

The background of the image is a red-toned relief sculpture. It depicts a classical scene with several figures and animals. On the left, a horse is rearing up. In the center, two figures are seated on a set of steps; one is a man and the other is a woman. To their right, a lion is walking. Further right, a man stands holding a sword and a shield. On the far right, a dog is standing. There are two large trees with many leaves, and a small bird is flying in the upper right. The overall style is classical and detailed.

# *Membership* Guide

Walpole

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“We have great stories to tell in this country –  
not only of *Britain’s extraordinary history*, but of the talent,  
ingenuity, creativity & innovation of its people.

*Britain’s luxury brands carry that story  
to every corner of the world.”*

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MICHAEL WARD  
CHAIRMAN OF WALPOLE &  
MANAGING DIRECTOR OF HARRODS



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*Walpole is the only body  
in the UK dedicated to  
promoting, protecting &  
developing British luxury  
at home & abroad.*

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Our membership comprises more than 250 of the finest brands across a broad range of sectors: from retail to interior design & craftsmanship, food & drink to fashion, accessories to beauty, through hospitality, culture and the media to automotive and yachting. Walpole members are united by a common focus on discerning and affluent consumers and a shared mission to deliver world-class products and experiences. We achieve this by:

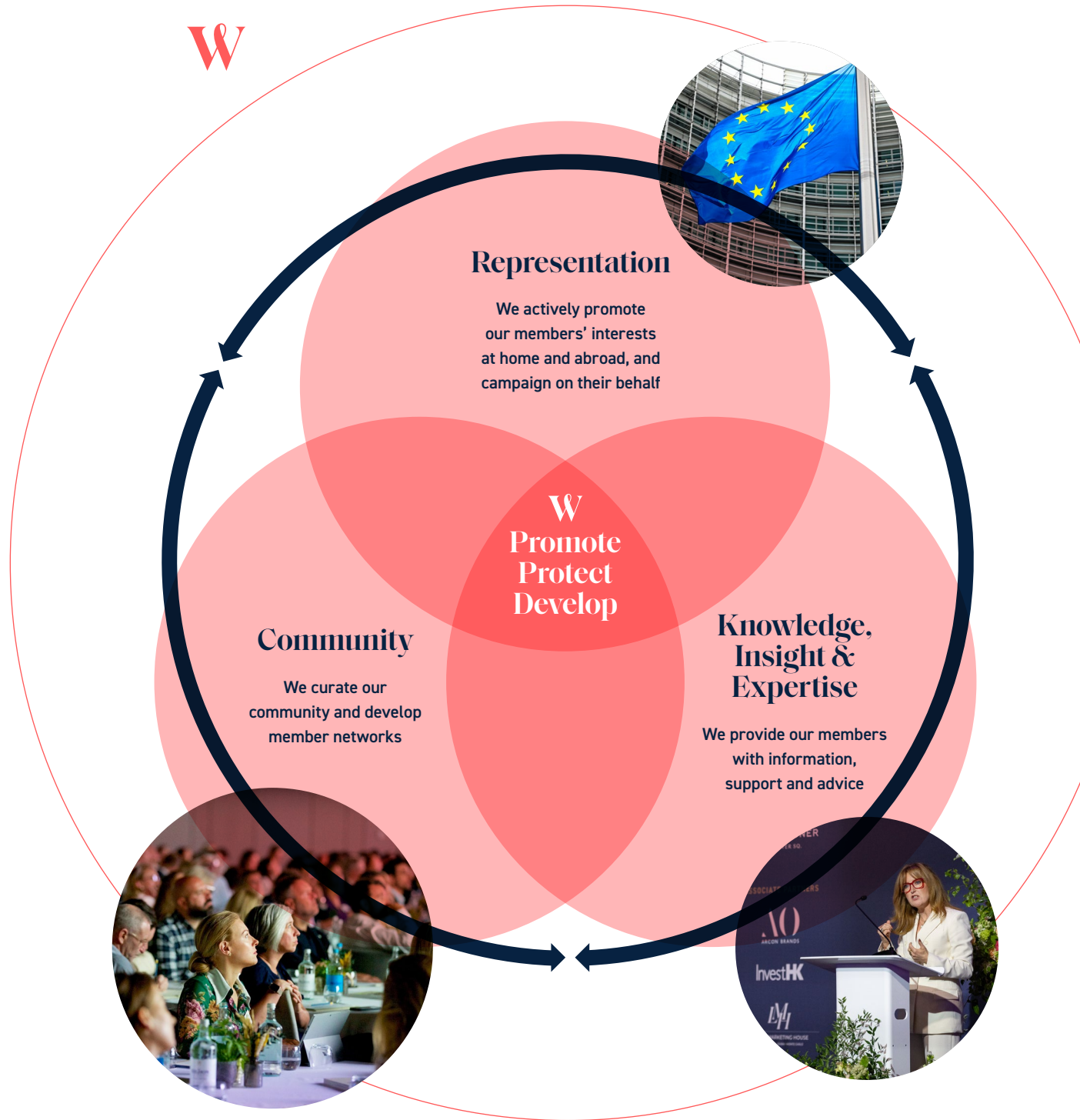
*Representing* our members' interests at home and abroad, building networks and encouraging collaboration within our *Community* and providing members with *Knowledge, Insight & Expertise*

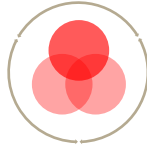
DISCOVER MORE AT [THEWALPOLE.CO.UK](https://thewalpole.co.uk)





## *What we do*





## Representation

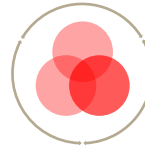
**The UK's luxury industries generate £48bn of revenue annually, and 80% of this is destined for export.\* We represent and promote our members' interests at home and abroad.**

We lobby on behalf of our members, advocating for the sector in Westminster and on the European stage through our membership of the European Cultural and Creative Industries Alliance (ECCIA).

Our collective strength enables us to influence policy and legislation on issues such as trade deals and market access, taxation and safeguarding luxury's business model.

Our trade missions leverage our links with the GREAT campaign, the Department of Business & Trade (DBT), media partners and local experts to promote British luxury and Walpole brands in key markets, including the US, China, Asia Pacific and the Middle East.

\*Walpole Economic Impact Study 2019

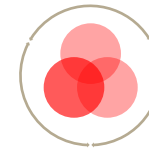


## Knowledge, Insight & Expertise

**We help our members to develop and improve the effectiveness of their brand and their people by providing knowledge, insight and expertise, with key topics covering the macro view for luxury, digital innovation, marketing best practice, diversity and inclusion, sustainability, international markets and growth opportunities.**

Our members benefit from exclusive research and insight from our partners including Bain & Company, McKinsey & Company and London Business School as well as exclusive research and reports commissioned by Walpole.

For example, March 2023 saw the launch of *The Art of British Luxury Hospitality* report in New York, an examination of the trends shaping the UK luxury hospitality sector, and in May 2023 we published *The State of London Luxury 2023* report in partnership with Cadogan, a comprehensive study exploring London's status as a global luxury capital.



## Community

**Our members are stronger when they work collaboratively. We bring our community together and develop member networks, strengthening the brands and the ecosystem of British luxury.**

We convene a dynamic community of brand leaders who come together through Walpole's channels to tackle common challenges and leverage the collective skills of the organisation to achieve their own business goals. We do this using a combination of larger flagship events, working groups, and intimate, curated gatherings.

We connect like-minded brands, promoting knowledge sharing, collaboration and brand partnership, as well as co-ordinating round tables and working groups around key topics like sustainability that unite members' interests.



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# Walpole

## *In numbers*

# 250

members

Partners, Members & Friends

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# 11

sectors

Automotive, Aviation & Yachting  
Beauty, Grooming & Wellness  
Culture  
Fashion & Accessories  
Food & Drink  
Hospitality & Services  
Jewellery, Watches  
& Precious Metals  
Interior Design, Home  
& Craftsmanship  
Media  
Property & Estates  
Retailers & Etailers

# 156

Brands of Tomorrow

Since 2007, including Bremont,  
Orlebar Brown, Nyetimber,  
Cubitts and House Of Hackney

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# 47,000

digital following

Newsletter and social

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For an up to date list of Members,  
Partners, Sponsors & Supporters,  
please visit the [Member List](#)  
on the Walpole website



# Walpole

## *Events Calendar 2023/2024*

● Member Social - an informal drop-in held on the last Thursday of the month



▲ WALPOLE BOOK OF BRITISH LUXURY LAUNCH  
26 JUN 2023

▲ CHAIR & CEO DINNER  
3 JULY 2023



▲ WOMEN IN LUXURY

▲ MARKETING & COMMUNICATIONS DRINKS

▲ CULTURE & CREATIVITY EVENT



▲ WALPOLE BRITISH LUXURY AWARDS  
20 NOV 2023

▲ THE WALPOLE CHARITY  
CHRISTMAS CAROL CONCERT  
4 DEC 2023



▲ WALPOLE POWER LIST LAUNCH



▲ BRANDS OF TOMORROW  
CLASS OF 2024 LAUNCH



▲ JOBS & SKILLS  
REPORT LAUNCH

▲ WALPOLE BRITISH LUXURY SUMMIT







# Membership *Benefits*

## Representation

Campaigns and lobbying, presenting sectoral requirements to government

– Trade missions and promotional campaigns overseas

– Practical guides and assistance with trading overseas

– Development of policy initiatives

## Community

Invitation to the full Walpole Events programme, including webinars and in-person events

– Content on the Walpole website, the Daily Luxury Digest newsletter and across our social media platforms

– Introductions to key contacts in other brands to facilitate sharing of best practice and collaboration

– Extended network throughout the UK, Europe and in key overseas territories

## Knowledge, Insight & Expertise

Access to the Walpole Research and Insights programme

– Access to thought leadership from key partners and Walpole proprietary research

– Library of reports and past publications

– Assistance and research with specific issues

– Insight on brand positioning and key economic and consumer trends





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# Core Membership *Criteria*

**To qualify for Walpole Core Membership, applicants must demonstrate how they meet or exceed the following criteria:**

- The Company is primarily based in the UK and must have or be a brand with a British product or service to offer.
- The Company's origins should be British but need not be British owned.
- The Company is outstanding in its own particular field and has a luxury brand or brands that exemplify the highest standards in terms of quality, style, design, craftsmanship, creativity, service, innovation and sustainability.
- The Company should have a brand or brands with an international reputation or aspire to promote them through international channels.
- The Company is well established, has been trading for no fewer than three years and has a minimum annual turnover of £5 million.
- The Company endorses Walpole's purpose, shares the same objectives and will actively participate in pursuing Walpole's aims on behalf of the luxury sector.
- The Company can demonstrate that they are taking action to prioritise sustainability within their business and sign up to our three sustainability commitments, which can be found in our Sustainability Manifesto.
- The Company can provide a reference from a current Walpole brand if asked to do so by the Walpole board.
- The Company has the capacity to designate a member of staff to champion the Walpole relationship.



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# Joining Process & Membership Fees

- 1 The Walpole membership team will discuss your application with you, as well as relevant membership benefits.
- 2 Once agreed, your application will be confirmed and a Membership Agreement contract sent to you for signature.
- 3 Membership renews automatically (Direct Debit), and fees will be reviewed annually.
- 4 Once payment is received, membership is confirmed within 30 days.  
The membership team will then:
  - Contact your designated representative to gather further details (such as member profile for the Walpole website), along with details of named contacts
  - Schedule your kick-off meeting
  - Announce your joining on the Daily Luxury Digest and provide details of all activities in which you can now participate
- 5 The membership team will schedule regular check-ins to ensure you are getting the most out of your membership.

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## Membership Fees 2023

Membership Tier	Company Revenue	Membership Fee	Named Representatives
–	–	–	–
1	£5-10m	£7,700	2
2	£10-20m	£11,000	4
3	£20-40m	£16,500	6
4	£40-100m	£24,750	8
5	£100m+	£39,600	10

New memberships are subject to a one-off joining fee of £3,000. All amounts are subject to VAT



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# Key Contacts

**Jessica Day**

Senior Membership Manager

✉ [jessica.day@thewalpole.co.uk](mailto:jessica.day@thewalpole.co.uk)

☎ +447342 031 233

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**Becky Mars**

Membership Manager

✉ [rebecca.mars@thewalpole.co.uk](mailto:rebecca.mars@thewalpole.co.uk)

☎ +447342 031 230

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**Helen Brocklebank** Chief Executive

**Anna Maude** EA to CEO & Programme Manager

**Charlotte Keesing** Director, Corporate Affairs & International

**Olivia Lowdell** Head of Events

**Isabel Stewart** Head of Events (*Maternity Cover from April '23*)

**Nick Carvell** Head of Content and Editor-at-Large

**Carly Von Speyr** Head of Communications

**Jon Marlow** Senior Policy Manager

**Bethanie Summerfield** Events & Marketing Manager

**Julia Woolley** Head of Business Development

**Rowena Ratnam** Consulting Marketing Director



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“Britain’s luxury brands represent the  
very best this country has to offer –  
*Walpole’s mission is to help these  
businesses realise their potential*”

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MICHAEL WARD  
CHAIRMAN OF WALPOLE &  
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