

# ICOM UK Membership Update

## ICOM UK AGM REPORT 2023

Louise Bevan, ICOM UK Membership Manager

### Beginning of Year

- 2023 membership applications opened 7 November 2022
- Member fees were held at previous levels.
- Targets for 2023 have been set to a 5% increase of membership numbers.

### Review

- **Membership:** Up to 31 March 2023, 2,426 memberships have been approved.
- **Trends:** From a very strong opening in November, renewals and applications have followed the typical pattern of slowing around February/March and then picking up as summer nears, travel plans change and budgets need using!
- **Targets** I believe that almost all targets will be met by the end of the year in each membership category. The financial target has been met (we are 103% of target), which is excellent news.
- **Institutions** This year has seen several Institutions change their membership level (up and down) so the growth in for example Level V membership cannot be seen as purely new business. These figures can and will be monitored at the end of June, when we can see the overall picture.
- **Students** We have seen an increase in student membership and a return to pre pandemic levels which shows a return to confidence in travel and students back in educational establishments.

### Actions and Future Work

- **Analysis:** Membership should analyse our current membership and determine ICOM UK's reach. Retention rates should also be assessed to see where we can improve.
- **Membership Working Group.** This new group should look at the areas in which ICOM UK would like to expand and methods for doing so. Target groups and areas should be determined, and strategy agreed.
- **Membership Categories:** ICOM has been working on membership categories and their scope. This year ICOM UK should ensure that its eligibility criteria match that of ICOM's updated rules.

2022 Membership Numbers + 2023 membership targets + summary data to 31 March 2023

	2022	TARGET 2023			CURRENT		ACHIEVEMENT	
		Rates	Numbers	Value	Rates	Numbers	Value	% Target
Regular	1166	£89	1224	£108,936	£89	1251	£111,339	102%
Retired	547	£45	574	£25,830	£45	610	£27,450	106%
Student	348	£40	365	£14,600	£40	474	£18,960	129%
Supporting	3	£339	3	£1,017	£339	5	£1,695	166%
Inst. I	8	£299	9	£2,691	£299	8	£2,392	88%
Inst. II	9	£399	9	£3,591	£399	12	£4,788	133%
Inst. III	15	£599	16	£9,584	£599	13	£7,787	81%
Inst. IV	14	£699	15	£10,485	£699	13	£9,087	87%
Inst. V	7	£799	7	£5,593	£799	10	£7,990	143%
Inst. VI	26	£999	27	£26,973	£999	24	£23,976	89%
<b>TOTAL</b>			2249	£209,300		2426	£215,464	

- NB All income data is shown before payment processing fees applied by Stripe

Comparisons of 2022 and 2023 Individual and Institutional Members

