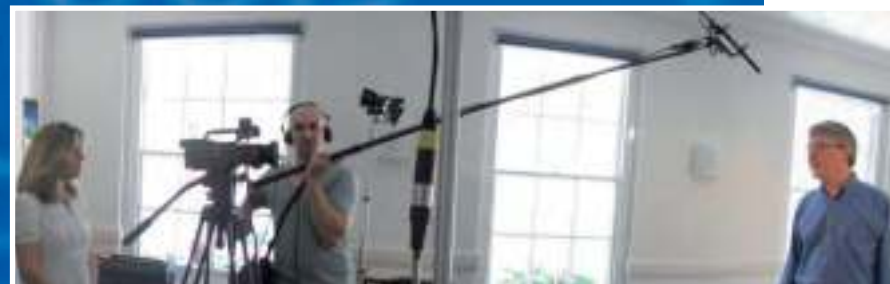
twitter



Twitter isn't just a fun way to spread our message, it's also helped us to expand our network. Earlier this year a journalist saw a remark from Matthew Sinclair on Twitter and got in touch. We subsequently turned that comment into a series of features on wasteful spending in a national newspaper!



YouTube – Watch the world's fastest speaker try to read the UK tax code aloud. He couldn't! It's so long it would have taken him five days straight. <http://lowtax.es/oTXs9z>



Behind the scenes, a TPA video in the making



Sajid Javid MP speaks at a TPA briefing



LOBBYING

Lobbying Parliament

The TaxPayers' Alliance was founded to represent taxpayers in the corridors of power and one of the ways we do this is by giving oral or written evidence to Select Committees.

Select Committees often play a key role in influencing the Government's decision-making process and it's critical that our research and views are represented to them. This year we have appeared before more Select Committees and been asked to submit evidence more times than ever before.

Jonathan Isaby joined the TPA in August 2011 as Political Director. He talks to ministers, MPs and MEPs about our campaigns and research. His work means we have more political clout than ever to complement our reach in the media. Jonathan's foreign language skills will put us ahead of the game in Europe and he'll be forging links with other taxpayer groups as part of our continuing work against EU largesse.



Jonathan Isaby,
Political Director



With Conservative Home's
Tim Montgomerie

Our ultimate objective in many cases is to change the law. Politicians don't always give us the credit, but in July 2011 we were mentioned in the Government White Paper on Open Services

Open Public Services White Paper

"We will ensure that, at both the national and local levels, commissioning decisions and the performance of providers are transparent and open to public scrutiny. Commissioners can be held to account for their decisions by users (whose rights of redress we are strengthening), by independent audit and inspection bodies (for example, the National Audit Office) and by independent champions (such as the TaxPayers' Alliance)." (Section 5.25)
<http://lowtax.es/openserv>

We've submitted written evidence to the following bodies:

- Treasury, on the Taxation of Trusts and the Spending Review
- Merits of Statutory Instruments, on digital policy
- Department for Communities and Local Government, on the Audit Commission
- Committee on Standards in Public Life, on Party funding
- Independent Public Service Pensions Commission

And the following consultations:

- Department for Transport consultation, on high speed rail
- Department for Work and Pensions, on 21st century welfare
- Department for Communities and Local Government, on a code for local authorities on data transparency
- Independent Parliamentary Standards Authority, on MPs' expenses
- Department for Work and Pensions, on 21st century pensions

Measuring Success

TPA staff have given oral evidence to the following Select Committees:

- **Environmental Audit, on environmental measures taken in the Budget**
- **Treasury, on their Budget inquiry**
- **Communities and Local Government, on the Audit Commission**
- **Public Administration, on quangos**

We also contribute to monthly Open Internet roundtable discussions hosted by Communications and Creative Industries minister Ed Vaizey.

This work we do with parliamentarians and ministers is crucial to converting our policy ideas into actual legislation.



Matthew Sinclair gives evidence at the Treasury Select Committee



Matthew Sinclair gives evidence to the Public Administration Select Committee on quangos

35. Although the Treasury and Chief Secretary were very positive about the 'Spending Challenge', we have received written evidence from organisations who felt the process of engagement and consultation could have been improved. While the TaxPayers' Alliance agreed that the 'Spending Challenge' website was a good idea in principle they felt it was "not well executed". In particular they noted that the listing and rating system for ideas resulted in most prominence for ideas which were deliberately designed to be malicious or humorous. They consider that this devalued the tool in the eyes of members of the public who wanted to engage with it seriously. Overall they "would have liked to see more effort to genuinely involve the public" rather than something which "looked tokenistic and half-hearted".[61]



Building coalitions

It's important for us to build coalitions with other groups to strengthen our voice in the corridors of power. Working alongside other organisations who agree with our stance on a particular policy means that our demands for change are louder and legislative change is advanced more quickly.

In September 2010 we hosted over 200 delegates at a conference for taxpayer groups from across the world. It was a tremendous success and attracted groups from as far away as South Korea and Japan. The highlight was a Gala Dinner at London's Guildhall where 450 guests were addressed by eminent economist Dr. Arthur Laffer.

The conference was addressed by prominent taxpayer leaders and economists, including:

- Michael Jäger, Secretary General of the Taxpayers Association of Europe
- Siv Jensen, leader of the Norwegian Progress Party, the second largest party in Norway
- Dr. 'Art' Laffer, the American economist behind the 'Laffer Curve', and close adviser to President Ronald Reagan and Margaret Thatcher
- Grover Norquist, President of Americans for Tax Reform and prominent taxpayer leader in the United States
- Duane Parde, President of the National Taxpayers Union
- Tim Phillips, President of Americans for Prosperity



Robert M. McDowell of the US Federal Communications Commission



Daniel Hannan, Conservative MEP for South East England



Dr. Arthur Laffer speaks at the Gala Dinner

Panels discussed everything from taxation to Internet regulation at a series of sessions



The Gala Dinner was held in the historic Great Hall of the Guildhall in the City of London



Guests listen to Dr. 'Art' Laffer's keynote speech



Delegates meet and discuss the key issues in their countries



Siv Jensen, Leader of Norway's Progress Party, takes questions at an ERB seminar



Delegates came from all across the world

Simon Richards, Director of the Freedom Association, asks the panel a question



Delegates from South Korea and the USA browse TPA publications



We teamed up with the Green Party to fight high speed rail plans. Unusual pairings like this catch policy makers' attention as the combined force of two separate organisations can sometimes change public opinion on big campaigns where one group alone couldn't. By surprising politicians with a Green Party partnership we are keeping them on their toes in the HS2 debate.

Measuring Success

20/21

Coalitions

We continue to build coalitions between centre-right groups in Westminster by hosting a monthly 'Wednesday meeting', modelled on those started by Grover Norquist of Americans for Tax Reform. These meetings are a place for like-minded people to meet and talk about cutting edge areas of policy. Key players in Westminster know that this huddle at 55 Tufton Street is the best forum to discuss campaigns and collaborate.

Our big issue-based campaign this year is to stop the planned £32 billion high speed rail link between London and Birmingham. Our fight against the HS2 proposals has led to raised eyebrows in Westminster as the Green Party, the Countryside Alliance and the RAC Foundation are also standing alongside us.

We teamed up with other taxpayer groups across Europe to repel efforts to bring in a new European tax. Using a new mechanism called a citizens' initiative we are part of an effort to collect signatures from across Europe to try to stop Brussels getting any powers to directly raise revenue.



Emma Boon in Brussels to campaign against the introduction of an EU tax



Organising Activists

Our 65,000 grassroots supporters are a crucial part of our campaigning, helping to get our message out across the UK. Mobilising supporters across the country makes politicians take us seriously and when an event is successful, it makes them sit up and take notice.

May's Rally Against Debt was a response to a union-led protest called the March for the Alternative. The rally aimed to highlight the importance of tackling the huge public sector debt, and the need for substantial spending cuts. It was held at Old Palace Yard opposite the Houses of Parliament and was attended by hundreds of supporters as well as high-profile speakers.

The event was hugely driven by social media, with its own Facebook page and Twitter feed. The Rally was mentioned in every major national newspaper as well as across the major television news channels and on national and local radio across the UK.

Andrew Allison is our National Grassroots Coordinator. He keeps in touch with all of our activists across the UK and helps them to get organised and make a difference in their local area. A veteran local issues campaigner, Andrew advises our grassroots network on everything from how to submit an FOI request to organising protests and getting signatures on petitions.



Andrew Allison, National Grassroots Coordinator



In 2011 we held our first ever grassroots training day for TPA activists who wanted to move their local campaigns to the next level. We offered them the resources and advice they needed to make their campaigning even more powerful. If you would like to be more than just a supporter of the TPA, please get in touch with Andrew Allison at andrew.allison@taxpayersalliance.com



Mark Littlewood, Director General of the Institute of Economic Affairs



Matthew Sinclair, Director of The TaxPayers' Alliance

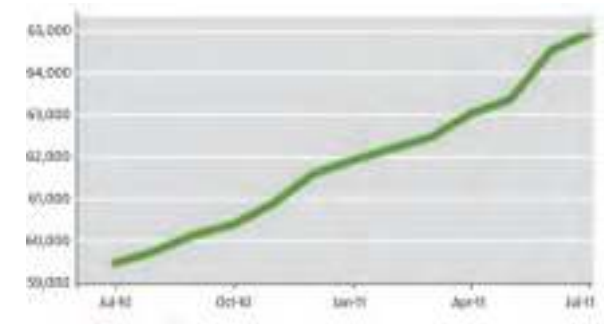


Priti Patel MP, Member of Parliament for Witham

Measuring Success

Since last year our supporter base has grown again. We now have one of the biggest network of grassroots supporters of any group in Westminster.

Total number of supporters Jul '10 to Jul '11



TaxpayerScotland

The newly launched TaxpayerScotland is in its infancy but is already having an impact. Director Eben Wilson has been bringing the voice of the Scottish taxpayer to Holyrood and Westminster, and demanding better value for taxpayers' money.



Eben Wilson, Director, TaxpayerScotland

Our Grassroots Coordinator Andrew Allison is always on hand to support our network of activists – here are a few highlights:

Hull & East Riding

We convinced Hull City Council to stop spending almost £500,000 of taxpayers' money on an annual festival, and seek private sponsorship. Andrew Allison also got New Year's Day parking fines refunded in Hull and East Riding.

Islington

The day-to-day running of the Islington branch has been taken over by local campaigner, Dave Barnes. Dave is a regular contributor to the letters page of the *Islington Tribune*.

Bath & the South West

This is headed by Tim Newark, who moved from Islington and was keen to establish a new branch. Within a week of moving there, Tim hit the headlines campaigning about the nuisance of seagulls!

We have many more branches across the UK, run by eager local activists who give up their time to campaign for a better deal for taxpayers.



Andrew Allison coordinating activists in Tameside



Islington Tribune



The Bath Chronicle



£31,500
SHARP OF THE DEBT

Policy Victories

As you have seen from the previous pages, each phase of our campaigning involves a lot of work over a sustained period of time. But here are seven policy victories which have occurred since the General Election which have made all that hard work worthwhile. You can see how we communicated the original research paper to politicians and the public, then campaigned and eventually achieved our policy victory.

Phase 1 Solid Research

Phase 2 Strategic Communications

Phase 3 Sustained Campaigning

Policy Victory

1

Council spending uncovered

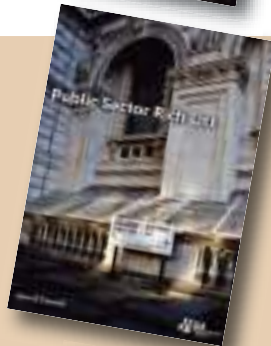


Mark Wallace congratulating Windsor and Maidenhead Council on its transparency

Local authority spending over £500 published

2

Public Sector Rich List



Gordon Brown described top public sector salaries as "unacceptable"



Public sector salaries over £150k published

3

Abolish Quangos



Matthew Sinclair gave oral evidence on quangos

A number of quangos scrapped, including RDAs

Phase 1
Solid Research

Phase 2
Strategic Communications

Phase 3
Sustained Campaigning

Policy Victory

4

**Town Hall
Rich List**



**1,250 council chiefs on
£100k plus (and 31
earn more than PM)**

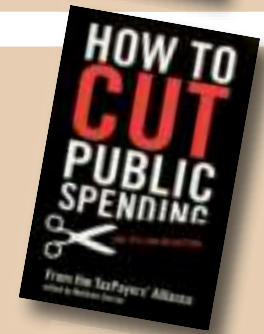


*A protest outside the Town Hall in
Beverley, Yorkshire*

**Council salaries
restrained**

5

**Cut Public
Spending**



*The Rally Against Debt showed
support for spending cuts*

**Two year public
sector pay freeze**

6

**Prevent
grants**



*We provided
evidence for the
Government
report into
Prevent grants*



**Local authority
Prevent grants
scrapped**

7

**Stop
the EU
Rip-Off**



*Emma Boon at a public meeting at
the European Parliament, in Brussels*

New EU tax stalled

A year with the TPA

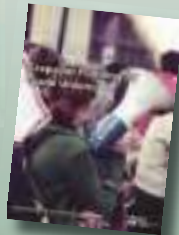


Sept '10

1st Chris Daniel joins the TPA as Policy Analyst



5th Taxpayer funding of trade unions report launched

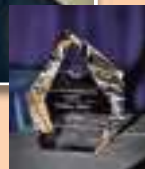


8th - 10th TPA hosts European Resource Bank in Westminster, London. It's a major conference bringing together academics, economists and taxpayer groups from across the world



Oct '10

7th TPA wins the Templeton Freedom Award for Initiative in Public Relations



Dec '10

2nd Taxpayer funded environmentalism report launched



22nd Matthew Sinclair promoted to Director

20th Matthew Elliott attends 2010 Freedom Forum & Liberty Dinner in the USA



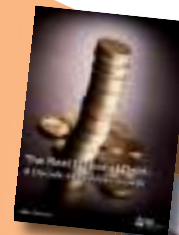
26th John O'Connell promoted to Research Director



5th Rory Meakin joins the TPA as Policy Analyst

Nov '10

19th The Real National Debt report launched



12th Council Spending: unnecessary Jobs report released

TPA hosts events in the Freedom Zone at the Conservative Party Conference in Birmingham



6th Britain and the ECHR report released



New TPA website starts to take shape



Jan '11

12th 2020 Tax Commission launched

20th Excessive cost of motoring taxes report released

28th 'Fair' taxes report launched



4th High speed rail report launched

11th The length of Tolley's individual tax guides report released

Feb '11



16th Henry Callum Lane is born, our Development Director's son becomes the TPA's youngest supporter





30th HS2 capacity analysis report launched

20th Empty property rates report released

17th Town Hall Rich List report launched

Mar '11

24th A statistical analysis of secondary school spending report launched

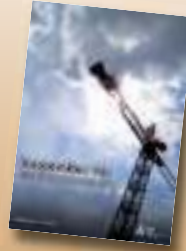


17th Shocking disparity in number of bins report released

Apr '11

14th Council allowances report launched

25th Corporation Tax policy brief published



May '11

5th Referendum on the Alternative Vote – victory for the 'NO' campaign



14th Rally Against Debt, Westminster, London



Jun '11

9th Darren Rutland joins the TPA as Policy Analyst



18th Matthew Sinclair's book, *Let Them Eat Carbon*, was launched

15th Jonathan Isaby joins the TPA as Political Director



4th Americans for Tax Reform's Grover Norquist praises our work on Sky News



Aug '11

15th We were mentioned in the published Open Public Services White Paper

3rd Robert Oxley joins the TPA as Campaign Manager

Jul '11



28th Trade Union Rich List released

24th Spending cuts poll launched



Meet the team



Matthew Elliott
Co-founder and Chief Executive

Matthew launched the TaxPayers' Alliance in 2004 as a non-partisan grassroots campaign for lower taxes and better public spending. Under his leadership, the TPA has grown to become "arguably the most influential pressure group in the country" according to the *Guardian*, with over 65,000 supporters and a high media profile.

Matthew also founded Big Brother Watch (BBW) in 2009 to campaign for civil and personal liberties. BBW has become a leading voice in this debate, winning praise for its research and campaigns from leading activists such as Henry Porter and long-standing groups such as NO2ID.

From September 2010 to May 2011, Matthew took a sabbatical from the TPA and BBW to lead the NOtoAV campaign in the nationwide referendum on changing Britain's electoral system. The NO campaign won by a margin of over two to one, defeating electoral reform by 67.9 per cent to 32.1 per cent.

Matthew has been described by the *BBC* as "one of the most effective lobbyists at Westminster" and is a respected political commentator and strategist.

TPA FOUNDERS

Andrew Allum
Co-founder and Chairman

Andrew graduated from Imperial College with a First in Physics before taking a Masters at Oxford University. Before becoming the unpaid, non-executive TPA Chairman, Andrew served as a Westminster City Councillor. He currently works as a Partner at a leading strategy consulting firm.



Florence Heath
Co-founder

Florence read Geology at Imperial College and went on to do a Masters in Petroleum Geology. Florence currently works as a geologist for an international petroleum company.



Matthew Sinclair
Director

Matthew has a BSc in Economics and Economic History and an MSc in Economic History from the LSE. He joined the TPA in 2007 as a Policy Analyst and has since risen to become its first Director. He has produced pioneering studies for the TPA and has just published a new book, *Let Them Eat Carbon*.



OPERATIONS

Sara Rainwater
Development Director

Sara has an MSc in European Studies from the LSE. She joined the TPA in 2008 as Operations Director and is now overseeing the TPA's outreach programme and special projects.



Emma Bennett
Operations Director

Emma has a BA in International Relations from Exeter University. Emma joined the TPA in November 2009 and was promoted to Operations Director in January 2011. She is responsible for the organisation and finances of the TPA.



CAMPAIGNS

Emma Boon
Campaign Director

Emma has an MA in Philosophy from Edinburgh University and a Postgraduate diploma in Broadcast Journalism from City University. A former reporter and producer in radio and television, she's now in charge of communicating TPA research to the public and the media.



Robert Oxley
Campaign Manager

Robert studied International Relations and Politics at the University of Sheffield. He worked in the House of Commons before joining the TPA. He focuses on communicating the TPA's work to the media and our media presence.



Jonathan Isaby
Political Director

A graduate of the University of York, Jonathan joined the TPA in August 2011 after more than a decade in political journalism, having worked for the *BBC*, *Daily Telegraph* and *ConservativeHome.com*. He focuses on promoting the TPA's work to parliamentarians.



RESEARCH

John O'Connell
Research Director

John has an MSc in European Public Policy from UCL. He joined the TPA in February 2009 as an intern and has since risen to become Research Director. As well as overseeing the 2020 Tax Commission, John manages the TPA's busy and wide-ranging research programme.

**Chris Daniel**
Policy Analyst

Chris has an MA in Politics from Lancaster University. He joined the TPA in September 2010 and his work concentrates on Local Government waste and public sector productivity.

**Darren Rutland**
Policy Analyst

Darren has a BA in Politics from the University of Surrey. Having worked on the NOtoAV campaign, he joined the TPA as an intern before being promoted to Policy Analyst. Darren's research focuses on council spending across English regions.



DIGITAL

Andrew Whitehurst
Digital Director

Andrew has an MA in International Relations from Oxford Brookes University. He joined the TPA in October 2009 as an intern and has since risen to become Digital Director. Andrew oversees the TPA's digital operations, web presence, multimedia productions and social networks.

**Dominique Lazanski**
Digital Policy Analyst

Dominique has an MSc in Information Systems Management from the LSE. She holds a BA from Cornell University and is currently working on her PhD. She has spent over 12 years in the Internet industry with many of those years working in Silicon Valley.

**Rory Meakin**
Policy Analyst

Rory studied Economics and Politics at Southampton University and holds the Investment Management Certificate. Before joining the TPA, he worked in the public sector for the NHS. Rory concentrates on economics, finance and taxation.



GRASSROOTS

Andrew Allison
National Grassroots Coordinator

Andrew was born and raised in Co. Durham. He launched the Hull and East Riding branch of the TPA in 2009 and became National Grassroots Coordinator in October 2010, overseeing the work of activists across the country.

**Tim Newark**
Grassroots Coordinator

Tim is an historian and author. He is also a veteran local campaigner, once founding his own political party to stand as an independent councillor.



RESEARCH COUNCIL

Mike Denham
Research Fellow

Mike studied PPE at Oxford University, and has an MA in Economics from the LSE. He is a former Treasury economist who worked extensively on public spending and fiscal analysis during the 1970s and 80s.

**Dr. Lee Rotherham**
Research Fellow

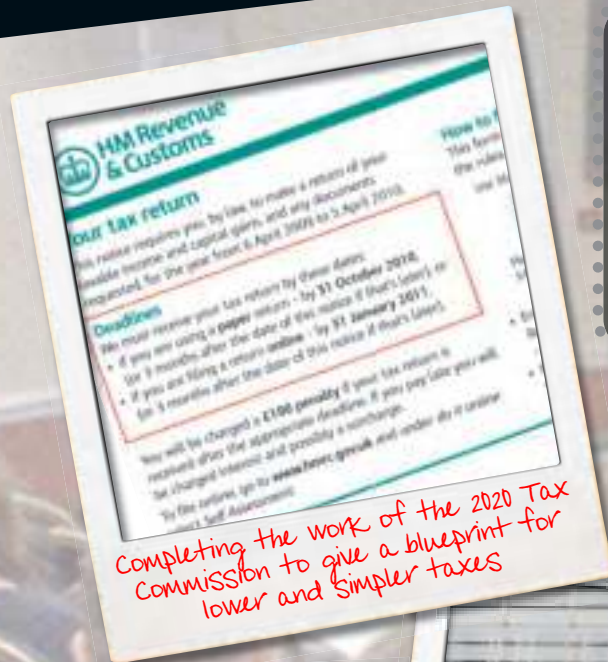
After researching for the 'Westminster Group of Eight' Euro-rebels, Lee advised three Shadow Foreign Secretaries, and worked as Chief of Staff to the Rt Hon David Heathcoat-Amory MP. Lee led our 'Stop the EU Rip-Off' campaign.

**Mark Wallace**
Research Fellow

Mark was previously Campaign Director at the TPA before moving on to work for an independent public affairs consultancy.



Going forward



Completing the work of the 2020 Tax Commission to give a blueprint for lower and simpler taxes

Despite the many successful campaigns we have under our belt, we still have so much more to do. Your contribution is needed now more than ever, to ensure that we keep up the momentum and build on the successes of the last twelve months.

Here's what we see as the most important issues in the coming year:



Rising energy costs and the threat of green taxes



Public sector pay/pensions & Trade union strikes



The Eurozone crisis, bailouts and EU waste



Scrutiny of our International Aid budget, particularly when it is used to promote extremism



Ongoing scrutiny of public spending in Whitehall and town halls

"There is still so much to do. Your contribution is needed now more than ever"

How you can get involved

30/31

1. Become an activist in your area

If you would like to become an activist and help us fight wasteful spending in your area, fill out the form and return it to us. Or email our National Grassroots Coordinator, Andrew Allison, at andrew.allison@taxpayersalliance.com and he will be in touch about how you can help.



Grassroots activists play a vital role in campaigning for change

2. Sign up for our weekly e-bulletin

Keep up to date on all the latest TPA news, research and activities, receive invitations to special events and learn about more ways you can get involved. Return the form or email us at info@taxpayersalliance.com and we'll make sure you start receiving our updates.

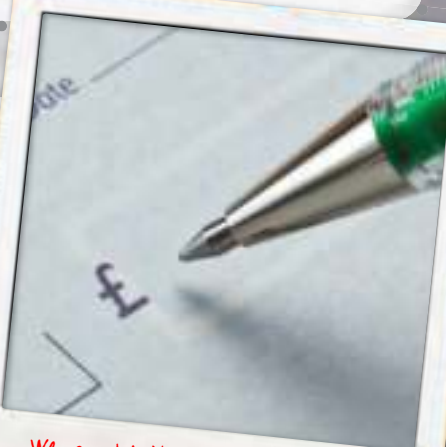


Keeping you up to date with latest news and activities

3. Donate to the campaign

It's never easy asking for money, but without supporters like you we couldn't campaign so effectively for lower taxes and against wasteful government spending. Over the last seven years we have been grateful for generous donations, big and small, from people like you. There are several ways you can donate:

- By filling out the form and sending a cheque payable to 'The TaxPayers' Alliance'
- Via PayPal online at www.taxpayersalliance.com/donate
- By credit/debit card or electronic transfer. Fill out the form, return it to us and our Development Director, Sara Rainwater, will call you to take your card details. Or you can e-mail her at sara.rainwater@taxpayersalliance.com



We couldn't achieve so much without your generosity

I would like to support the TaxPayers' Alliance by

- ☐ becoming an activist in my local area
- ☐ receiving your weekly e-bulletin
- ☐ making a financial contribution of
£ _____

- ☐ Cheque enclosed
- ☐ Please phone me to discuss other methods of giving

Mr ☐ Mrs ☐ Miss ☐ Other: _____

Name: _____

Address: _____

Postcode: _____

Tel/Mob: _____

Email: _____

Complete and return to:
The TaxPayers' Alliance,
55 Tufton Street,
London SW1P 3QL

Thank you





The TaxPayers' Alliance
55 Tufton Street, London SW1P 3QL
Telephone: 0845 330 9554
Email: info@taxpayersalliance.com

www.taxpayersalliance.com

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