

Meeting date	11 July 2025
Agenda item	8
Subject	Membership Update 2024/25
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Report	<p><u>Start of 2025 Membership Year</u></p> <p>Membership applications for 2025 opened on 6 November 2024, representing a slight delay from previous years' schedules due to necessary upgrades and modifications to the membership system. These system enhancements were implemented to improve the application process and member experience.</p> <p>Membership fees were adjusted for 2025 following comprehensive consultation with the existing membership base through the ICOM UK member survey conducted in June 2024. This represented the first fee increase since 2018, reflecting seven years of stable pricing. The survey results informed the fee structure changes, ensuring they balanced member priorities with organisational sustainability needs and addressed inflationary pressures accumulated over the intervening period. The fee increase was below 10% for most membership categories, and the cost of Student membership was aligned with Retired membership.</p> <ul style="list-style-type: none"> • Individual Regular £93 increased from £89 • Individual Supporting £356 increased from £339 • Individual Retired £49 increased from £45 • Individual Student £49 increased from £40 • Institution I (3 cards) £323 increased from £299 • Institution II (4 cards) £431 increased from £399 • Institution III (5 cards) £647 increased from £599 • Institution IV (6 cards) £755 increased from £699 • Institution V (7 cards) £863 increased from £799 • Institution VI (8 cards) £1,079 increased from £999 <p>The membership targets for 2025 were as follows:</p> <ul style="list-style-type: none"> • Individual Regular > increase by 5% • Individual Supporting > maintain at same level • Individual Retired > increase by 5% • Individual Student > increase by 10% • Institution I (3 cards) > increase by 10% • Institution II (4 cards) > maintain at same level • Institution III (5 cards) > increase by 6% • 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>

Membership:

As of 5 June 2025, 3,542 memberships have been approved. 2025 saw the introduction of automatic renewals with direct debit payment options. The application form was enhanced to require more comprehensive information from new applicants, reducing the need for follow-up correspondence to obtain missing information and documentation. Existing ICOM members were also required to provide this additional information during renewal. For the October renewal period, members will only need to verify their details are current, with memberships automatically renewing via direct debit or updated card details.

Trends:

Following the November opening, membership renewals and new applications peaked during November and December, with activity declining steadily throughout the remainder of the membership application period. This pattern reflects typical member behaviour, with most renewals and applications occurring in the initial months following the launch.

Targets:

Student Membership is at 80% of the target for 2025. This is attributed to two primary factors:

- Stricter course eligibility criteria have reduced the number of qualifying applicants.
- A communication gap occurred when university course leaders were not notified prior to the 2025 membership cycle, limiting awareness among potential student members.

To address these issues, course leaders will receive advance notification for the 2026 membership year. Additionally, the membership working group will review and refine the degree requirements and course eligibility criteria at the meeting which will take place in late June. This should help to restore and increase student membership levels for 2026.

The website will be updated with clearer eligibility criteria for student membership prior to 2026 membership opening.

Institutional memberships have shown overall growth despite some variation between levels. While membership levels shifted among individual institutions, the overall increase is positive. Institution 2 was the only category that did not meet its membership target for this period.

Actions and Future Work**Membership Working Group**

The Membership Working Group, established in 2023, will conduct a comprehensive analysis of current membership figures and establish realistic growth targets while identifying strategic initiatives to enhance member recruitment and retention. The group will undertake a thorough review of membership criteria and application processes before the 2026 membership cycle opens, ensuring alignment with organisational objectives and member needs.

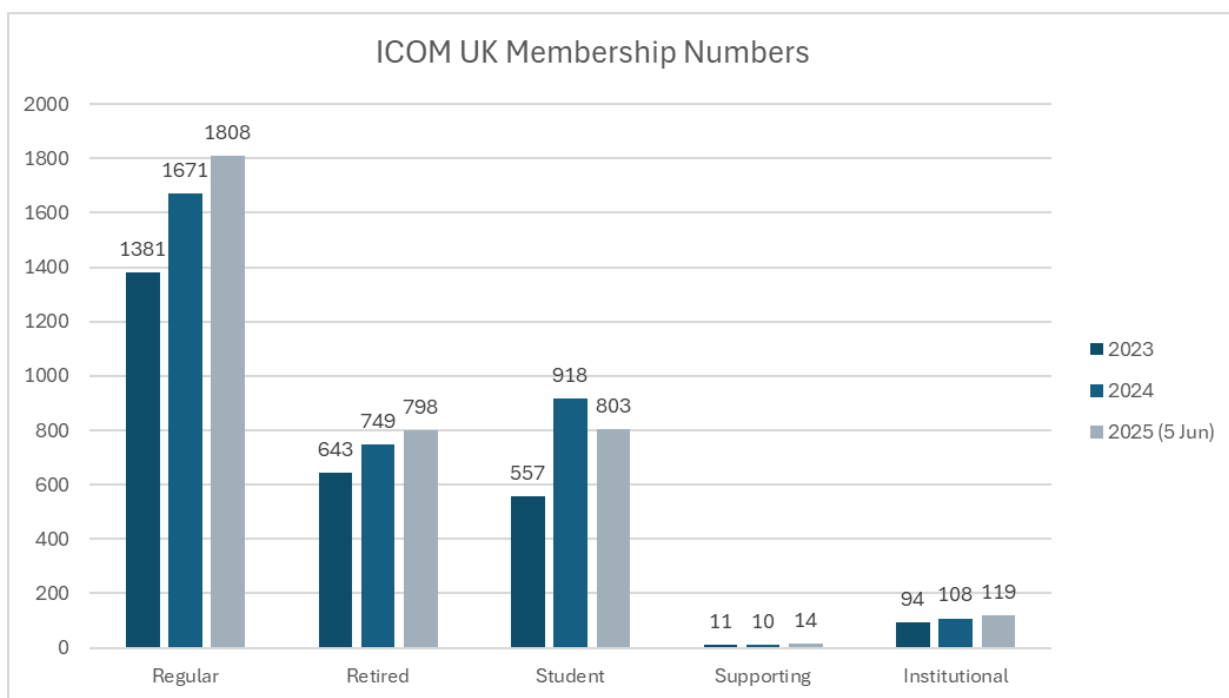
Based on this review, the working group will develop and implement a targeted membership strategy designed to achieve the desired growth targets while maintaining quality standards and member satisfaction.

Membership Numbers

2023 & 2024 Membership numbers – 2025 Membership targets – Summary data to 5 June 2025

	2023	2024	TARGETS 2025			CURRENT ACHIEVEMENT (AS AT 5 JUNE 25)			
Category	Numbers	Numbers	Fees	Numbers	Value	Fees	2025 Numbers	Value	% Target
Regular	1381	1671	£93	1754	£163,122	£93	1808	£168,144	103%
Retired	643	749	£49	787	£38,563	£49	798	£39,102	101%
Student	557	918	£49	1010	£49,490	£49	803	£39,347	80%
Supporting	11	10	£356	10	£3,560	£356	14	£4,984	140%
Inst. I	11	19	£323	21	£6,783	£323	25	£8,075	119%
Inst. II	14	15	£431	15	£6,465	£431	11	£4,741	73%
Inst. III	16	16	£647	17	£10,999	£647	18	£11,646	106%
Inst. IV	17	24	£755	24	£18,120	£755	29	£21,895	121%
Inst. V	11	8	£863	8	£6,904	£863	8	£6,904	100%
Inst. VI	25	26	£1,079	26	£28,054	£1,079	27	£29,133	104%
Inst Supp	0	0	£2,400	0	£0	£2,400	1	£2,400	100%
TOTALS	2686	3456		3672	£332,060		3542	£336,371	101%

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



Decision to be
discussed/
made