

Meeting date	5 July 2024
Agenda item	7
Subject	Membership Update 2024/25
Author	Katie Hardgrave
Report	<p><u>Start of 2024 Membership Year</u></p> <ul style="list-style-type: none"> ▪ Membership applications for 2024 opened on 9 October 2023. ▪ Membership fees were held at the same levels as previous years. ▪ Targets for 2024 were as follows: <ul style="list-style-type: none"> • Individual Regular > increase by 10% • Individual Supporting > maintain at same level • Individual Retired > maintain at same level • Individual Student > increase by 10% • Institution I (3 cards) > increase by 20% • Institution II (4 cards) > increase by 20% • Institution III (5 cards) > maintain at same level • Institution IV (6 cards) > maintain at same level • Institution V (7 cards) > maintain at same level • Institution VI (8 cards) > maintain at same level <p><u>Review</u></p> <ul style="list-style-type: none"> ▪ Membership: Up to 30 May 2024, 3,302 memberships have been approved. ▪ Trends: After opening in October, renewals and applications were at their highest in November, decreasing steadily over the membership application period. ▪ Targets: Nearly all targets have been met, except for individual supporting membership, and two institutional levels. However, this is due to a shift in levels for some institutions, meaning other levels have exceeded targets and overall are at 114% of target, which is excellent. ▪ Institutions: Several Institutions have moved levels, both up and down. Institutional figures will be analysed over the summer when we can see the final membership numbers. ▪ Students: Student membership has seen the largest increase. Many applications from students were not eligible due to their course not being museum related. <p><u>Actions and Future Work</u></p> <ul style="list-style-type: none"> ▪ Analysis: We will conduct a comprehensive analysis of our existing membership base to evaluate the geographical and demographic reach of ICOM UK. Additionally, it would be beneficial to assess the retention rates of our members to identify areas where we can implement strategies to enhance member satisfaction and loyalty. ▪ Membership Working Group: The Membership Working Group, established in 2023, should identify the sectors and geographic regions where ICOM UK aims to broaden its presence and

membership base. Prior to the 2025 membership year, specific target audiences and locations should be determined, and a well-defined strategy formulated, outlining the approaches and techniques to be employed for achieving the desired membership expansion.

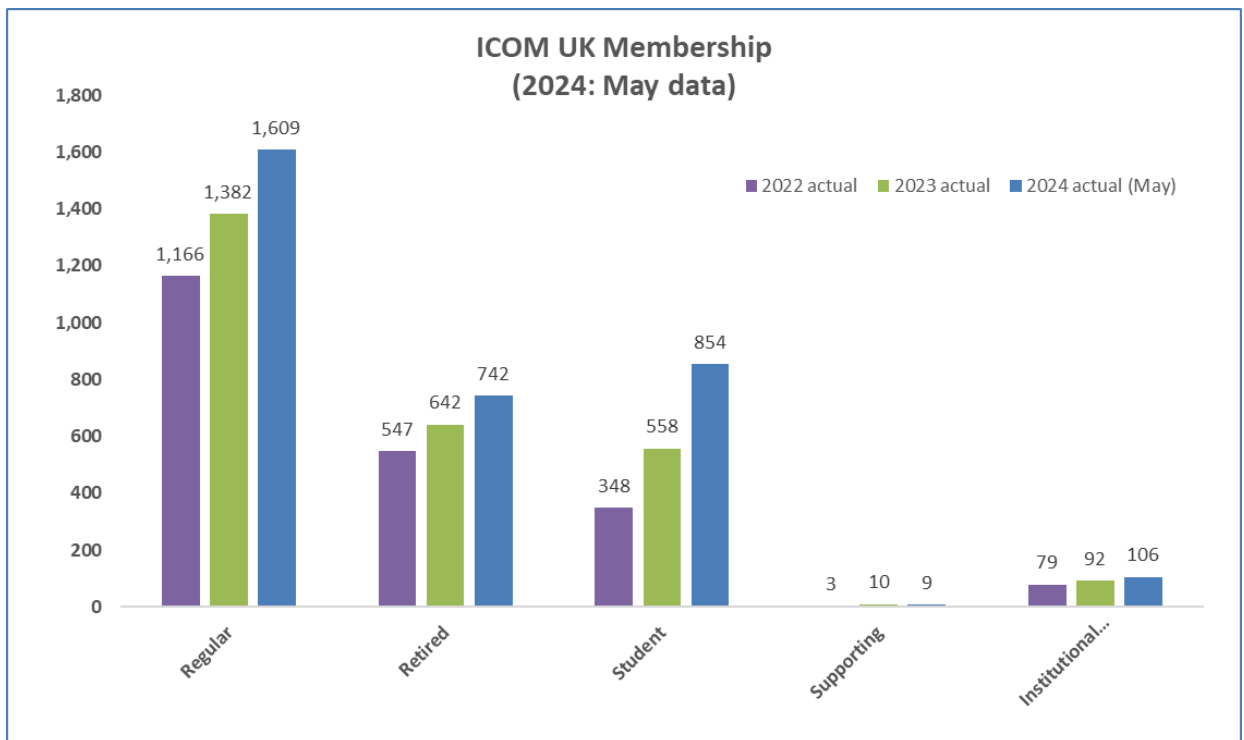
- **Membership Application Process:** ICOM UK is aiming to improve the application process, enabling applicants to provide more information to speed-up the process and allow for automatic renewals. It is also hoped this will make the renewal process faster and smoother for existing members.

Membership Numbers

2023 Membership numbers – 2024 Membership targets – Summary data to 30 May 2024

CATEGORY	2023	TARGETS 2024		CURRENT ACHIEVEMENT (AS AT 30 MAY 24)				
	Numbers	Rates	Numbers	Value	Rates	Numbers	Value	% Target
Regular	1381	£89	1500	£133,500	£89	1609	£143,201	107.20%
Retired	643	£45	643	£28,935	£45	742	£33,390	115.40%
Student	557	£40	625	£25,000	£40	854	£34,200	136.60%
Supporting	11	£339	10	£3,390	£339	9	£3,051	90%
Inst. I	11	£299	13	£3,387	£299	19	£5,681	146.10%
Inst. II	14	£399	17	£6,783	£399	14	£5,586	82.30%
Inst. III	16	£599	15	£8,985	£599	16	£9,584	106.60%
Inst. IV	17	£699	17	£11,883	£699	23	£16,077	135.20%
Inst. V	11	£799	11	£8,789	£799	8	£6,392	72.70%
Inst. VI	25	£999	25	£24,975	£999	26	£25,974	104%
TOTAL	2686		2876	£255,627		3302	£283,136	110% (£)

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



**Decision to be discussed/
made**

