



# TAF MEMBERSHIP 2026/27



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, 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



**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



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

# The TAF Team

The TAF secretariat is provided by the consultancy Inflect.

# TAF

Trade Association Forum



**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)



**Jade Goodall**  
**Secretariat**

Supports 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**

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.



# TAF

Trade Association Forum

# 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.)



## 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.

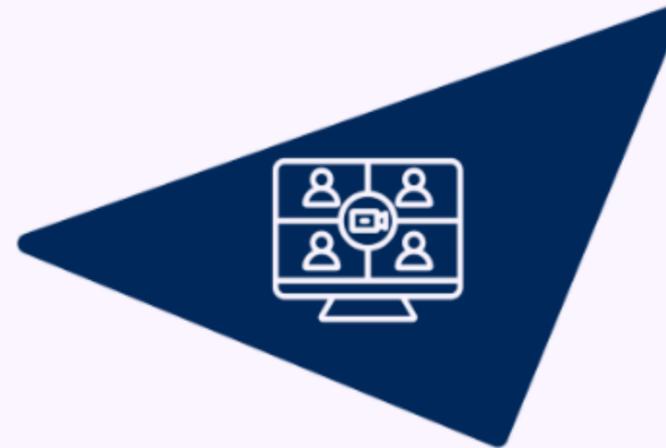
# Member-Only Content

**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:



**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



## JOB 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!

# 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.

## Find a job at a UK Trade Association

Search for opportunities and land your next job!

Search jobs



### Membership Growth & Retention Manager

at [Membership Bespoke](#) · Hybrid · London, England, United Kingdom · Full-time

Posted 2 days ago



### Marketing Executive

at [The Association for Consultancy and Engineering \(ACE\)](#) · Hybrid · London, England, United Kingdom · Full-time

Posted 8 days ago



[tradeassociationjobs.co.uk](https://tradeassociationjobs.co.uk)

# TAF SERVICES: Business Hub

The screenshot shows the TAF Business Hub website. At the top, there is a navigation bar with 'Business Hub', a search bar, and buttons for 'My Dashboard', 'Book a call', and 'Live Chat'. Below this is a banner for 'Contracts of employment' with a close button. The main content area features a welcome message for 'Jasmine Turner-Maynard' and 'Explore our Business Tools and Guides'. Three featured services are highlighted: 'Business Hub Resources' (1500+ PDF contracts), 'Debt Recovery Service' (UK SMEs), and 'Business and Legal Helpline' (24/7 legal advice). A 'Watch Video' button is present. Below is a 'Browse our Resource Library' section with buttons for 'Employment', 'Data protection & GDPR', 'Debt & insolvency', 'Debt Recovery', and 'Explore All'. At the bottom, there is a 'Latest News' section with a carousel of images and a 'Hi, Need any help?' chat bubble.

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

# TAF

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



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



20% off BCC AI Academy



25% off realtime political monitoring



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

# 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 awards management software



Savings on fuel and EV charging with fuel card scheme



15% off heatmap visualisations to support effective advocacy



75%+ discount on credit checking platform



10% off event management services



10% discount on any public affairs service



30% discount on subscription fees



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.



# 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 1<sup>st</sup> April to 31<sup>st</sup> March, if you sign up during the year we will pro-rata your subscription fee until the next renewal point.

<b>£733</b> per annum (ex vat)  Access to all TAF benefits for all of your association employees <b>Small</b> 0-9 Staff	<b>£1,262</b> per annum (ex vat)  Access to all TAF benefits for all of your association employees <b>Medium</b> 10-19 Staff	<b>£2,106</b> per annum (ex vat)  Access to all TAF benefits for all of your association employees <b>Large</b> 20-49 Staff	<b>£3,162</b> per annum (ex vat)  Access to all TAF benefits for all of your association employees <b>Very Large</b> 50 Staff and over
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# 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)