

ICOM UK Membership Update

SECOND QUARTERLY REPORT 2021/02

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Headlines

- 2021 membership applications closed on 9 July 2021.
- Member fees were held at 2020 levels.
- Targets were adjusted because of COVID19 and aimed to achieve 80% (1948 members / £175,596 value) of the 2020 intake (see Table 3).

Review

- Membership:** In total, membership has achieved 88% in numbers (1718) and 92% in value (£160,911) with a total of 1948 members (see Table 1, Table 3).
- Renewals:** Overall 1477 (66%) of 2020 Individual members renewed, comprising 92% Retired, 65% Regular and 31% Student categories. Of Institutes, 62 (78%) renewed (see Table 3).
- New applications:** ICOM UK attracted 179 new members, including only 4 new Institutional members. This is low compared to pre COVID numbers, for example, in 2019, the equivalent was 643 (632 Ind, 11 Inst).
- Targets / categories:** Final numbers show that member categories were not impacted consistently by COVID. Regular members sit below target (88% / 926), Retirees are at 113% target (485) and Institutes 102% (66).
- NB All income data is shown before payment processing fees applied by Stripe**

Actions

- Consider specific and early communications to incentivise those who have not renewed for 2021 to re-join.
- A survey prior to opening for 2022 and targeting non-renewing members may help understand intention to re-join, informing targets for the new year.

Table 1 Membership 2021 – Final numbers

2021	Current members	% to target	Value	% to £ target
Individual regular	926	88%	£82,414.00	88%
Retired	485	113%	£21,825.00	113%
Student	239	60%	£9,560.00	60%
Supporting	2	67%	£678.00	67%
Institutes	66	83%	£46,434.00	102%
TOTAL	1718	88%	£160,911.00	92%

Table 2 Membership 2018 – 2020

Membership summary 2020

Category Name	Total	Net growth (members)	Total value	Net growth (income)
Individual regular	1302	7%	£115,878	7%
Retired	518	3%	£23,310	3%
Student	514	-4%	£20,560	-4%
Supporting	4	0%	£1,356	0%
Institutes	80	6%	£56,120	2%
TOTAL	2418	4%	£217,224	4%

Membership summary 2019

Category Name	Total	Net growth (members)	Total value	Net growth (income)
Individual regular	1209	14%	£107,601	14%
Retired	504	11%	£22,680	11%
Student	534	18%	£21,360	25%
Supporting	4		£1,356	
Institutes	75	13%	£55,025	13%
TOTAL	2326	14%	£208,022	15%

Membership summary 2018

Category Name	Total	Net growth (members)	Total value	Net growth (income)
Individual Regular	1044	11%	£92,916	23%
Retired	449	12%	£20,205	30%
Student	440	47%	£16,000	48%
Institutions	65	0%	£47,635	7%
TOTAL	1998	19%	£176,756	22%

Notes:

2018 included a member fees increase, which accounts for higher growth for income
2019 introduced a new Supporting member grade