










Your voice in the corridors of power

Annual Review 2021

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The year in numbers

40 research papers
4,390 FOI requests sent

46 op-eds published
36 reactive press releases sent out
3,800 media hits
145 million people reached

83 videos produced
320,000 video views
7 TPA Talks episodes
9 webinars

45,000 social media followers
7 million people reached



I remember walking through the doors of the old TPA offices in 2009, on the first day of my internship. It was exciting – finally, a group in Westminster was arguing for responsible spending and leaving more money in the pockets of those who earned it. And I was privileged to soon be a part of it.

What first drew me to the organisation was the clarity and simplicity of the messages. A ‘wish you were here’ postcard, letting taxpayers know they could afford a well-earned holiday if the government took less money from them stands out in my early memories.

Fast forward 12 years and those simple messages still form the core of our campaign work. The TPA has grown a bit since then, and we’ve produced some heavyweight research to establish credibility in the big fiscal fights. But what we do is based on all of those basic principles that underpinned our founding.

Exciting campaigns that speak for the silent majority make the TPA unique in Westminster. Again, we produce think tank-quality research to provide a solid platform. And through the following pages, you’ll see how our wonderful team distills that down into messages that resonate both in the corridors of power and chats in the pub.

On page 5, you’ll see the team that delivers all of this. Each and every one of them delivered to the same high standards through the uncertainty of covid – and returning to the office with them this year was an absolute pleasure.

I’m immensely proud of their achievements and I’m pleased to take this opportunity to say thank you to each and every one of them.

What next? Mike, our fantastic chairman, has outlined the economic big picture overleaf. We have to be ready to fight on multiple fronts, and chief among them has to be a ramped-up War on Waste.

Government spending is already over £1 trillion and given the scale of its commitment on things like net zero, there’s a real risk that could mushroom. The pressure for more spending is relentless, with well-resourced campaigns pushing for more and more taxpayers’ money every day of the week.

We can fight back by exposing the billions of pounds that are thrown down the drain every year. We must continue to be Britain’s Waste Watchdog. We’ve grown a lot over the years, but our spirit is still the same as when I walked through the doors 12 years ago.

Thank you for your support.



John O'Connell

John O'Connell, Chief Executive



As I write, inflation is creeping upwards and is seemingly less 'transitory' by the day. Supply chain problems and soaring energy prices foretell a tricky winter ahead. There is a very real cost of living crisis upon us. But we must remember the biggest cost of living of them all: taxes. The tax burden – the proportion of tax receipts relative to the economy – is at a 70-year high, something we first revealed that is now repeated daily in the media.

The team was fast out of the blocks to fight back against the increases to national insurance announced in September of this year. The TPA's voice was heard loud and clear across the national media; our Chief Executive, John O'Connell, directly challenged the Chancellor, Rishi Sunak, at an event during Conservative Party Conference.

Council tax looks set to go up across the board. So we went back out on the road to reconnect with people up and down the country, hearing first hand that the prevailing Westminster opinion is often not shared in the towns and villages outside the M25. The hospitality sector took a hammering during the pandemic. And our Quids Inn campaign made the case for retaining the VAT cut for businesses.

The good news is that the economy is growing again, much more robustly than many thought not so long ago. Indeed, estimates of GDP growth have tended to be revised upwards, sometimes significantly. Our vision for a low tax economy would allow for even more growth and job creation, while easing the cost of living crisis for families, too.

The following pages showcase a spectacular amount of work from the TPA team. It continues to astonish me that a team of this size can produce this much – and quite often score big political victories.

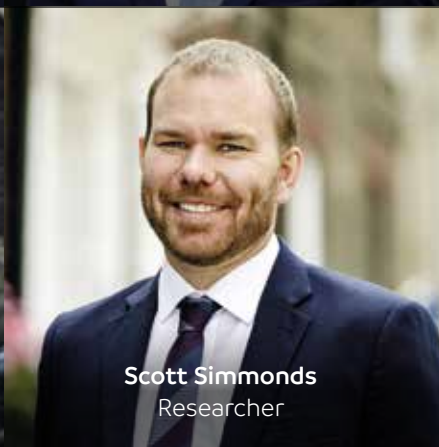
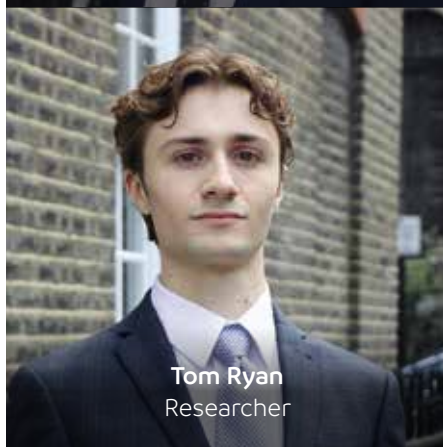
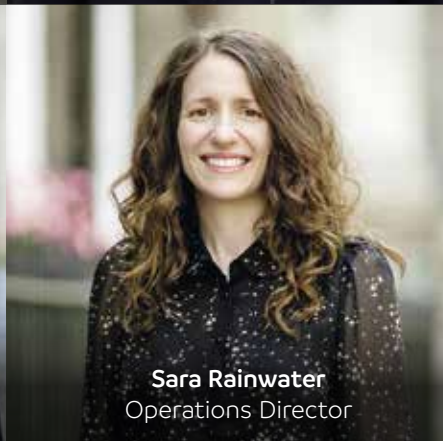
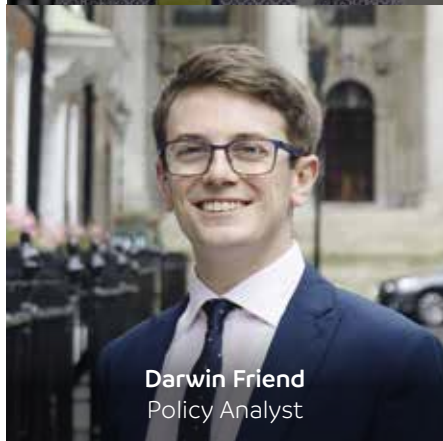
They are only able to do so, of course, because of the generous support of our donors. To each and every one of you: thank you. Thank you to those who donated for the first time this year, and thank you to those who have been supporting us for a little longer. We work hard to make sure every penny we receive goes as far as it possibly can in our campaigns.

We can see some rough economic headwinds on the horizon. Interest rates have probably been too low for too long, but when they start to creep up it could be another challenge for taxpayers. Debt interest payments will spike and eat up a greater share of public spending. So the work we have to do is crucial – and your support will be needed to help us stand up for taxpayers.



A handwritten signature in blue ink that reads "Mike Denham".

Mike Denham, Chairman



Our model

Our tried-and-tested model of campaigning has delivered a number of policy victories over the years. It's a three-pronged approach which is unique and successful.



1. Solid research

Underpinning our campaigning with robust, easy to understand facts and figures.



2. Strategic communications

Getting our research and messages out to the public through traditional media and online platforms – 24 hours a day, 7 days a week.



3. Sustained campaigning

Taking our work beyond the media to high streets across the country, as well as into the corridors of power.

1 Defeating a proposed salt and sugar tax

An official report proposed that foods be taxed based on their sugar and salt content. Our researchers ran the numbers and found that staples like jam, ketchup and cereals could cost consumers an extra £4.8 billion in tax every year. Our findings were widely covered in Britain's biggest newspapers. The Prime Minister then announced that the recommendation was being ruled out.



4 Stamp duty

We've been at the forefront of campaigning to scrap stamp duty on homes, so we were delighted when the Chancellor temporarily raised the threshold to £500,000. There's still more to do to get a permanent cut, so watch this space!

Securing wins for taxpayers

2 Reduction in the foreign aid target

After years of us campaigning against the wasteful and arbitrary 0.7% foreign aid target, MPs listened. Parliament voted to temporarily reduce the budget to 0.5%. The Prime Minister unveiled a "double lock", meaning the OBR will decide when overseas aid can increase again. Aid to China was also cut by 95%.

5 Stonewall funding

Liz Truss urged government bodies to withdraw from the Stonewall Diversity Champions scheme. We were the first to expose the true amounts Stonewall received – over £3 million from 327 public sector organisations for the scheme, plus £2.6 million of grants from the government.



3 No furlough extension

With some calling for a full extension of the furlough scheme after September, we estimated what the cost would be to taxpayers. Unable to explain how the cost would be covered, and with the UK unlocked from COVID restrictions, the calls were rejected and the scheme came to an end.



6 Student loan repayments

In our 2015 *Spending Plan*, we put forward the idea of lowering the salary level at which graduates start repaying student loans, and Treasury ministers are now actively considering it.

On top of its regular spending, the government spent £372 billion on the pandemic. When the emergency spending ends and the repair work starts, the government's big policy priorities all involve substantial spending commitments: social care; the so-called 'levelling up'; and the commitment to meet net zero by 2050.

That is why the TPA's role as Britain's Waste Watchdog is more important than ever. It's simply not true that there are no savings available within a trillion pounds' worth of expenditure. Our challenge for the government is save to spend – if they want to invest and spend more, then they must avoid tax rises and borrowing with sensible savings elsewhere.

So we must continue to show them where savings can be made, something we have done over the past year through our research and campaigning. And through our War on Waste, we will root out wasteful spending at all levels of government.

£5.6 billion of wasted taxpayers' money breakdown, by area

Area	Amount of waste (£)
Whitehall waste	256,556,406.00
Temporary NHS staff	163,116,000.00
Union facility time	81,125,282.00
Coronavirus	265,984,656.00
Foreign aid	727,665,101.30
China	80,976,499.00
Health bodies	2,971,977,352.00
Hospital trusts	74,962,993.15
Health tourism	54,745,191.32
Bonuses	43,120,157.00
Government procurement cards	1,028,329.60
Policing	124,340,457.30
Education	5,261,378.93
Defence	537,559,068.00
BBC	58,753,987.40
Councils	130,815,177.64
Total	5,577,988,036.64



In autumn 2020, we undertook a landmark investigation in partnership with the *Daily Mail*, which uncovered **£5.6 billion** of profligate government spending.

We secured five days of coverage in Britain's biggest selling newspaper, including a front page splash, and some of the waste stories were picked up by broadcast media, making it one of our most successful projects ever. It was a return to our roots – our reputation was built on exposing wasteful spending.

We also produced a pocket-sized ***Beginner's Guide to Government Waste***, distributing them to thousands of people across the country.



Cabinet Minister Matt Hancock was confronted on live TV with our findings



What is the real national debt?

The real national debt estimates include areas of future spending that are not formally recognised in the official figures published in government accounts or by the ONS.

These are the unfunded state pension and public sector pension scheme liabilities, private finance initiatives, and nuclear decommissioning costs.



The real national debt

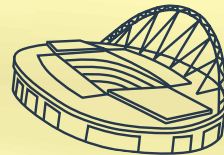
Using data released in the Chancellor's Budget in March, we found that the real national debt will reach **£9.6 trillion** this year – not £2.5 trillion as official forecasts estimate. That is equivalent to:

£344,216
per household

£143,382
per person

To mark the milestone, our campaigners appeared outside the Treasury with a cut-out showing the UK weighed down by a debt 'ball and chain'.

In £ coins, the real national debt would fill more than three and a half Wembley Stadiums



CLEAN UP THE STATE



We launched our **Clean up the State** campaign in 2020, seeking to change the very structure and nature of government itself. We have long argued against publicly-funded bodies engaging in political activity, as well as the damaging influence of the taxpayer-funded quangocracy and public appointments on the role and size of government.

This year, we've added to our research on taxpayer-funded lobbying by sending over 1,500 freedom of information requests to public sector bodies, asking how much of your money was going towards groups which actively campaigned for political objectives in spite of being funded by the government. We'll be releasing our findings soon.

The Rt Hon Lord Maude and Nick Timothy joined us for an in-depth discussion on the quango state in October.

Spreading our message

GB News approached us ahead of the new channel's launch to organise a regular slot in their programming. Our spokespeople now appear every Monday evening to discuss a specific example of wasteful government spending – refreshing, in a pro-spending broadcast media environment.

In our first appearance back in June, we kicked things off talking about foreign aid spending. In discussion with presenter Michelle Dewberry, our Chief Executive John O'Connell set out why so many Brits are fed up with ineffective aid spending. Michelle heartily agreed with John and even praised by name our War on Waste campaign.



The TPA
was the first
campaign with
a regular slot
on any major
news channel



Spending transparency

Transparency is key to ensuring that we can hold the public sector to account. We trawl through hundreds of thousands of pages of data every year as part of our efforts to eradicate wasteful spending.

But this is under threat. Since Britain left the European Union, a new subsidies framework will be implemented to help struggling firms. With billions of pounds set to be handed out to all corners of the country, it's vital that the public know who is receiving funds and the reason behind it.

As things stand the government will only publish individual grants of more than £500,000. We argue that post-Brexit Britain should have world-beating transparency standards, not the shady system of stealth subsidies we had under the European Union.

In advance of the legislation, we called for limits to come down to £500 and to scrap the six month publication time frame. The government's anti-corruption tsar, John Penrose MP, picked up the baton in parliament and took our case directly to the Secretary of State, Kwasi Kwarteng.

The Subsidy Control Bill is currently awaiting its second reading and will be debated soon in the House of Commons. We hope the government will accept our recommendations.



30 trade union bosses =
£4,522,638
in total remuneration



Trade Union Rich List 2021

We recently revealed that at least 30 bosses of trade unions with a high concentration of public sector workers were in receipt of total remuneration in excess of £100,000 in 2020.

Some of our top findings for 2020 were:

- The average total remuneration of the 30 union bosses on more than £100,000: £150,755 in 2020.
- Tim Roache, former General Secretary of GMB: £288,000 in total remuneration.
- Frances O'Grady, General Secretary of the Trades Union Congress: £167,229 in total remuneration.
- Eight senior staff at the education unions: shared £1,252,709 between them.

TOWN HALL RICH LIST 2021

£1,274,497

total expenses paid to senior employees in the UK

For the third year running, Essex County Council had the greatest number of employees receiving

over £100,000 at 40

This year, we enhanced the release of the *Town Hall Rich List* with extensive polling about how you feel about council tax rises. We found that the overwhelming majority of people oppose council tax increases by a 4-to-1 margin

59% said that councils should freeze or cut salaries of senior staff

For the second year running, Glasgow had the highest number of employees receiving **over £150,000 at 14**

Our annual **Town Hall Rich List** is the only comprehensive report of its kind with a council-by-council breakdown of local government executive pay deals. It is a vital tool for taxpayers wanting to judge which authorities are delivering the best value for money. This is especially important for residents facing annual hikes in their council tax.

Town Hall Rich List 2021 found that, at the onset of the coronavirus crisis, the number of council staff receiving more than £100,000 had increased by 135 to at least 2,802 people, with 693 receiving over £150,000 (26 more than the previous year). While councils were plunged into tackling the pandemic, households have faced crushing council tax rises, leading taxpayers to question whether their council's leadership have delivered good value for money.



693
council execs received over **£150,000**
- that's 26 more than the previous year



The white elephant that is **High Speed 2** continues to be a colossal waste of taxpayers' money. Social distancing and complications redesigning the Euston terminus have seen another rise in costs, and we remain one of the few groups warning about the deteriorating value for money from the project.

In May, our Grassroots Campaign Manager, Harry Fone, applied for the role of HS2 chairman after Allan Cook resigned. Harry had no hope of getting the job, but we seized the opportunity to highlight how poorly managed the project has been from the very start. Since the summer, we've been working with journalists to warn the public about HS2's increasingly poor prospects.

The final bill for HS2 will be many tens of billions (if not a hundred billion!) higher than original estimates of £30 billion. If the government won't scrap it, then costs cannot be allowed to increase exponentially. We're holding the ministers' feet to the fire to get a grip on this runaway train.

HS2 may end up costing billions more than originally planned

SCRAP HS2



Why I'm standing for HS2 chairman - the TRAs Harry Fone

Taxpayers' money being sent overseas

Foreign aid has always been in our sights. Over the years, we've uncovered billions of wasted taxpayers' money which has gone on things like dance programmes in Africa, making bath houses in Morocco eco-friendly, and dozens of aid programmes in China. We were also the first group to point out the 0.7% target could be reduced in times of economic strain.



Taxpayer funding of Stonewall

We caused a sensation in Britain's media when we revealed a total of 327 public bodies were paying into Stonewall's Diversity Champions scheme. Between 2018 and 2021 Stonewall received over **£3 million** of taxpayers' money.

Stonewall is an LGBT+ rights charity, but its Diversity Champions scheme has faced criticism lobbying for extremely divisive policies while receiving taxpayers' money – something the TPA vehemently opposes.

Since at least 2018-19, public organisations have been paying for guidance on issues such as gender-neutral spaces, pronouns, and transgender inclusion. Examples included a 'Queering Children's Literature' event (costing £396) at Goldsmiths University of London!

Earlier this year, our research also uncovered that the charity had received at least **£2.6 million** in government grants between 2015-16 and 2018-19.

We are unequivocal that taxpayers should not be subsidising campaigners who use those privileges to lecture and lobby.



Police spend millions on 'woke' jobs

In an exclusive with the *Daily Express*, we revealed that police forces in England spent **almost £8 million** hiring hundreds of diversity and inclusion employees since 2019. There were 156 'woke' roles in total, including titles such as 'Chief Inspector of Positive Action', 'Equality and Inclusion Adviser' and 'Ethics Delivery Lead'.



Yacht worth it

Our spokespeople appeared on numerous broadcast news outlets blasting government plans to spend an estimated **£200 million** on a new royal yacht. During one appearance on talkRADIO, presenter Nick de Bois was full of praise, describing the TPA's work as "great stuff" for "finding out where taxpayers' money is being spent."



The tax burden

We firmly believe Brits pay too much tax. We pay taxes when we work to provide for our families, drive to get the weekly shop, fly for a well-earned holiday, or put a roof over our heads.

Lower rates of tax put more money in your pocket and kick-start the economy as well, making the system fairer by creating more jobs and prosperity for everyone. Too often we talk about public spending with no reference to the tax burden used to pay for it.

We are leading the charge against tax rises and will continue to call on the government to eradicate wasteful spending to leave room for tax cuts.

Tax burden at a 70-year high

At the beginning of this year, our detailed analysis found that the five year average tax burden is at a 70-year high. It means the level of taxation as a percentage of GDP under Boris Johnson is likely to be higher than it has been under almost every other post-war Prime Minister. In follow-up research, we also identified 1,034 tax rises under the Conservatives since 2010.

We have continued to hammer this point home in the media at every opportunity and – as a result – we have now set the narrative on this issue. Our findings have become the go-to statistic for the level of tax in the UK, and the phrase “tax burden is at a 70-year high” is now regularly used in the debate on taxation by columnists, academics and politicians.



Who cares about low taxes?

Our recent polling released in a *Sunday Telegraph* exclusive shows that voters do not consider the Tories to be a low tax party anymore.

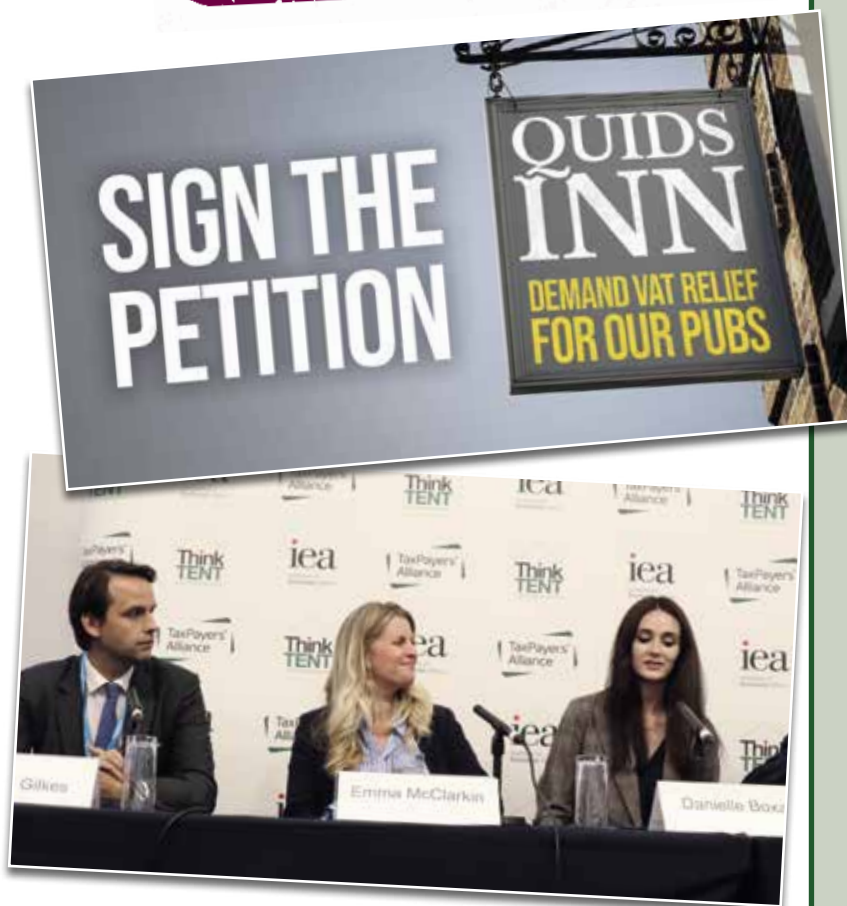
Released on the eve of Conservative Party Conference, the findings dominated the conversation about Tory tax rises.

Deputy Editor of *The Spectator*, Katy Balls, brought up our polling with Andrew Marr the morning the conference started, explaining it would set the tone for the whole event.

QUIDS INN DEMAND VAT RELIEF FOR OUR PUBS

In 2020, the government temporarily reduced VAT from 20% to 5% for the hospitality and leisure industries. We welcomed this temporary tax cut, but pushed the government to take it even further to rescue the struggling sectors that had been well and truly battered by the pandemic.

We launched a campaign calling on the government to extend the VAT reduction until April 2023, and include alcoholic drinks. Our own analysis found that extending this cut could save the hospitality sector and consumers £15.7 billion across this financial year and next.



To promote our **Quids Inn** campaign, we launched an online petition, which gathered thousands of signatures, and sent out over a quarter of a million innovative QR code beer mats to pubs up and down the country. We were also joined by the founder of JD Wetherspoon, Tim Martin, at the campaign's Westminster party in July, and secured the support of a range of industry leaders, including the British Beer & Pub Association, Punch Taverns, Alex Proud and more.

HEALTH & SOCIAL CARE LEVY

The real cost of the health and social care levy:

IF YOU EARN:	THEN YOU'LL PAY:
£20,000	+£130 A YEAR
£30,000	+£255 A YEAR
£40,000	+£380 A YEAR
£60,000	+£630 A YEAR
£80,000	+£880 A YEAR

TaxPayers' Alliance

TPA analysis found the new levy would leave workers facing a £4,662 NI bill

As soon as reports leaked that Boris Johnson was set to inflict a tax rise on millions of Brits, we worked around the clock to fight the taxpayers' corner and highlight the flaws in the PM's plan to reform health and social care.

We issued a late night rapid reaction to the policy, and as MPs returned to Westminster, phones and emails were pinging with our list of quickfire questions that journalists and politicians should be asking the PM.



In the run-up to the vote in the House of Commons, our team went into overdrive, hammering MPs with the case against the rise. Our spokespeople were on TV and radio stations – morning, noon and night – rebuffing the Prime Minister's tax play. From LBC to ITV – and even an appearance on German broadcaster Deutsche Welle – we made it crystal clear that hardworking taxpayers will foot a punishing bill from the hike. Our analysis that this would take the tax burden to a 70-year high appeared on the front page of nearly every national newspaper.



As more details were published, our research team pored over reams of government information. Their expert analysis laid bare the unfair impact of the new levy, including on the Tories' new 'red wall' voters. Poorer workers will pay an even higher proportion of their income in national insurance. Similarly, non-retired individuals will have a national insurance bill more than seven times greater than retired individuals. The findings were splashed in *The Sun on Sunday*, *Sunday Express* and *Mail on Sunday*.

The final tool in our armoury was our viral petition to "Stop the Tory tax rise", shared by renowned political blogger Guido Fawkes within minutes of being created.

Unfortunately, all this wasn't enough. Though we were able to persuade hundreds of Labour and Conservative MPs to oppose it, parliament approved the rise. It was a loss for taxpayers, but we're not giving up! People power matters and we will continue fighting.



Council tax

We continue to lead the charge against inflation-busting council tax rises. We've seen both Croydon and Slough councils file for bankruptcy as a result of poor financial management. Local taxpayers have suffered as a result – both in the form of higher council tax and reduced frontline services.

The average council tax bill for a band D property stands at an eye-watering £1,898. Our analysis found that, in just 20 years, bills have shot up by 111% in cash terms. We developed an interactive map so people can compare their council tax bill to others across the country, and we launched an online petition which has received thousands of signatures.



5 local authorities charge over 10% of the average local salary in tax

In June, we also released a council-by-council breakdown showing that council tax costs Brits an average of 7.3% of their income.

Our Grassroots Campaign Manager now has a regular column on ConservativeHome where he exposes just how badly some councils treat taxpayers' cash.

Through our investigations we've discovered that millions of pounds of taxpayers' cash goes down the drain every year at a local level. Council bosses trot out the tired old lines that "there's no more fat left to trim" from their budgets but we know this simply isn't true. Thanks to the work of our research team and grassroots coordinators, we're showing councils that big savings can be made. We will not let up in our campaign to stop council tax rises.

104 authorities have council tax bills of over £2,000 – around 1/3 of the councils in England



The TV licence

Through our **Axe the Tax** campaign, we have been relentless in calling for the abolition of the TV licence fee. Our media team have also been on the airwaves over the past year to call out some of the shocking examples of wasteful spending at the BBC and to speak out against the licence fee increase.

For instance, we discovered £23.4 million was spent making 331 staff redundant. Of those, 85 employees received a golden goodbye in excess of £100,000!

But it's not just the BBC. Channel 4 is publicly owned too and it's about time it was also brought into the 21st century. That's why we've called for it to be sold off. We're putting pressure on politicians in the corridors of power to secure a better deal for taxpayers.





Supporting businesses

We have been campaigning on business rates for over a decade. Small businesses and high streets have been hard hit by rates. The business rates multiplier increased by 10 percentage points in the last 10 years to over 50%, accelerating the amounts businesses pay in recent years.

The government recognised this burden during the pandemic, allowing retail, hospitality and leisure businesses a relief for 2020-21. But we argue that permanent changes should have been announced. These include reducing the multiplier and allowing businesses to appeal their rates in times of economic hardship.

We held two events this year to discuss this important issue with Rt Hon Jake Berry MP and Small Business Minister Paul Scully MP.



Stamp duty

Throughout our 17 year history we've consistently called for stamp duty on home purchases to be abolished and we were the first campaign to push the hated tax up the political and media agenda.

We were delighted when the Chancellor temporarily raised the threshold to £500,000 as part of the covid economic recovery programme. But it wasn't enough. We piled on pressure for the government to extend the deadline from 31 March. Our online petition gathered thousands of signatures, which we presented to the Treasury.

We celebrated a campaign victory when, after relentless media and political pressure, the deadline for the £500,000 threshold was pushed back until the end of June.

We will continue to campaign for the government to make a cut permanent.



Plastic bag charge

In May, our research revealed the increase in the plastic bag charge from 5p to 10p will cost consumers **£1.03 billion** over the next decade. As well as the 10p levy itself, shoppers face hidden costs like the increased use of paper bags and VAT on the charge. Together, this is estimated to add around £45 to the cost of living for each household. The findings were covered in swathes of the media, gaining 60 press hits in three days, most notably in the *Express*, *Independent*, and *The Sun*.



A plastic packaging tax to come into force from April 2022.

Manufacturers and importers whose products have less than 30% recyclable material will be charged **£200 per tonne**.

No tax hike left unchallenged!

Salt & sugar taxes

We sprang into action when a recent report commissioned by the government proposed that foods should be taxed based on their sugar and salt content. We released a new research note within 24 hours, which found that the proposal could mean that consumers would pay an extra £4.8 billion in tax every year. The PM scrapped the recommendation almost as quickly as we reacted to it!



Corporation tax

In the Budget, the Chancellor announced an increase in corporation tax alongside a super deduction on investment. Our rapid response to this found that this hike would make the UK's effective marginal rate the highest amongst G7 and BRIC countries.



Ahead of the G7 conference in Cornwall, it was announced that a deal had been struck to establish a minimum global rate of corporation tax. Invited onto talkRadio to discuss the tax plans, we argued that – if it is to be effective – it will have to apply to more than just the countries in the G7. Presenter Patrick Christys threw his support behind us, commending our “great and insightful research” and urged listeners to visit our website and find out more. The government should be encouraging investment as we bounce back from the pandemic, not punishing businesses with higher tax.

Research

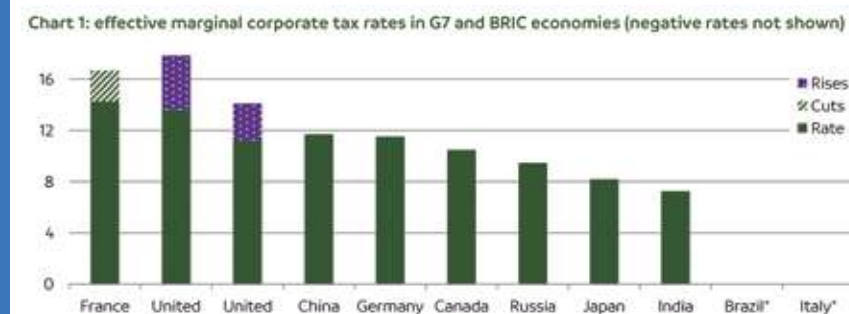
We pride ourselves on producing regular, robust research on a wide variety of taxpayer issues, which underpins our campaigning.

This year, we've investigated important issues like central government research funding, fiscal challenges facing an independent Scotland, an online sales tax and the job retention scheme, among many others.

Since September 2020, we've produced 40 research papers, which brings the total number of research projects published since 2004 to 417. Our full research archive can be found at taxpayersalliance.com/research_papers.

Alongside our research, we have also submitted responses to four government consultations over the past 12 months.

40
research
releases





We've had 46 op-eds in major newspapers such as the Daily Telegraph, The Times, Daily Express, Yorkshire Post and City A.M.



So far in 2021, we've had over 3,800 media hits across print, broadcast and online, meaning we've reached over 145 million people

“ They pick up – always. In ten years as a journalist, I've never had the TPA not return my calls and come back with a brilliant quote within minutes, right on deadline. ”
– Harry Cole, Political Editor, *The Sun*



The ad value of our media hits is equivalent to £10 million this year

We pride ourselves on being available 24/7 to comment on all sorts of issues related to taxes and government spending. Our dedicated media mobile is always answered by a member of the team, and we aim to turn a quote around within an hour or get someone onto a broadcast appearance.

We have a distribution list with over 2,500 media outlets, which receive proactive and reactive press releases from us, and we also have regular one-to-one meetings with journalists to discuss our research.

We value local media and have a better presence there than any other group in Westminster. The nature of our research, in which we uncover a national figure then break it down by individual local authority, captures the interest of local media and mobilises local campaigners to hold their public bodies to account.

Digital

Our digital output has continued to increase in both quality and quantity over the past year, and we are reaching more people than ever before through our social media channels, online tools and petitions.

Since building our new digital studio at our office in Westminster, the quality of our videos and media appearances is now the best in the business, allowing us to seamlessly contribute to broadcast debates across the globe.

We have also continued the TPA Talks podcast series, with a host of interesting personalities like Julia Hartley-Brewer, Lee Anderson MP, Robin Aitken and Toby Young.



We reach
185,000
a week on
social media



Our videos
have been
viewed over
320,000
times this
year



At our 8th annual ThinkTent, we had a packed schedule with 19 events over 3 days culminating in our Chief Executive John O'Connell grilling Rishi Sunak over the government's big-spending, high tax policies. It was the only public fringe event that the Chancellor spoke at! We also hosted other panels on net zero, council tax, the UK economy, quangos, TPA Question Time and more!



Over the past year, we have hosted a number of events, both virtual and in person.

These ranged from how to reform business rates to what the future holds for the hospitality industry. We held a number of topical webinars, which allowed us to reach hundreds of people across the country. We were joined by politicians, experts and leading commentators such as Chief Secretary to the Treasury Rt Hon Stephen Barclay MP, Roger Bootle, Rt Hon Dame Andrea Leadsom MP and Jasmine Birtles.

This summer, we were able to hold our first physical event in 16 months – a pub night for our Quids Inn campaign, which was a roaring success. We also made it back to Manchester to host our hugely successful ThinkTent at the Conservative Party Conference.

We look forward to hosting more live and online events in the coming months.

Events

Grassroots

Our grassroots campaigning is what sets us apart from other groups in and around Westminster. We get out to high streets across the country to focus on the issues that affect our supporters.

Covid restrictions unfortunately meant we weren't able to hold action days or meet with local activists over the past 20 months, so we moved our grassroots campaigning online.

We launched a number of petitions on important issues, which received tens of thousands of signatures. We have also been busy recording local grassroots videos from Southampton to Swansea to Sheffield – and everywhere in between!

For our Quids Inn campaign, we sent a quarter of a million beer mats to pubs and supporters in all corners of the country, and we recently sent out some of our TPA merchandise to Freshers Fairs at universities such as Manchester and Surrey.

We're starting to get back out on the road to visit our supporters again and attend events like the Lancashire Business Expo. We're looking forward to seeing more of you in the weeks and months ahead.



 conservativehome



Cementing our place as Britain's Waste Watchdog

It is inconceivable that there are no savings available within a trillion pounds of expenditure, and we will continue to root out wasteful spending at all levels of government. We will use every weapon in our arsenal to fight for hard working taxpayers, who deserve to be treated with respect.



More grassroots activity

After 16 months of covid restrictions, we are itching to get back out across the country to campaign on the issues that matter most to taxpayers.

Campaigning for council tax referendum changes

Since the days of the coalition government, there's been a cap on how high council tax can be raised without triggering a local referendum. In other words, councils tend to put it up as much as they can get away with, while avoiding a local plebiscite they might lose. The principle of local referenda is excellent, and there's no better mechanism for balancing a genuine need for funding and endless pleading for more cash to waste.



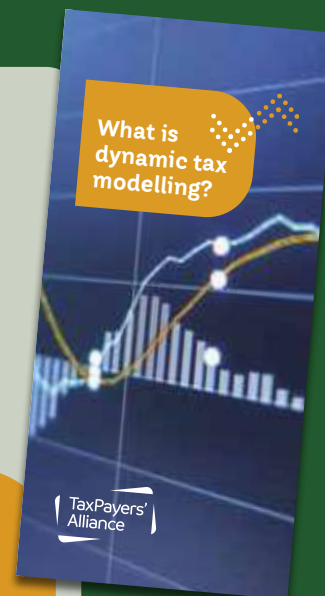
We will be campaigning for the maximum permissible increase to be lowered. This will force councils to either make savings and ramp up efficiency – something many have been pretty woeful at doing – or they go to the electorate to get their consent for a rise over the threshold.

Launching our dynamic tax model

We will be launching our new dynamic tax model soon that will challenge the narrative that lower taxes mean reduced revenues. We will use this model to help parliamentarians, policy makers, journalists and taxpayers better understand tax proposals and how they affect our economy.

“Fiscal policy matters – for businesses, for jobs, for ordinary people. This is a valuable piece of work for the TPA to take on and dynamic modelling will, I hope, become a normal part of Westminster policymaking in the years to come.”

Andy Silvester, Editor, City A.M.



Over the coming year, there will be a lot to do. Fighting off more Tory tax rises to pay for rising public spending; keeping up the pressure on local government to work in the best interest of local taxpayers; finding every penny of wasteful government spending that we possibly can. The list goes on.

Our team is ready to take on these challenges, and more, and with your support, we will achieve great things together.

Upcoming

We wouldn't exist without the support of thousands of people like you across the country who believe that taxpayers deserve to be heard and that the government should stop wasting our money.

Tell your friends about us

Word of mouth is still the best way for us to reach new people. Tell your friends about us and get them to sign up to our bulletin, too!



Sign up for our weekly bulletin at
taxpayersalliance.com/join

Listen to our podcasts




Follow us on social media

 @taxpayersalliance

 @the_tpa

 taxpayersallianceuk

 the-tpa-uk

Become a local activist or tell us about wasteful spending

If you'd like to help us in your area, or if you have a tip off about wasteful spending, get in touch with our Grassroots Campaign Manager Harry Fone at **grassroots@taxpayersalliance.com**

By bank transfer to:
The TaxPayers' Alliance
Account no: **40922257**
Sort code: **09-06-66**

Via our website at
www.taxpayersalliance.com/donate

Make a donation



Cheque made payable to
"The TaxPayers' Alliance"
and posted to 55 Tufton
Street, London SW1P 3QL

By phoning us on
020 7340 6020

Set up a standing order
Get in touch and we can
send you a form.

**Thank
you!**

How your donation helps

- £10,000** Supports the launch of major new TPA projects like our dynamic tax model
- £5,000** Covers the cost of one of our popular factbooks
- £2,500** Contributes towards our in-person and online events
- £1,000** Increases our supporter base with online advertising
- £500** Helps with an eye-catching stunt to raise the profile of a TPA campaign
- £250** Funds the distribution of a major report to MPs
- £100** Provides leaflets for local action days



