



Paper for Members of the Society

Title: **Membership Fees 2027**
Date of Meeting: **29 April 2026 – Annual General Meeting**
Owner: **Alex Paterson, Chief Executive**
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 2027. This comes with the recommendation of the Membership Working Group and the Council of Trustees.

BACKGROUND

2. The Membership Working Group (MWG) met on 25 March to make recommendations on the 2027 Membership Fees. Its recommendation was discussed by the Council of Trustees on 16 April.
3. Membership fees are the first point at which any 2027 income lines are set so this decision is significant in terms of the 2027 budget.
4. Setting membership fees at the AGM in April means those taking out membership at the Show for the 2027 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 for the first Show following the COVID pandemic (2022) to absorb cost increases to support the membership despite rising operational costs. Adult Annual costs for the following years have been:
 - a. 2023 - £85
 - b. 2024 - £105
 - c. 2025 - £115
 - d. 2026 - £125
6. Senior and Junior fees since 2016 are noted below

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

2025	£55	£50
2026	£75	£50

7. The percentage (rounded) of members holding each type of membership is:
- Adult Annual – 35%
 - Term – 4%
 - Life – 46%
 - Junior – 2%
 - Senior – 13%
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:
- The right to attend the Royal Highland Show on all four days – on the current Adult Annual fee of £125 that is a benefit worth a discount of £55 on the general on sale price of £45 (early bird) or £75 on full ticket price of £50.
 - The ability to purchase up to 2 discounted tickets to the Show at one tier below general sale.
 - Access to the exclusive Members Pavilion and Members Area at the Show.
 - Discounted Royal Highland Show parking.
 - 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.
 - Discounts at local hotels and airport parking with Secure Airparks.
 - Advance notice or discount on tickets to other events held at The Royal Highland Centre throughout the year.
 - 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.
 - Discount on livestock and competition entry fees for the Royal Highland Show.
 - A voucher to exchange for a Show Programme.

PROPOSALS

9. The Council of Trustees reviewed the proposals from the MWG and considered input from the Finance Director regarding likely inflation rates and cost increases. Following due discussion, the Council of Trustees recommends the following
- An increase of £10 (8%) for the Adult Annual fee and a broadly similar % increase for Seniors.
 - An increase to 10-year life term fees, and introduction of a new 5-year term category in recognition of the cost of the 10-year option.
 - Juniors fees have been increased once since 2017. It is proposed to increase to £75.
10. The proposed fees for 2027 are:
- Adult Annual - £135 (from £125)

- b. Senior Annual - £80 (from £75)
- c. Junior Annual – £75 (from £50)
- d. 5-year Term - £745 (new)
- e. 10-year Term - £1,495 (from £1,250)
- f. Life - £4,500 (from £3,750)

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 2027 membership fees in the following categories:**

- a. **Adult Annual - £135 (from £125)**
- b. **Senior Annual - £80 (from £75)**
- c. **Junior Annual – £75 (from £50)**
- d. **5-year Term - £745 (new)**
- e. **10-year Term - £1,495 (from £1,250)**
- f. **Life - £4,500 (from £3,750)**