

ANNUAL REPORT 2023

**FOR THE YEAR ENDED 31 DECEMBER
2023 FOR THE TOURISM ALLIANCE LTD**

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COMPANY INFORMATION

DIRECTORS: B M Simmonds
B Donoghue
T Jenkins
D Wells
A Handyside
N Brook-Sykes
S Lowy
N D J Lomas
K Nicholls
H D A Japes
J H Croft
B J Cowell
S Tanner
E McClarkin
K L Haynes
P C Smith
L M Petherbridge

SECRETARY: B M Simmonds

REGISTERED OFFICE: Studio 16, Cloisters House
8 Battersea Park Road
London
SW8 4BG

REGISTERED NUMBER: 05106422 (England and Wales)

ACCOUNTANTS: Sawin & Edwards LLP Chartered Accountants
Studio 16
Cloisters House
8 Battersea Park Road
London
SW8 4BG

REPORT OF THE DIRECTORS

The directors present their report with the financial statements of the company for the year ended 31 December 2023.

DIRECTORS

The directors shown below have held office during the whole of the period from 1 January 2023 to the date of this report.

B M Simmonds
B Donoghue
T Jenkins
D Wells
A Handyside
N Brook-Sykes
S Lowy
N D J Lomas
K Nicholls

Other changes in directors holding office are as follows:

M B Hirst - resigned 7 June 2023
P Wragg - resigned 7 June 2023
H D A Japes - appointed 7 June 2023
J H Croft - appointed 7 June 2023
B J Cowell - appointed 7 June 2023
S Tanner - appointed 7 June 2023
E McClarkin - appointed 7 June 2023
K L Haynes - appointed 7 June 2023
P C Smith - appointed 7 June 2023
L M Petherbridge - appointed 7 June 2023

This report has been prepared in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

ON BEHALF OF THE BOARD

T Jenkins - Director

REPORT OF THE CHAIRMAN

As the Tourism Alliance Annual Report is going to press, the government has announced a general election. Whatever the outcome we have witnessed over the last five years an unprecedented level of turmoil: three Prime Ministers, the continuing regulatory burden of a global pandemic and a land war in Europe. That there is any tourism industry in the midst of this is testimony to its resilience.

To be resilient is not to thrive. The industry remains beset by problems whose solution was specified in our manifesto. A new government – of whatever party – has an opportunity to address these afresh.

This AGM will mark the end of my two year term as Chairman. I am delighted to have been able to appoint a new Executive Director, instigate an annual market intelligence conference, witness a growth in the membership and a continuing improvement in our financial position. We are also instigating a change in the structure of the Alliance. Formal We are also recommending to the AGM a change in the structure of the Alliance. If accepted, formal control will be handled by a smaller core of people, with an Advisory Council taking over the deliberations of the Board

In effecting this, the entire Alliance is indebted to Brigid Simmonds. Her disinterested efforts on behalf of the Alliance deserve far wider recognition than I can give here here: all members owe here a huge debt of gratitude.



Tom Jenkins, Chairman

REPORT OF THE EXECUTIVE DIRECTOR

As we go to press all eyes are on the political world as we hurtle towards a general election on 4th July which – if polls are to be believed – could augur the end of fourteen years of Conservative government and inaugurate a Labour one. The big question for us is if that's the case, what does it mean for tourism policy?

No matter how the public vote in July and what stripe of Government is returned the one thing that any Government should do is produce and implement a new, cross-Government, ambitious, tourism growth plan. This should recognise the huge opportunities that exist for our sector to help grow the economy, and the policy and other challenges that currently stop that from happening. The cross-Government nature of such a plan is crucial – all departments need to work together to deliver what should be ambitious targets for sustainable tourism growth.

Our recently published manifesto, [Realising the Potential: A manifesto for tourism in the next parliament](#) outlines a range of policy proposals across four key areas: making travel easier; allowing tourism businesses to thrive; supporting destinations, places, and communities; and the UK in a competitive tourism marketplace. Our advice to incoming ministers would be that these are a good place to start.

It resolutely remains the case that the visitor economy does not have the political profile it deserves given the size and importance of the sector to the British economy. That is something we must continue collectively to tackle in the next parliament.

Sadly, the timing of the general election means some business remains unfinished and will hold over – in particular statutory registration for short-term lets, changes to package travel regulations, and the restoration of tax-free shopping for international visitors. We will push the new Government to get these back on the agenda.

That's not to say that everything stops. Later this year the EU Entry/Exit System is due to be implemented, followed by the EU's advance travel permission system, ETIAS. Meanwhile the UK's rollout of ETA will continue for all non-visa nationals by early next year. All these changes will have significant impacts on travellers inbound and outbound, and in almost all cases will result in more cost and bureaucracy to the traveller and businesses.

If tourism is to fulfil its social and economic potential we have to arrest this trend of making travel harder and more expensive. We need to tackle our high visa costs, staffing shortages, uncompetitive taxation levels, and support tourism development at destination level.



Richard Toomer, Executive Director

REPORT OF THE EXECUTIVE DIRECTOR

For the Tourism Alliance in 2023 we continued to grow. Since our last annual report we have welcomed 10 new full and associate members:

- Business Travel Association
- Cruise Britain
- National Trails UK
- Short Term Accommodation Association
- WineGB
- Wedding Tourist
- Destination Plymouth
- Marketing Liverpool
- Visit Isle of Man
- Visit Windsor

Our events have gone from strength-to-strength with the Tourism Insights Conference and Tourism Policy Conference, the latter hosted in conjunction with the Tourism Society and British Destinations, firmly established as key events in the yearly tourism programme. And in the last 12 months we also launched our new website.

The next year will be full of opportunities and challenges regardless of the outcome of the general election, but one thing is for certain – the Tourism Alliance will be working to ensure Ministers, officials and MPs of all parties understand the importance of tourism and how we can work together to drive it forward.

STATEMENT OF DIRECTORS' RESPONSIBILITIES

The directors are responsible for preparing the Report of the Directors and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the surplus or deficit of the company for that period.

In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

INCOME AND EXPENDITURE ACCOUNT

Year		2023	2022
	Notes	£	£
INCOME		150,400	109,704
Administrative expenses		(129,166)	(105,587)
OPERATING SURPLUS and SURPLUS BEFORE TAXATION		21,234	4,117
Tax on surplus	4		
SURPLUS FOR THE FINANCIAL YEAR		21,234	4,117

BALANCE SHEET

Year		2023	2022
	Notes	£	£
CURRENT ASSETS			
Debtors	5	766	2,609
Cash at bank		84,470	58,211
		85,236	60,820
CREDITORS			
Amounts falling due within one year	6	(15,268)	(12,086)
NET CURRENT ASSETS		69,968	48,734
TOTAL ASSETS LESS CURRENT LIABILITIES		69,968	48,734
RESERVES			
Income and expenditure account		69,968	48,734
		69,968	69,968

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2023.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2023 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Board of Directors and authorised for issue on and were signed on its behalf by: **T Jenkins - Director**

The notes form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS

1. STATUTORY INFORMATION

The Tourism Alliance Limited is a private company, limited by guarantee, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

The presentation currency of the financial statements is the Pound Sterling (£).

The financial statements present information about the company as a single entity.

2. ACCOUNTING POLICIES

Basis of preparing the financial statements

These financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" including the provisions of Section 1A "Small Entities" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Turnover

Turnover represents the net invoiced value of goods and services supplied by the company, net of value added tax and trade discounts.

Financial instruments

The company only enters into basic financial instruments transactions that result in the recognition of financial assets and liabilities like other debtors and creditors. Financial assets and liabilities are recognised when the company becomes a party to the contractual provisions of the instruments.

Debtors and creditors

Basic financial assets and liabilities, including other debtors and creditors, are initially recognised at transaction price, unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Such assets and liabilities are subsequently carried at amortised cost using the effective interest method, less any impairment.

Cash and cash equivalents

Cash and cash equivalents are represented by cash in hand and at bank.

Going concern The directors consider that there are no material uncertainties about the company's ability to continue as a going concern. In forming their opinion, the directors have considered a period of one year from the date of signing the financial statements.

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 1 (2022 - 1).

4. TAXATION

Analysis of the tax charge

No liability to UK corporation tax arose for the year ended 31 December 2023 nor for the year ended 31 December 2022.

The Tourism Alliance Limited operates as a Trade Association and only pays corporation tax on bank interest received.

5. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023	2022
	£	£
Other debtors	766	2,609

6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023	2022
	£	£
Other debtors	1,654	5,708
Accruals and deferred income	6,253	2,497
Taxation and social security	7,361	3,881
	15,268	12,086

7. SHARE CAPITAL

The Association is a company limited by guarantee having no issued share capital, the liability of each member is limited to £1 each in the event of winding up.

8. RELATED PARTY DISCLOSURES

There were no related party transactions during the year, which are required to be reported under FRS102.

CHARTERED ACCOUNTANTS' REPORT

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of The Tourism Alliance Limited for the year ended 31 December 2023 which comprise the Income and Expenditure account, Balance Sheet and the related notes from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed within the ICAEW's regulations and guidance at <http://www.icaew.com/en/membership/regulations-standards-and-guidance>.

This report is made solely to the Board of Directors of The Tourism Alliance Limited, as a body, in accordance with our terms of engagement. Our work has been undertaken solely to prepare for your approval the financial statements of The Tourism Alliance Limited and state those matters that we have agreed to state to the Board of Directors of The Tourism Alliance Limited, as a body, in this report in accordance with ICAEW Technical Release 07/16AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than The Tourism Alliance Limited and its Board of Directors, as a body, for our work or for this report.

It is your duty to ensure that The Tourism Alliance Limited has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and profit of The Tourism Alliance Limited. You consider that The Tourism Alliance Limited is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the financial statements of The Tourism Alliance Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements.

Sawin & Edwards LLP Chartered Accountants
Studio 16
Cloisters House
8 Battersea Park Road
London
SW8 4BG

This page does not form part of the statutory financial statements

DETAILED INCOME AND EXPENDITURE ACCOUNT

	2023		2022	
	£	£	£	£
Income				
Subscriptions	125,068		101,112	
Events income	7,361		8,592	
		150,400		109,704
Expenditure				
Salaries	86,853		14,067	
Events cost	16,939		13,830	
Travel & accommodation	3,340		1,261	
Website and computer expenses	1,332		753	
Telephone	997		214	
Bank charges	72		48	
Sundry expenses	38		163	
Irrecoverable VAT written off	7,021		-	
Consultancy fees	5,435		67,066	
Printing, postage & stationery	913		353	
Professional fees	-		4,000	
Accountancy	2,620		2,000	
Research costs	2,307		675	
Recruitment costs	-		1,157	
Insurance	159		-	
Marketing	592		-	
Manifesto	461		-	
Entertaining	87		-	
		129,166		105,587
NET SURPLUS		21,234		4,117

THE TOURISM ALLIANCE

The Tourism Alliance is the voice of the tourism industry, comprising more than 75 tourism industry organisations that together represent some 200,000 businesses of all sizes throughout the UK. The purpose of the Tourism Alliance is to identify and develop policies and strategies to raise standards and promote quality within the industry and work with Government and Parliament on all key issues relevant to the growth and development of tourism in order to maximise its contribution to the economy.

Contact information

Executive Director: Richard Toomer

M: +44 (0)7576 303127

E: Richard.Toomer@tourismalliance.com

W: www.tourismalliance.com

OUR MEMBERS

