Trade Association Forum

TAF MEMBERSHIP 2026/27

SUPPORTED BY GOVERNMENT

Welcome from the TAF Chair



Richard Smith

TAF Chair &
Managing Director of the RHA

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 200,000 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, TAF is at the heart of the UK association community and working every day to help support the sector.



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

Trade Association Forum



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



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



Tim Doggett,
TAF Treasurer,
Chief Executive Office,
Chemical Business Association



Sam Long,
Chief Executive Officer,
Decom Mission



Rich Smith,
Chief Operating Officer,
Energy UK



Angela Oliver,
Chief Executive Officer,
British Florist Association



Ben Massey,
Chief Executive Officer,
National Association of Jewellers



Donna Rickaby,
Head of Membership,
PAGB, The Consumer Healthcare Association



Robert Candy,
Chief Executive,
The Scaffolding Association



Fran Barnes,
Chief Executive Officer,
Horticultural Trades Association



Patrick Kyle,
Chief Commercial Officer, British Security Industry Association

The TAF Team

The TAF secretariat is provided by the consultancy Inflect.

Trade Association Forum



Emily Wallace
CEO

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

ceo@taforum.org



Harry Shackleton
Commercial Director

Leads on events, partnerships and strategy.

ceo@taforum.org



Aoife Doherty
Head of Marketing and Events

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

secretariat@taforum.org



Jade Goodall
Membership Executive and Secretariat

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

secretariat@taforum.org



Sean Codrington
Head of Public Affairs

Leads on TAF's Government Engagement

sean@taforum.org

What TAF does

TAF
Trade Association Forum

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

Our member-led SIGs connect trade association professionals with shared roles, interests or experiences. Supported by the TAF Secretariat, they offer events, online communities and best practice sharing



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

TAF members 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

Best Practice Exchange Conference - Autumn

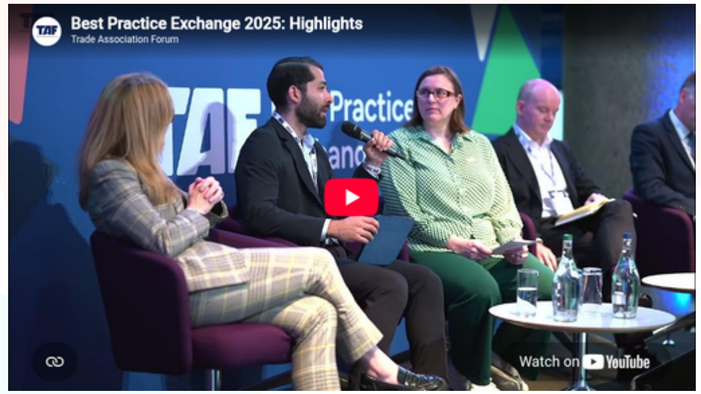
Our annual conference is a chance for associations to come together and learn from each other, alongside expert speakers and suppliers to the sector

Find out more

[TAF Awards - February 2026]



[Best Practice Exchange - September 2025]



Special Interest Groups

TAF membership is accessible to all employees of a member association, and we welcome people from all levels to join our community. Our Special Interest Groups 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.

PUBCOM

Our SIG bringing together public affairs and public relations professionals from associations to discuss challenges and provide support to comms professionals.

MARCOMMS

This group brings together marketing and communications professionals to support professional growth and share best practices.

Membership Engagement SIG

This SIG brings our members together to tackle shared membership challenges and discuss engagement, retention and growth.

Young Professionals Network

YPN is a community of early to mid-career professionals across the UK trade association sector, offering an environment for connection, collaboration and growth.

Women in Trade Associations

WiTA is a community of women working in UK trade associations.



Championing associations

Trade Association Forum

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.)



ASSOCIATION LEADERSHIP COMPASS

Developed in partnership with Ellwood Atfield, the Association Leadership Compass is a training tool. It sets out key skills for leadership in trade associations.



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

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:



Smart Associations: AI Benchmarking Report



Sustainable Membership Growth



Sustainable Membership Growth

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



BUSINESS HUB

Access TAF's online Business Hub, a 24/7 toolkit with expert advice, guidance, and customisable templates

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!

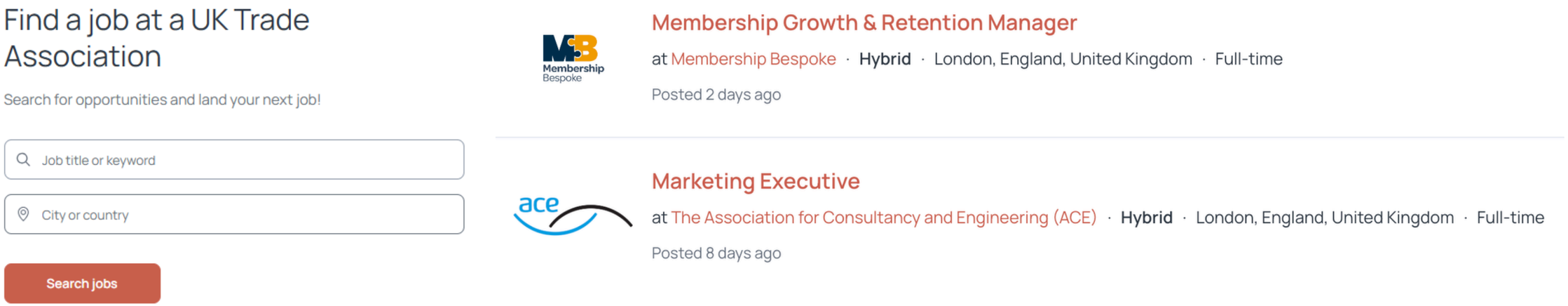
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TAF SERVICES: Jobs Board

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

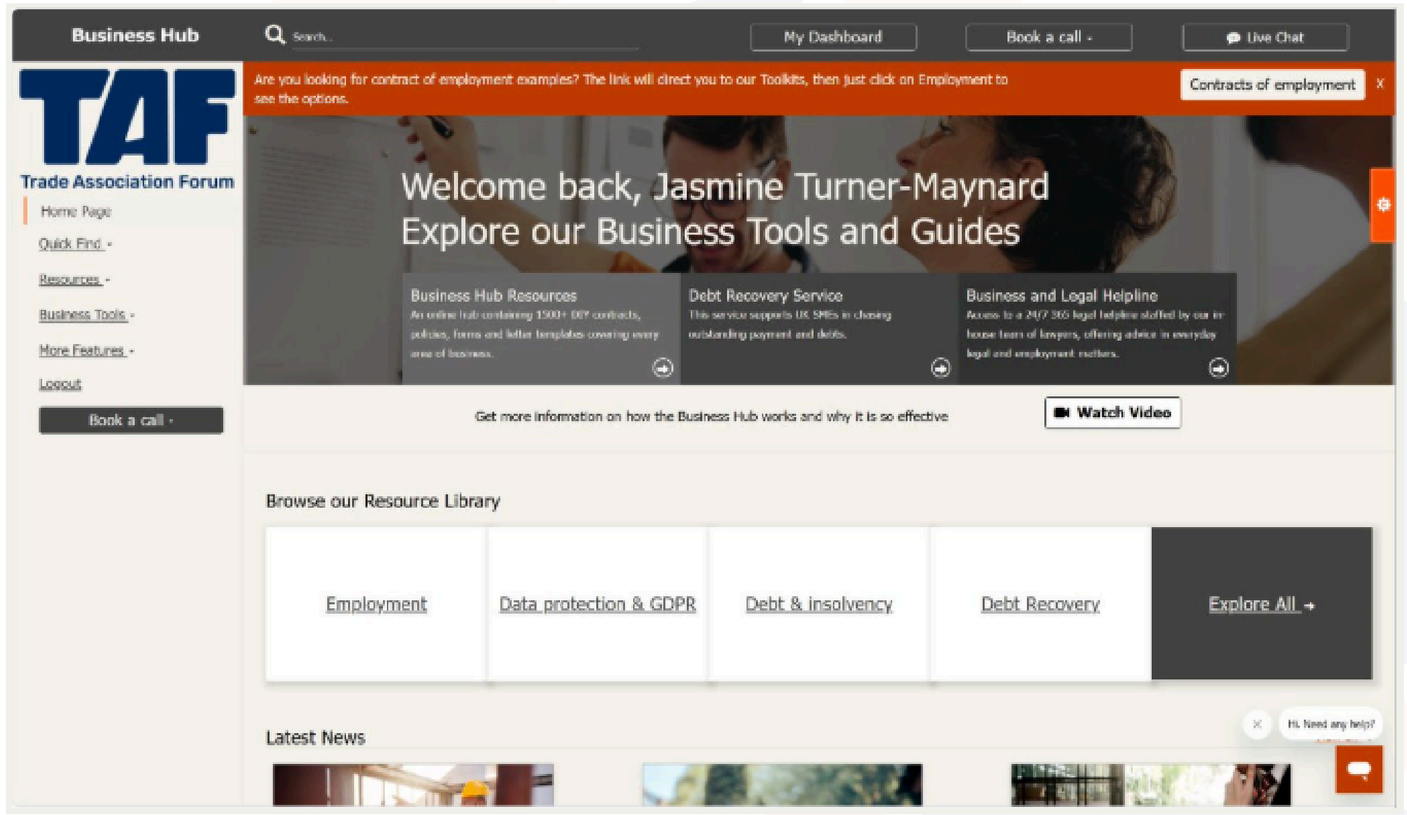
We have partnered with leading jobs tech provider Workable to help TAF members find the best candidates for their roles.

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



tradeassociationjobs.co.uk

TAF SERVICES: Business Hub



membership includes free access to the TAF Business Hub for free, an online toolkit created by expert solicitors and business specialists.

The hub offers up-to-date advice, guidance, and customisable templates, from employment contracts to business plans, all available 24/7 to support your everyday business needs.

[Business Hub]

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.



Partnerships

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

DELTA CYBER SECURITY

10% discount on cyber security services, and access a referral model

British Chambers of Commerce

20% off BCC AI Academy

POLI MONITOR

25% off realtime political monitoring

xero

90% off award winning accounting software for your members for 6 months

Offers continued...

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:

- AWARD FORCE — 15% off awards management software
- Polimapper — 15% off heatmap visualisations to support effective advocacy
- oddity events & marketing — 10% off event management services
- Nucleus TECHNOLOGIES — 30% discount on subscription fees
- UK fuels — Savings on fuel and EV charging with fuel card scheme
- creditsafe — 75%+ discount on credit checking platform
- inflect — 10% discount on any public affairs service
- Square — 30% discount on subscription fees

Staying in Contact

Keep in touch with what TAF has been up for 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.



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.

£733	**£1,262**	**£2,106**	**£3,162**
per annum (ex vat)	per annum (ex vat)	per annum (ex vat)	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
Small 0-9 Staff	**Medium** 10-19 Staff	**Large** 20-49 Staff	**Very Large** 50 Staff and over

TAF

Trade Association Forum

For more information, get in touch:

www.taforum.org

ceo@taforum.org / secretariat@taforum.org