

# Summary of the Association of Licensed Trade Accountants (ALTA)

**PUBLIC RELEASE**

**Dated: 1<sup>st</sup> April 2011**

## **Background**

Within the Licensed Trade there are a number of companies providing services that are unregulated and lack the specific sector knowledge to support this highly challenged, and challenging, sector.

Pub companies are providing the catalyst for change by driving procurement frameworks to appoint quality providers but this is a long, culture change process within the sector. Meanwhile Licensed Operators are often working with service providers who, due to a lack of expertise in the sector, are unable to give best practice, appropriate consultancy resulting in licensed businesses receiving poor advice and guidance and often having a negative impact on the pub business as a whole.

A small group of accountants originating from two pub company approved suppliers listing recognised these challenges and with interest and support from associated organisations such as British Institute of Innkeeping (BII), the formation of an Association of Licensed Trade Accountants (ALTA) was born in Autumn 2010.

A Steering Group was formed in November 2010 to discuss practicalities of structure, governance, membership and approach to market. In addition, the Steering Group remit was to ensure the Association culture was developed in line with sector need.

*This Summary is intended to be available to a wider audience of interested parties and will be updated periodically prior to the launch event on 13<sup>th</sup> May 2011.*

## Objects

The Association's objects are:

### Quality

- To provide credibility and assurance within the licensed trade sector of providers of accountancy services and their experience, knowledge, skills and abilities.
- To ensure confidence within the licensed trade sector when an Operator chooses a provider of accountancy services.

### Independence

- To guarantee accountancy services are focused and provided with the best interest of the client at all times.

### Choice

- To give all Operators an opportunity to appoint, with confidence, a provider of choice for accountancy services.
- To support Operators in a process of due diligence when appointing a provider of accountancy services.

## Principles and Values

The Association has adopted 6 key values and 5 key principles.

Values	Principles
<b>1. Integrity</b> <b>2. Openness</b> <b>3. Professional Conduct</b> <b>4. Confidentiality</b> <b>5. Consultation</b> <b>6. Collaboration</b>	<b>1. Leadership</b> <b>2. Responsibilities and Obligations</b> <b>3. Effectiveness</b> <b>4. Reviewing and Renewing</b> <b>5. Delegation</b>

## Membership

ALTA is a subscription based membership organisation. There is a tiered membership structure with applications and renewals being appropriate quality checked through sector specific business references, and member sponsorship from Yr 2 onwards:

### Associate (ALTA-A)

- Individual membership only
- Those working in accountancy or related licensed trade services ie. Stocktakers, Valuers, Bookkeepers, Surveyors
- Qualified or accredited to a UK accountancy regulatory body (optional)
- Professional Indemnity Insurance certificate presented (preferred)
- Proven experience with licensed trade clients
- % licensed trade clients
- Business references presented

### **Member (ALTA-M)**

- Individual membership
- Qualified with a UK accountancy regulatory body and certificates presented
- Professional Indemnity Insurance certificate presented
- Minimum 5 years proven experience with licensed trade clients
- % licensed trade clients
- Business references presented

### **Fellow (ALTA-F)**

- Individual membership
- Qualified with a UK accountancy regulatory body and certificates presented
- Professional Indemnity Insurance certificate presented
- Minimum 10 years proven experience with licensed trade clients
- % licensed trade clients
- Business references presented

### **The Management Committee**

An incoming Management Committee has been nominated and elected via the ALTA Steering Group who has worked together to form the Association and develop its Constitution and culture:

<b>Name</b>	<b>Role</b>	<b>Company</b>	<b>Telephone</b>	<b>Email</b>
<b>David Jones</b>	<b>ALTA Chair</b>	DRJ Accountants	01937 581356	chair@alta.uk.com
<b>Neil Sysum</b>	<b>ALTA Treasurer</b>	NRS Accountants	01905 622202	treasurer@alta.uk.com
<b>Sallie Ryan</b>	<b>ALTA Secretary</b>	NRS Accountants	01905 622202	secretary@alta.uk.com
<b>Chris Inwood</b>	<b>ALTA Membership S.C. (Chair)</b>	Melrose Pubcare	01454 419262	membership@alta.uk.com
<b>David Jones</b>	<b>ALTA Disciplinary S.C. (Chair)</b>	DRJ Accountants	01937 581356	disciplinary@alta.uk.com

For further information on ALTA, or to reserve your place at the Association launch on Friday 13<sup>th</sup> May 2011 at the Diglis House Hotel (Worcester), please contact:

**Sallie Ryan (ALTA Secretary) on 01905 622202 or email [secretary@alta.uk.com](mailto:secretary@alta.uk.com).**