

APPENDIX TO EGM RESOLUTION 2

COMPANY MEMBERS CONSULTATION SUMMARY – NEW SUBSCRIPTION MODEL

1. Background

1.1. We have enhanced our Company Membership to provide greater value and impact, introducing a more rigorous assessment process and a wider range of exclusive benefits to support business growth. Members now gain access to valuable resources, exclusive discounts, and marketplace recognition to attract more clients and partners.

1.2. We currently have a complicated subscription model divided by whether you are a consultancy or a company. As a result, there are 12 different subscription bands.

1.3. For consultancies, the subscription is based on the number of professionals within their organisation.

1.4. For companies, the subscription is based on turnover.

1.5. To ensure fairness, we are proposing a new subscription model, to take effect from **January 1 2026**, based on turnover rather than the number of professionals. This model better reflects financial realities and offers a clearer return on investment for companies of all sizes.

1.6. The new model will have seven turnover bands, introducing a new band for those with turnovers under £500k and another for those between £5M - £10M.

2. Company Member Consultation Process

2.1. To gain valuable insights from key stakeholders within the CIOB, we collaborated with Enventure Research to develop a comprehensive survey.

2.2. The purpose was to assess membership perspectives on the proposed turnover-based subscription model we discussed in meetings with MEC, LT and BOT. This document outlines the methodology, key results, and takeaways from the consultation.

2.3. The consultation process included a structured survey incorporating closed questions, Likert scales for opinion measurement, and an open-ended section for qualitative feedback. Before launching, the survey underwent a rigorous approval process by the Leadership Team to ensure clarity and relevance.

2.4. Participants were sent an approved email invitation detailing the survey objectives, current and proposed subscription models, and the estimated time for completion (5–10 minutes).

2.5. The survey was distributed to Company Members, Training Partners, and Business Owners/Managing Directors to maximise engagement – a total of 1897 companies.

2.6. To encourage participation, respondents received personalised survey links, with three follow-up reminders sent over the course of the survey period.

2.7. The survey was live from **28 November 2024 to 10 January 2025**.

3. Company Member Consultation Results

3.1. By the closing date, **239 usable responses** were collected, exceeding the target response rate of **10.5%** with an actual participation rate of **13%**.

3.2. Among the 239 respondents:

- **68%** identified as Chartered Company Members.

3.3. Company sizes were well-represented, with **68% of respondents from businesses with turnover under £5M**, closely matching our overall membership profile (**70% under £5M**).

3.4. **Overall, the survey results indicate strong support for a turnover-based model as a transparent and equitable way to determine membership fees.** The majority of respondents agreed with this approach:

- **66%** agreed that a turnover-based model provides a fairer fee structure (**32% strongly agreed, 34% somewhat agreed**).
- Only **14% disagreed**, while **20% remained neutral**.

3.5. **Alignment with Industry Standards**

- **63%** supported aligning membership fees with an industry-standard turnover model (**27% strongly agreed, 36% somewhat agreed**).
- **15% disagreed**, and **22% remained neutral**.

3.6. **Long-Term Value Perceptions**

- **64%** agreed that a turnover-based model would offer better long-term value for businesses (**30% strongly agreed, 34% somewhat agreed**).
- **15% disagreed**, and **21% remained neutral**.

3.7. **Support for Proportional Fee Structures**

- **81%** felt it was important to ensure smaller businesses pay proportionally less, with **45% rating this as very important**.
- Only **6% opposed** this concept, while **9% remained neutral**.

3.8. Investment in Future Services

- **77%** supported the turnover-based model if it led to greater investment in member services, training, and support.
- Only **8% were opposed**, while **12% remained neutral**.

3.9. Key takeaways include:

- **66%** agreement that it is a fair and transparent approach.
- **63%** support for aligning fees with industry standards.
- **64%** belief that it offers better long-term value.
- **81%** agreement that smaller businesses should pay proportionally less.

4. Subscription Model Proposal

4.1. **Existing Model** currently has Companies and Consultancies on two different fee structures with **12 levels of subscription**:

Company	Fee	Consultancy	Fee
Under £1 Million	£486	1 Professional Staff	£182
£1 Million+ - £5 Million	£780	2 to 3 Professional Staff	£372
£5 Million+ - £25 Million	£1,560	4 to 5 Professional Staff	£633
£25 Million+ - £50 Million	£1,944	6 to 8 Professional Staff	£1,251
Over £50 Million	£2,917	9 to 12 Professional Staff	£1,581
Enrolment Fee (on joining)	£105	13 to 25 Professional Staff	£2,482
Assessment Fee (on joining)	£385	26+ Professional Staff	£2,974
Re-assessment Fee (every 5 years)	£385	Enrolment Fee (on joining)	£105
		Assessment Fee (on joining)	£385
		Re-assessment Fee (every 5 years)	£385

4.2. **Proposed Model** consolidates the fee structure into **one system with seven levels of subscription**.

Company	2026 Fee (as per 2025 banding)
NEW: Under £500k	£335
AMENDED: £500k+ -£1 Million	£486
£1 Million+ - £5 Million	£780
NEW: £5 Million+ - £10 Million	£1,235
AMENDED: £10 Million+ - £25 Million	£1,560
£25 Million+ - £50 Million	£1,944
Over £50 Million	£2,917
Enrolment Fee (on joining)	£105
Assessment Fee (on joining) & Re-assessment Fee (every 5 years)	£385

5. Conclusion

5.1. Given these insights and outcomes, the Leadership Team and Member Engagement Committee are both pleased to recommend adopting the new Subscription Model.

5.2 This was approved by the Board of Trustees on 30 April 2025.

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