Membership/subscription fees increase 2018

1 BACKGROUND
1.1 At present the CBA has several categories of membership: individual, student, joint (for two people living in one household), family (which includes joint membership), and organisational (for societies, organisations, universities and other bodies, where the fee is on a sliding scale according to size or turnover). It is also possible to subscribe to British Archaeology in either print or digital versions without being a member.

1.2 The CBA is always looking at ways of enhancing membership benefits. At present adult membership includes a participatory element (via campaigns, conferences and events), as well as the magazine British Archaeology, Members’ Newsletter, and offers from partner bodies, all within a single fee.

1.3 Periodic revision of fee levels is necessary for CBA finances to remain sustainable. There is an expectation that subscriptions should try to keep pace with inflation. Proposals for increases are put forward by the Trustees, for consideration by Council at General Meeting. It has previously been agreed to review fees every two years.

1.4 The finances of the CBA are presently under pressure in the general economic downturn and with very little reserves it is imperative that fees keep pace with inflation in order to continue CBA’s charitable work.

2 INFORMATION
2.1 Trustees have agreed an overall increase in adult membership and subscription fees of £2 to take effect from 1 April 2018. Changes to organisational fees are shown below.

2.2 CBA individual membership: an increase of £2 to £40 is proposed. A review of membership fees for heritage related organisations suggest that this price remains very reasonable (Victorian Society £46, Georgian Group £50, National Trust £64.80, English Heritage £54, RSPB £48).

2.3 Student membership to be increased from £23 to £25 per annum.

2.4 It is proposed that Joint and Family rates are both increased by £2 (to £44 and £51 respectively).

2.5 Organisational rates
The CBA is also proposing to increase organisational membership rates by £2 as follows:
Societies (up to 100 members): increase £39 to £41
Societies (101-500 members), non-national museums; contractors & trusts: increase £60 to £62
Other educational bodies: increase £70 to £72
Local government departments: increase £90 to £92
National bodies/societies, universities and societies over 500 members: increase £117 to £119

2.6 Subscriptions to British Archaeology: the present cover price for the printed magazine is £5.50 and a subscription renewal is £31. The current digital subscription price is £25.99. It is proposed that the full subscription price for the printed magazine be raised to £33. For the time being, the retail sale price will remain as £5.50, and the digital subscription will remain at £25.99, but increases will be discussed with our advisors for the next year, though we do not wish to damage sales levels in a competitive marketplace.

2.7 The above changes would not prohibit the use of occasional introductory offers (time limited) as part of recruitment drives.

2.8 Enhancements to the membership package have been introduced and further value-added incentives will be explored this year, including the introduction of a members-only area of the website with added-value content. The altruistic reason for people to join remains to support our advocacy and campaigning.

3 RECOMMENDATIONS
3.1 Council is asked to adopt the proposed membership and subscription rates detailed above from April 2018, as previously agreed by trustees.