

BENEFITS OF MEMBERSHIP

This is an exciting and challenging time for business, not least the Licensed Trade sector which has many unique challenges from many sides - Government legislation, changes in social patterns and demographics plus the current economic constraints. Those of us who operate within the sector, whether a Pub Company, professional advisor or deliverer of services, believe working together can achieve more than 'going it alone'.

The Association of Licensed Trade Accountants has been formed on the principles of collaboration, consultation and cooperation, and is committed to acting in the best interest of the sector as a whole.

Our values are clearly stated:

- Quality
- Independence
- Choice

Membership of ALTA has been supported by key stakeholders in the industry, such as Neil Robertson of the British Institute of Innkeeping (BII) who says...

'BII fully supports the launch of the Association of Licensed Trade Accountants. By improving access to quality specialist advice ALTA will encourage more licensees to seek the necessary business support.'

So what can you expect from your membership?

- **Knowledge hub:** all members will be able to access and contribute to the 'knowledge hub' on the ALTA website and seek advice and support from the wider membership on new and arising issues, innovations and best practice.
- **Professional development:** ALTA has been acknowledged by BII as providing quality membership that can apply for a place on the BIIBAS Panel of Professional Advisors.
- **Recognition:** collectively our members represent thousands of pub operators, tenants and licensees – this 'strength in number' will be harnessed on behalf of members with departments such as HMRC.

Membership is offered at 3 levels: **Associate, Member or Fellow** (please see Membership Application Form attached). Once your application has been approved, you will have designatory letters after your name and a signed Membership Certificate plus your membership fee is tax deductible!

Why not come and join us...

Contact Sallie Ryan (ALTA Secretary) on 01905 622202 or email secretary@alta.uk.com.