



Paper for Members of the Society

Title: **Membership Fees 2026**
Date of Meeting: **30 April 2025 – Annual General Meeting**
Owner: **Marie Livingstone, Society Secretary**
Confidential: **Yes, until approved**
Purpose: **Decision**

INTRODUCTION AND PURPOSE

1. The Members of the Society are asked to review, consider and approve the Membership Fees for 2026. This comes with the recommendation of the Membership Working Group, the Executive Committee and the Board.

BACKGROUND

2. The Membership Working Group (MWG) met on 12 February to make recommendations on the 2026 Membership Fees. Its recommendation was discussed by the Executive Committee on 26 March and by the Board on 9 April. It was noted that the Board had previously resolved to align term and life memberships with the Adult Annual price at 10x and 30x respectively.
3. Membership fees are the first point at which any 2026 income lines are set so this decision is significant in terms of the 2026 budget.
4. Setting membership fees at the AGM in April means those taking out membership at the Show for the 2026 membership year know what the cost will be and it also simplifies administration of those memberships.

Historical fee levels and membership types

5. The price for an Adult Annual membership was held at £75 from 2018 to 2022, with a decision made by the Board for the first Show following the COVID pandemic (2022) to absorb cost increases to support the membership. Adult Annual costs for the following years have been:
 - a. 2023 - £85
 - b. 2024 - £105
 - c. 2025 - £115
6. Senior and Junior fees since 2016 are noted below

Years	Senior	Junior
2016-2023	£40	£40
2024	£50	£50
2025	£55	£50

7. The percentage (rounded) of members holding each type of membership is:
 - a. Adult Annual – 36%
 - b. Term – 4%
 - c. Life – 45.5%
 - d. Junior – 1%
 - e. Senior – 13.5%
8. As a charity, RHASS has to operate for the public benefit. Any private benefit (e.g. to members) must be incidental and membership fees must reflect the significant benefits received. These benefits currently include:
 - a. The right to attend the Royal Highland Show on all four days – on the 2024 Adult Annual fee of £115 that is a benefit worth a discount of £69 on the general on sale price alone. In 2024, RHASS members received the equivalent of £1.2m of RHS tickets.
 - b. The ability to purchase up to 2 discounted tickets to the Show at one tier below general sale.
 - c. Access to the exclusive Members Pavilion and Members Area at the Show.
 - d. The ability to buy Members Village Guest passes to bring one adult guest per day into the Members area and the ability to bring non-Member children into the Members area free of charge.
 - e. Various exclusive discounts including the Holiday Inn Express, Edinburgh Airport; airport parking with Secure Airparks and discounts on Hoggs of Fife clothing.
 - f. For members over the age of 16, the ability to stand for election as a Director and to vote in Director elections and at the AGM.
 - g. Discount on livestock and competition entry fees for the Royal Highland Show.
 - h. Subscription to the Members' digital newsletter.
 - i. A voucher to exchange for a Show Programme.

RECOMMENDATIONS

9. The Executive Committee and the Board reviewed the proposals from the MWG and considered input from the Finance Director regarding likely inflation rates and cost increases. Following due discussion, the Executive Committee and the Board recommend an increase of 6% plus base (of 2.3%), rounded up to £125 for the Adult Annual fee (and hence the same percentage increase for Term and Life fees) with a 33% plus base increase for Senior Annual, reflecting the historical lower cost for Senior memberships and the number of this type of membership (see para 7.e.). No change is proposed for Juniors, reflecting the

ambition to increase engagement with younger Members and also the much small number of these type of memberships (see para 7.d.) with any increase for Juniors having a minimal effect on overall income.

10. The proposed fees for 2026 are:

- a. Adult Annual - £125 (from £115)**
- b. Senior Annual - £75 (from £55)**
- c. Junior Annual – no change £50**
- d. Term - £1,250 (from £1,150) i.e. 10x adult annual**
- e. Life - £3,750 (from £3,450) i.e. 30x adult annual**

RISKS

11. The risk of increasing membership fees too far, triggering a reduction in the number of members, has to be balanced against not increasing them enough and not generating sufficient income from membership.

RECOMMENDATION(S)

12. The Members of the Society are asked to approve the 2026 membership fees in the following categories:

- a. Adult Annual - £125 (from £115)**
- b. Senior Annual - £75 (from £55)**
- c. Junior Annual – no change £50**
- d. Term - £1,250 (from £1,150) i.e. 10x adult annual**
- e. Life - £3,750 (from £3,450) i.e. 30x adult annual**