



# The Official Launch



# Learning Objectives



- Introduce the Influence 100 (2024) List
- Announce new entrants to the list
- Contextualise changes since 2023
- Consider themes/key issues +/-
- Introduce the Influence 100 (2024) Corporate List

# Today's Presenter

- Richard Gott, Chair, MemberWise Network



# Agenda for today:



- What is The Influence 100 List (2024)?
- What has been achieved over the past 5 years?
- Reveal the Influence 100 List (2024)
- Analysis and Review
- What can we learn from the Influence 100?
- Q&A

# What is the Influence 100?



- A list of the largest membership organisations in the UK, ranked by total membership size.
- Today we launch the 6<sup>th</sup> Version created via:
  - *Desktop Primary Research*
  - *Input from the MemberWise Network Members*
  - *Direct approaches to member organisations*
  - *Data Collection Period: Feb 2024 – April 2024*

# What has been achieved over the past 5 years?

- The most popular page on the MemberWise website
  - 500,000 visits since January 2019
- 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
- This year we again ensured the List is highly accurate



# 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 2024
- The list will remain fixed until Jan 2025
- Updates can be submitted for 2025 List via [info@memberwise.org.uk](mailto:info@memberwise.org.uk)



**INFLUENCE**

**100**

**LIST**



**MemberWise**

LARGEST UK  
MEMBERSHIP BODIES

— 2024 —

# Introducing the New List for 2024 - New Top 10

2023 Rank	2024 Rank	Membership Organisation	Members 2023	Members 2024	Change
1	1	National Union of Students (NUS)	6,200,000	6,000,000	-200,000
2	2	National Trust	5,702,150	5,588,000	-114,150
3	3	Trades Union Congress (TUC) / 50 Affiliated Unions	5,198,118	5,187,000	-11,118
5	4	Unite	1,246,429	1,400,000	153,571
4	5	Unison	1,400,000	1,300,000	-100,000
6	6	English Heritage	1,200,000	1,180,000	-20,000
7	7	Royal Society for the Protection of Birds (RSPB)	1,150,000	1,140,000	-10,000
8	8	Caravan and Motorhome Club	1,100,000	1,100,000	0
9	9	Wildlife Trusts (46 in total)	913,000	911,000	-2,000
10	10	Camping and Caravanning Club	755,000	720,600	-34,400

# New Entries



2024 Rank	Membership Organisation	Members 2024
48	RNLI	150,000
79	IAM RoadSmart	74,000

# Decreases



2023 Rank	2024 Rank	Membership Organisation	Members 2023	Members 2024	Change
1	1	National Union of Students (NUS)	6,200,000	6,000,000	-200,000
15	19	Labour Party	500,000	367,000	-133,000
2	2	National Trust	5,702,150	5,588,000	-114,150
25	29	Woodland Trust	300,000	197,000	-103,000
4	5	Unison	1,400,000	1,300,000	-100,000
13	14	GMB	574,000	500,000	-74,000
20	23	Girlguiding UK	370,000	300,000	-70,000
10	10	Camping and Caravanning Club	755,000	720,600	-34,400
46	57	Civil Service Sports Council (CSSC)	150,000	124,000	-26,000
18	20	Oddfellows	388,000	365,400	-22,600

# Celebrating Success



2023 Rank	2024 Rank	Membership Organisation	Members 2023	Members 2024	Change
5	4	Unite	1,246,429	1,400,000	153,571
14	13	The Scout Association	561,000	605,000	44,000
22	18	British Gymnastics	354,000	386,000	32,000
58	47	Association of Accounting Technicians (AAT)	124,000	150,000	26,000
84	74	Spotlight	65,000	90,000	25,000
34	26	Chartered Management Institute (CMI)	182,000	204,000	22,000
71	66	Institute of the Motor Industry (IMI)	85,000	105,000	20,000
75	73	Liberal Democrats	74,000	90,000	16,000
19	17	University of the Third Age	375,000	388,000	13,000
23	22	National Trust for Scotland	317,000	328,000	11,000

# Comparative Changes



- Last Year: 40,173,997 members in 2023/24 (0.13% increase)
- This Year: 39,749,700 members in 2023/24 (0.79% decrease)
- - 316,997 members

# Notable Observations



- 46 organisations = Up / 37 organisations = Down
- 15 organisations = Remained the same
- 2 Organisations = New to the list
- Biggest ranking change:
  - Association of Accounting Technicians (AAT) (+ 11 entries)
- Largest increase is 153k (Unite)
- Largest decrease is 200k (National Union of Students)

# Corporate List



- A dedicated list for membership bodies with the largest corporate schemes
- Last Year: 1,012,000 Members in 2023
- This Year: 965,000 members in 2024
- - 47,000 members



# Accessing This Resource



- Published on the MemberWise website
  - <https://memberwise.org.uk/influence100/>
- Introduced on MemberWise Learn
  - *This Launch Presentation (available on-demand)*
  - *PDF Version of Launch Presentation*
- There's more.....

# There's More...



- Financial Benchmarking Report (delivered in partnership with Price Bailey LLP and sponsored by ClearCourse)
  - *Official Launch at Membership Excellence (2024) – 14<sup>th</sup> November*

# What can we learn?



- We need to be mindful of inflation/ recession
- This year's list continues to present an accurate picture
- Professional bodies – **UP**
- Trade Unions – **DOWN**
- Political parties – **DOWN**
- Largest – Association of Accounting Technicians (AAT) - **UP**

# What's next?



- The Financial Benchmarking Report (Sponsored by ClearCourse)
- Request your plaque/insert ([info@memberwise.org.uk](mailto:info@memberwise.org.uk))
- NEW – Social Media Cards to personalise!

