

ICOM UK Membership Update

FOURTH QUARTERLY REPORT 2022/04

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Headlines

- Targets for 2022 are £175,000 and a total of 1919 members (NB these were shown incorrectly in previous reports).
- To date, 2022 membership value has achieved 113% financial target (£197,621) and 110% membership numbers target (2,110) (Table 1).

Review

- Membership:** Since October 2021, 2031 Individuals and 79 Institutes have joined (see Table 1, Table 3). Membership applications close: 30/06/2022.
- Targets:** Application profile remains more consistent with pre Covid levels, although numbers are still below 2020 numbers (see Table 2).
- Renewals:** Of the 2110 Individuals, 1686 are renewing applicants. 74 of the Institutes are renewals (see Table 3).
- New applications:** 345 new individual applications have been accepted, and five new Institutes have joined (see Table 3).
- New applications for 2022 (350) have exceeded the same period for 2021 but remain lower than 2020 (541), with both Individuals and Institutes being around 50% lower (Table 6 - 7).
- There are signs of recovery, and the new applications profile is moving in the right direction.
- NB All income data is shown before payment processing fees applied by Stripe

Actions

- Membership recruitment plans for 2023 could aim to increase NEW member applications in line with current audience targets.
- Focus recruitment drive across all grades would be impactful, aiming to get total numbers back to pre-covid figures.

Table 1 Membership 2022 – Current numbers

2022	Current members	% to target	Value	% to target
Individual regular	1152	110%	£102,528.00	110%
Retired	543	109%	£24,435.00	109%
Student	333	111%	£13,320.00	111%
Supporting	3	100%	£1,017.00	100%
Institutes	79	120%	£56,321.00	133%
TOTAL	2110	110%	£197,621.00	113%

Table 2 Membership 2019 – 2021

Membership summary 2021

Category Name	Total	Net growth (members)	Total value	Net growth (income)
Individual regular	927	-29%	£82,503.00	-29%
Retired	486	-6%	£21,825.00	-6%
Student	239	-54%	£9,560.00	-54%
Supporting	2	-50%	£678.00	-50%
Institutes	66	-18%	£46,434.00	-17%
TOTAL	1720	-29%	£161,045.00	-26%

Membership summary 2020

Category Name	Total	Net growth (members)	Total value	Net growth (income)
Individual regular	1302	8%	£115,878	8%
Retired	518	3%	£23,310	3%
Student	514	-4%	£20,560	-4%
Supporting	4	0%	£1,356	0%
Institutes	80	7%	£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	16%	£107,601	16%
Retired	504	12%	£22,680	12%
Student	534	21%	£21,360	34%
Supporting	4		£1,356	
Institutes	75	15%	£55,025	16%
TOTAL	2326	16%	£208,022	18%

Notes:

2019 introduced a new *Supporting* member grade

2021 impacted by COVID 19 pandemic