

INFLUENCE

100

LIST

2023



MemberWise

LARGEST UK
MEMBERSHIP BODIES

The Official Launch





Agenda for today:

- What is *The Influence 100 List (2023)*?
- What has been achieved over the past 5 years?
- Reveal the *Influence 100 List (2023)*
- Analysis and Review / Changes since last year
- What can we learn from the *Influence 100 (2023)*?
- Introduce the *Influence 100 (Corporate) List (2023)*
- Q&A – Post in the Chat or Q&A Tab. We will come back to this at the end.

What is the Influence 100?



- 2 lists of the largest membership organisations in the UK, ranked by total membership size.
 - *Influence 100 (2023) List – Individual*
 - *Influence 100 (2023) List - Corporate*
- Today we launch the 5th Version of both lists created via:
 - *Desktop Primary Research*
 - *Input from the MemberWise Network Members*
 - *Direct approaches to member organisations*
 - *Data Collection Period: Feb 2023 – April 2023*

What has been achieved over the past 5 years?

- The most popular page on the MemberWise website
 - 140,000 visits since January 2018
- Many organisations displaying plaques in their HQs
- A sense of pride within many organisations
- Used by many to benchmark / research
- Celebrate size & scale of our sector
- Enabling unique benchmarking
 - Financial Benchmarking Report 2022/23
 - Next edition to be launched @ MEMX 2023 (18th October / London)





Entry Criteria

- 1) A headquarters based in the United Kingdom
- 2) Membership is optional and charged for directly via an annual membership fee
- 3) Over 50% of membership (voting members or equivalent) live or work in the UK



Caveats



- Data direct from member organisation staff and/or website
- Organisations produce annual total at different times of the year
- Desk research linked to published figures
- The information is correct as of April 2023
- The list will remain fixed until Jan 2024
- Updates can be submitted for 2024 List via info@memberwise.org.uk

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Introducing the New List for 2023 - New Top 10

2022 Rank	2023 Rank	Membership Organisation	Members 2022	Members 2023	Change
1	1	National Union of Students (NUS)	6,000,000	6,200,000	200,000
2	2	National Trust	5,711,000	5,702,150	-8,850
3	3	Trades Union Congress (TUC) / 50 Affiliated Unions	5,336,600	5,198,118	-138,482
4	4	Unison	1,206,750	1,400,000	193,250
6	5	Unite	1,171,190	1,246,429	75,239
5	6	English Heritage	1,200,000	1,200,000	0
8	7	Royal Society for the Protection of Birds (RSPB)	1,100,000	1,150,000	50,000
7	8	Caravan and Motorhome Club	1,100,000	1,100,000	0
9	9	Wildlife Trusts (46 in total)	876,000	913,000	37,000
10	10	Camping and Caravanning Club	775,000	755,000	-20,000

New Entries



2023 Rank	Membership Organisation	Members 2023
68	World Wildlife Fund (WWF)	100,000
74	MotorSport UK	75,000
100	Equity	47,000

Decreases



2022 Rank	2023 Rank	Membership Organisation	Members 2022	Members 2023	Change
3	3	Trades Union Congress (TUC) / 50 Affiliated Unions	5,336,600	5,198,118	-138,482
61	77	Scottish National Party	126,000	72,000	-54,000
18	22	British Gymnastics	400,000	354,000	-46,000
29	39	Conservative Party	205,000	172,000	-33,000
70	75	Liberal Democrats	100,000	74,000	-26,000
30	38	United Grand Lodge of England	200,000	175,000	-25,000
10	10	Camping and Caravanning Club	775,000	755,000	-20,000
31	35	Women's Institute (WI)	200,000	180,000	-20,000
22	21	Union of Shop Distributive and Allied Workers (USDAW)	369,000	357,000	-12,000
33	36	Wildfowl and Wetlands Trust	191,000	180,000	-11,000

Celebrating Success



2022 Rank	2023 Rank	Membership Organisation	Members 2022	Members 2023	Change
1	1	National Union of Students (NUS)	6,000,000	6,200,000	200,000
4	4	Unison	1,206,750	1,400,000	193,250
6	5	Unite	1,171,190	1,246,429	75,239
8	7	Royal Society for the Protection of Birds (RSPB)	1,100,000	1,150,000	50,000
20	20	Girlguiding UK	320,000	370,000	50,000
17	17	National Education Union	455,000	500,000	45,000
9	9	Wildlife Trusts (46 in total)	876,000	913,000	37,000
46	34	Chartered Management Institute (CMI)	157,500	182,000	24,500
12	12	Royal Horticultural Society (RHS)	603,500	626,000	22,500
43	33	British Medical Association (BMA)	162,000	184,000	22,000



Comparative Changes

- Last Year: 40,120,040 Members in 2022/23 (0.4% increase)
- This Year: 40,173,997 members in 2023/24 (0.13% increase)
- +53,957 members



Notable Observations

- 50 organisations = Up / 32 organisations = Down
- 15 organisations = Remained the same
- 3 Organisations = New to the list
- Biggest ranking change: Chartered Management Institute (+ 15 entries)
- Largest increase is 200k (National Union of Students)
- Largest decrease is 138k (TUC)



Influence 100 (Corporate) List

- 3rd Year Figures have been compiled
- 26 New Entries
- Thanks to the Trade Association Forum (TAF) for supporting this
- Last Year: 812,000 Corporate Members in 2022/23
- This Year: 1,029,000 Corporate Members in 2023/24
- +217,000 corporate members



What can we learn from both lists?

- Some organisations are still recovering from the impact of COVID
- We have moved from decline to growth
- We need to be mindful of inflation/pending recession
- This year's list continues to present an accurate picture

- Wildlife and Nature - **UP**
- Medical membership bodies – **Small Increase**
- Some sports bodies – **UP**
- Trade Unions – **UP**
- Largest – NUS -**UP**
- Older Generation Social membership organisations - **DOWN**



Accessing This Resource

- Lists are published on the MemberWise website
- MemberWise Learn – Influence 100 Portal
 - *Previous years content / this session*
 - *PDF Version of this Launch Presentation*
- There's more....

There's More...

- Financial Benchmarking Report (delivered in partnership with Price Bailey LLP)
 - *Official Launch at Membership Excellence (2023)*
 - *19th October 2023/ Novotel London West hotel*





What's next?

- The new lists will be published shortly on our website
- www.memberwise.org.uk
- The Financial Benchmarking Report Launch in October
- Request your plaque/insert (info@memberwise.org.uk)
- Q&A