

## CILT UK Request to the International Trustees from Kevin Richardson, CEO – 8<sup>th</sup> February 2021

There has been a query over CILT UK membership numbers in the Annual Return which this year asked us to identify “Fully Paid Up Members”. For completeness as we have done over a number of years we included the total listing based on our CRM which includes non-paying learner members. These were identified by title and annual subscription amount which was listed as £0. Paying membership for the UK (allowing for inclusion of non-paying Honorary and Emeritus Fellows was 11,583 and given the criteria stated in the Return we are assuming that this is the number against which the membership charge will be based.

The Learner category is someone undertaking a CILT qualification via the AO for some Learning Centres and “membership” is effectively activated if they log in through the CILT UK Portal. Many don’t and not all Centres advise them properly. Numbers have been recorded through AO Registration. Learner status is retained during the duration of their studies and very few convert to paying membership. Many don’t even know they had access to membership benefits and do not register via our My CILT portal.

Learners have no real membership status and no post nominal. I suspect the rationale for launching this was to boost stated membership numbers in the past but it brings no other benefit – no income, conversion, or engagement. In 2012 there were none and it seems to have launched as a scheme in 2013. Learner numbers were recorded in our CRM even if they didn’t access membership.

The Board and Senior Team made the decision three years ago to stop this scheme and we have not been giving away free learner membership for at least two years now. The numbers have been declining steadily as people come off the qualification programme and this could take longer to see the total fall back to zero.

Looking back at past returns for the period 2018 to 2020 where learners were listed it is clear that the membership fee for these were listed as £0 and you can see the fall off in numbers following the decision made:

30 <sup>th</sup> June	2018	2019	2020
Learners	3,530	2,277	1,238
Paying members	<b>11,845</b>	<b>12,116</b>	<b>11,583</b>
Total Membership	15,375	14,393	12,821

For clarity paying members also includes both Emeritus (CILT UK awarded) and Honorary (CILT International awarded) Fellows who do not pay any membership fee. Numbers for these remain consistent at 24.

The question was raised about Students versus Learners. Students are different and are those studying at an accredited University (where the University pays for their students to be members) or an individual student paying for student membership.

I hope this clarifies the situation and the actual figure against which the levy for paying membership should be made.