



# TAF MEMBERSHIP 2025/26



SUPPORTED BY GOVERNMENT

# Welcome from the **TAF** Chair



## **Richard Smith**

TAF Chair &  
Managing Director of the RHA

[chair@taforum.org](mailto:chair@taforum.org)

“As the Chair of the Trade Association Forum, my mission is to help TAF continue to grow and develop its offer for members and ensure myself and other members of the board are supporting members to build professional networks, discuss common challenges and promote best practice.

I hope you join the TAF community, and look forward to potentially meeting you over the coming year and working with you to ensure that TAF continues to provide the best possible support to our members, and can act as a champion for our sector.”

# About TAF

TAF is the UK's 'association of associations', a community of 180 trade associations encouraging the development and sharing of best practice among UK trade associations and promoting the role of effective trade associations to government, industry and the wider public.

We focus specifically on trade associations, not on the broader membership community, and that focus helps define everything we do. Our 180 association members in turn represent close to 190,000 UK businesses, making TAF one of the largest representative bodies in the country.

Whether helping associations share best practice, or helping our members help their members transition to net zero, TAF is at the heart of the UK association community and working every day to help support our sector. Thank you for being part of our community!



# The TAF Board

The Trade Association Forum Board is elected Annually by members at the AGM. TAF is proud to be managed by trade associations for trade associations



**Tim Doggett,**  
TAF Treasurer,  
CEO,  
Chemical Business Association



**Richard Smith,**  
TAF Chair,  
Managing Director,  
Road Haulage Association



**Ellen Daniels,**  
Chief Executive,  
British Compressed Gases  
Association



**Sam Long,**  
Chief Executive Officer,  
Decom Mission



**Claire Short,**  
Group Marketing & Communications  
Director, Building Engineering  
Services Association



**Rich Smith,**  
Chief Operating Officer, Energy UK



**Julia Garvey,**  
Vice-Chair,  
Director General,  
British Educational Suppliers  
Association



**Ben Massey,**  
CEO,  
National Association of  
Jewellers



**Donna Rickaby,**  
Senior Membership Manager,  
PAGB, the Healthcare Association



**Robert Candy,**  
Chief Executive,  
The Scaffolding Association



**Fran Barnes,**  
Chief Executive Officer, Horticultural  
Trades Association



**Lee Newman,**  
Chief Executive Officer, Horticultural  
Department for Business and Trade

# The TAF Team

The TAF secretariat is provided by the consultancy Inflect.



**Emily Wallace**  
**CEO**

Leads the association, day-to-day alongside the board.

[ceo@taforum.org](mailto:ceo@taforum.org)



**Harry Shackleton**  
**Commercial Director**

Leads on events, partnerships and strategy.

[ceo@taforum.org](mailto:ceo@taforum.org)



**Aoife Doherty**  
**Secretariat**

Leads on website management, events and marketing and general requests from Members.

[secretariat@taforum.org](mailto:secretariat@taforum.org)

# What TAF does



TAF is run by associations, for associations, with a focus on helping our members deliver more for their members. We support our members by providing:



## Community

We help members connect with each other to network, learn and share, via regular in-person events, an online community and special interest groups.



## Insights

We provide access to resources, industry benchmarking, events and guidance to help our members improve, address common challenges and respond to the changing external environment.



## Services

We provide access to services and deals via a range of partners to help our members save money and deliver more for their members.

# Joining the TAF Community



Like all associations, we are dependent on the involvement and support of our members, so please do get involved! There are plenty of ways to take part in our community:



## EVENTS AND NETWORKING

We run free events for members throughout the year and offer preferential pricing to paid-for events



## ONLINE COMMUNITY

Mobile app and web forums to build your network, ask questions to your peers and crowdsource information from the UK's only network of trade association professionals



## SPECIAL INTEREST GROUPS

Mobile app and web forums to build your network, ask questions to your peers and crowdsource information from the UK's only network of trade association professionals



## MEMBER-TO-MEMBER

We facilitate member-to-member relationships to help solve common challenges by pairing people with experience to help those approaching something for the first time.

# TAF Online

Whilst a lot of our community offer revolves around our face to face and online events, there's also a lot you can do online via our website and on our online community.



## TAF Website

The TAF website has a member only section where you can access member-only content, videos of past webinars, our resource library and access all of your member benefits. Once logged in you will also be able to join our online community and book in a call with the TAF team whenever suits.



## Association Directory

Our trade association directory is the go-to place to find out about associations in the UK and used by Government, the media and the public to find out more about the association sector.



## Online Community

Our online community is a closed forum where members can communicate, coordinate and explore ways of working with one another. Looking for a supplier recommendation? Got a question about member marketing or governance? This is the place for you!



## Create your account

You can register for your individual TAF account through the TAF website using the following link:

[Create my account](#)



# Events

Events have always been a core part of the TAF offer - we run a huge number of in-person and online events each year, from webinars to networking and much more! Alongside our regular events programme we also run two set-piece events each year - our annual conference and the UK Trade Associations Awards.

## Trade Association Awards - February

The awards are one of the highlights of the calendar and an opportunity to recognise the incredible work that goes on in the UK association sector. Find out more here -

<https://tafawards.org>

## Best Practice Exchange Conference - Autumn

Our annual conference is a chance for associations to come together and learn from each other, alongside expert speakers and suppliers to the sector -

<https://taforum.org/community/events/taf-annual-conference/>

### TAF Awards - February 2024



### Best Practice Exchange - September 2023



# Special Interest Groups

TAF membership is access to all employees of a member association, and we welcome people from all levels to join our community. We are also developing our Special Interest Groups to bring together specific specialisms within our community to foster relationships, learning opportunities and career development. The Groups are member-led and meet regularly with support from the TAF Secretariat.

We launched our first SIG, PUBCOM, in 2023 focused on public affairs and communications and the group has met regularly and brought in a range of high profile speakers. Plans for 2024/25 include launching new SIGs around member engagement/marketing and events.

## TAF PUBCOM

Our special interest group bringing together public affairs and comms people from associations, find out more here - <https://www.taforum.org/news/taf-communications-forum-sign-up/>

The logo for TAF, consisting of the letters 'TAF' in a bold, blue, sans-serif font.

# Championing associations



Part of our role for the association community is to shout about the importance of associations to Government, the media, the general public and just about anyone else who will listen! We do this via our on-going relationship with the UK's Department of Business and Trade and by facilitating relationships between members and key stakeholders.

Over the past year this work has included offering opportunities to engage with Government reviews, feeding into the Labour Party's review around business engagement to emphasise the role of associations and more.

We also use our channels and our voice to champion the role of associations more broadly, check out our animation on the value of associations to the UK economy and feel free to download and use!

[Watch our animation on the role of TAs!](#)



# TAF Insights

Helping associations learn and develop is one of our key missions, and we do this through a variety of means



## RESOURCE LIBRARY

Access to resources and free events on best practice for TAs, as well as a member-only resource library



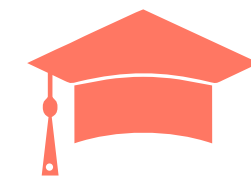
## BENCHMARKING

Access to sector benchmarking research to help inform approach to how to manage your association (salaries/benefits etc.)



## EDUCATION LANDSCAPE

A Guide for Employers designed to support members and associations in navigating the education and skills landscape



## TRAINING

We run regular training courses for associations and partner with other training providers as well to offer members with access to first class training to help them develop their skills and careers.

# Member-only content

**TAF**

Our member-only resource library has guidance and resources on a huge range of subjects to help you run your association, developed by leading figures from the sector. Examples of the type of material available includes:



**Member  
Engagement Toolkit**



**Strategic planning  
for 2025: Your  
member data is  
more valuable than  
you think**



**The Role of Chairs  
and Chief Executives  
in Associations**

# TAF Services

The TAF secretariat is provided by the consultancy Inflect.



## EXCLUSIVE DEALS & OFFERS

Access to exclusive offers and services at a discounted rate or completely free as part of your membership



## JOBS BOARD

Post your vacancies on the TAF jobs board for free and have them promoted across our social channels



## LEGAL HUB

The TAF legal hub allows members to generate legal documents, e-sign documents and much more - all free with your membership!



## APPROVED SUPPLIERS

Preferential deals with leading suppliers to associations, helping you deliver great services to your members at the best possible prices

# TAF Services: LEGAL HUB

## FEATURES

### Document Automation

We offer a document automation solution, enabling anyone to generate perfect legal documents.

### Governance, Compliance & Storage

For anyone using the Legal Portal, we offer cloud based secure storage of all legal documents, as well as full control of who to share the documents with and their document rights. Structure and compliance in one place.

### Digital Signature

Legal Portal users can make use of unlimited digital signatures, thereby making other paid subscriptions to other electronic signature providers obsolete.

### Additional legal services

Legal Portal users can benefit from legal assistance within the portal and grant even more value to their peers

## BENEFITS FOR MEMBERS

### Saving money

Legal services are expensive and obscure to purchase! Getting them from a membership creates huge value for your members.

### Digitizing processes

Everyone are looking to digitize processes. For your members, the solution will bring them the entire foundation for digitizing their legal work.

### Staying compliant

Staying compliant takes a lot of time! This is a headache especially for small and medium sized companies. The portal will make this a lot easier!

### Everything in one platform

Your members might have multiple solutions for digital signature, storage, drafting etc. but we've gathered everything in one platform for them!

# TAF Jobs Board

The TAF Jobs Board is the place for trade association jobs in the UK!

We have partnered with leading jobs tech provider Workable to help TAF members find the best candidates for their roles.

TAF members can post jobs for free and we will promote them on our social channels.

## Find a job at a UK Trade Association

Search for opportunities and land your next job!

Search jobs



### Director General

at Confederation of Paper Industries · Remote · Swindon, England, United Kingdom · Full-time

Posted today



### Membership Manager

at Wood Recycling Association · Remote · United Kingdom · Part-time

Posted 1 day ago



# TAF Marketplace

You can save money on key services, expand your member benefits & diversify your revenue via the TAF Marketplace!

There are 3 core elements to the TAF Marketplace, offering TAF members the chance to save money, offer services to their members and offer services to each other via the TAF Community.



## Deals and Discounts

TAF has curated a range of deals and discounts available exclusively to TAF members on some of the key services that they need to run their associations.



## Offer services to your members

TAF has developed key partnerships across key business services enabling TAF Members to roll out a service offering to their members with minimal effort!



## Member-to-Member Marketplace

TAF Members can use the Marketplace to offer their services to other associations! Got rooms you hire out? List them here. Have back office functions you offer to other associations? This is the place.

# Association Leadership Compass

In 2022, TAF acquired the Institute of Association Leadership, which was the professional community for current and future leaders in the membership sector.

Working in partnership with Ellwood Atfield, TAF has developed the IAL materials into the Association Compass, a systems map for association leaders.

The Association Leadership Compass is broken down into 9 key functions of leadership within the association sector. Each area sets out the expectations required for leadership, the behaviours, skills and knowledge that are required and some suggested training courses and further reading that are available to explore further.

1. The essence of Leadership
2. Strategic Financial Management
3. Support Governance
4. Plan and deliver strategy
5. Advocate
6. Lead volunteers
7. Maximise Commercial Opportunity
8. Engage Community & Stakeholders
9. Lead Operations

# Deals and discounts



As part of your membership, you get access to a range of deals from leading suppliers to the UK trade associations in the UK ranging from money off commonly-procured services to free consultations and more.

Best of all, we have negotiated with all of our partners that these offers can be extended into TAF members' own member offer so if you would like to add one of our partners to your suite, just ask and we can set it up.

## Current Offers



Save 20+% on new tech from Dell



25% off media and political monitoring



15% off recruitment fees with the membership specialist recruitment firm, Membership Bespoke.



Free consultations with leading membership legal firm and TAF member rates.

# Offers continued...

# TAF

As part of your membership, you get access to a range of deals from leading brands who supply to trade associations in the UK such as:



15% off Award Force software



Savings on fuel and EV charging with fuel card scheme



TAF member rates for campaign and animation services



75%+ discount on credit checking platform



50% off online training platform with unlimited access



Free communications strategy review from leading association public affairs and communications consultancy



Free HR and Health and Safety advice line and 12 month free employee management software



TAF member package to assess the Net Zero impact of your association

# Staying in contact

Keep in touch with what TAF has been up to for the previous month by reading our monthly newsletter. We aim to send this out on the final day of the month, every month and will include information about previous and upcoming events.

You can also follow us on Twitter and LinkedIn, and be sure to sign up for our monthly newsletter:



<https://www.linkedin.com/company/trade-association-forum-limited/>



<https://twitter.com/TAFforum>



<https://www.taforum.org/newsletter-signup/>

# TAF




Trade Association Forum

## Fees and how to join

TAF member subscriptions are based on the number of (full time equivalent) staff working for the organisation as shown in the table below.

We run a lean operation and are focused on delivering real value to our members – we are confident that any sized association will receive value significantly in excess of our membership fees.

Our subscription year runs from 1st April to 31st March, if you sign up during the year we will pro-rata your subscription fee until the next renewal point.

Small 0 - 9 Staff	Medium 10 - 19 Staff	Large 20 - 49 Staff	Very Large 50 Staff and over
<b>£695</b> per annum (ex vat)	<b>£1,195</b> per annum (ex vat)	<b>£1,995</b> per annum (ex vat)	<b>£2,995</b> per annum (ex vat)
			
Access to all TAF benefits for all of your association employees	Access to all TAF benefits for all of your association employees	Access to all TAF benefits for all of your association employees	Access to all TAF benefits for all of your association employees

# TAF

Trade Association Forum

For more information, get in touch:

[www.taforum.org](http://www.taforum.org)

[ceo@taforum.org](mailto:ceo@taforum.org) / [secretariat@taforum.org](mailto:secretariat@taforum.org)