

Membership
Guide

W
Walpole

A woman in a voluminous, ruffled red dress stands in the center, flanked by two rows of mounted guards in traditional red and gold uniforms on dark horses. The scene is set outdoors on a dirt path under a cloudy sky.

*“The future belongs
to the optimists”*

MICHAEL WARD
CHAIRMAN OF WALPOLE &
MANAGING DIRECTOR OF HARRODS



Walpole is the United Kingdom's official trade body for the luxury sector, with a mission to protect, promote and develop British luxury at home and abroad.

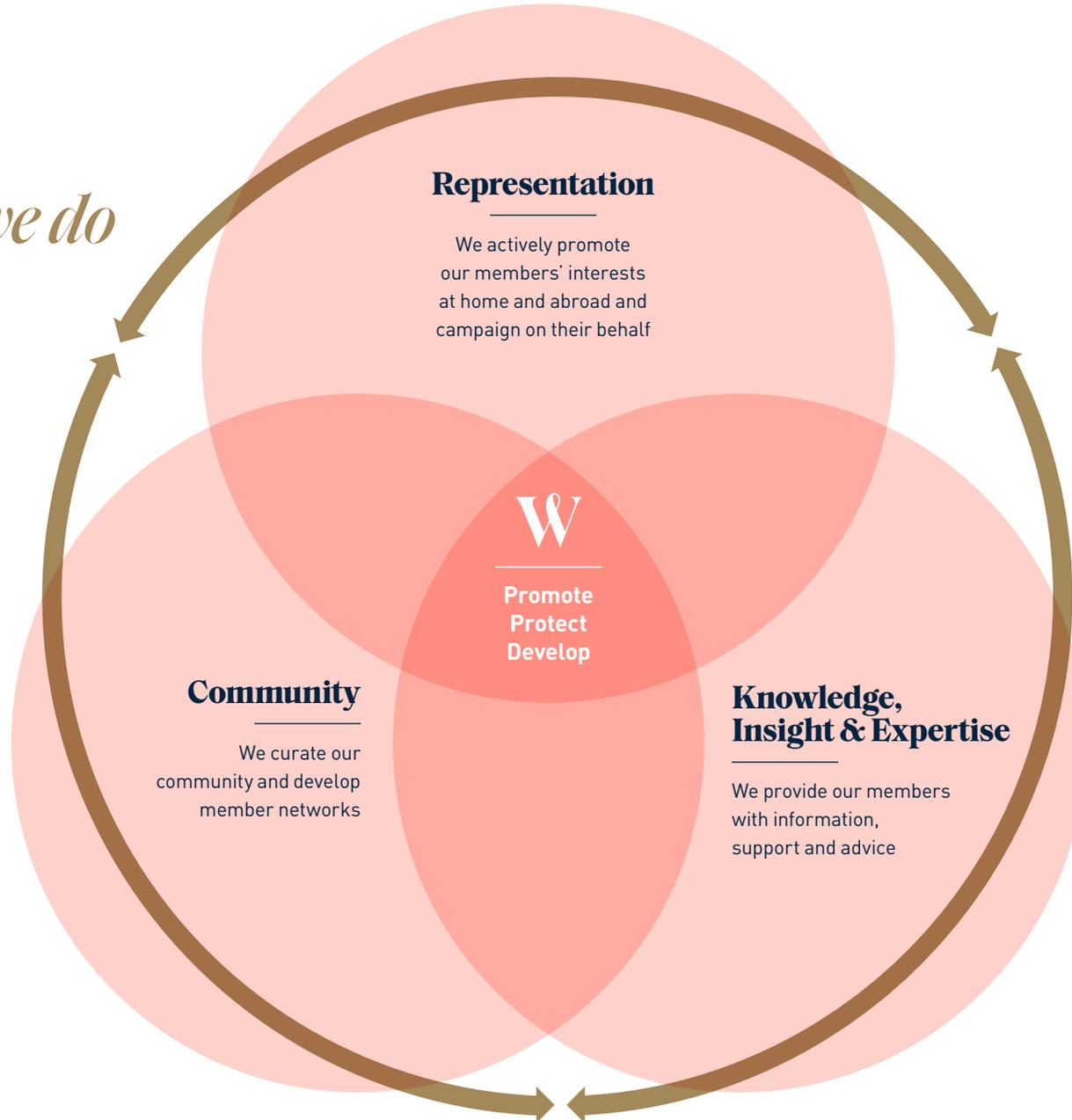
Our membership comprises more than 250 of the finest brands across a broad range of sectors: from retail to interior design & craftsmanship, food & drink to fashion, accessories to beauty, through hospitality, culture and the media to automotive and yachting. Walpole members are united by a common focus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

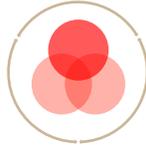
Representing our members' interests at home and abroad, building networks and encouraging collaboration within our *Community* and providing members with *Knowledge, Insight & Expertise*

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



What we do





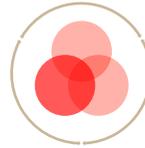
Representation

The UK's high-end creative and cultural 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, campaigning at the heart of Westminster and on a European stage via the European Cultural and Creative Industries Alliance (ECCIA) with partners from Italy, France, Spain and Germany. Our collective strength enables us to influence policy and legislation on issues such as trade deals and post-Brexit market access, taxation and safeguarding selective distribution.

Our trade missions, leveraging our links with the GREAT campaign, the Department for International Trade, media partners and local experts, promote British luxury and Walpole brands in key markets, including the US, China, Asia Pacific and the Middle East.

*Walpole Economic Impact Study 2019

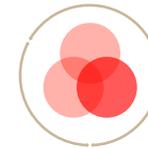


Community

Our members are individually 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 actual and virtual events, both at scale and through smaller gatherings.

We connect like-minded brands, promoting both collaboration and brand partnerships, as well as co-ordinating digital round tables and working groups that bring members together. We facilitate the exchange of ideas and build best practice.



Knowledge, Insight & Expertise

British luxury businesses support more than 150,000 jobs. We help our members to develop and improve the effectiveness of both their brand and their people by providing knowledge, insight and expertise.

More than 1,500 members attended our business support and member insight webinars in 2020, where key topics included responding to the pandemic, marketing, diversity, and the Chinese digital consumer. Our members benefit from exclusive research and insight from our partners including Bain & Company, McKinsey & Company and London Business School.

In January 2020 we launched the British Luxury Sustainability Manifesto, a commitment to helping the luxury sector become the global leader in sustainability. Eight sector working groups regularly collaborate on four key pillars: the transition to a circular economy, safeguarding natural resources and the environment, increasing sustainable practices and advocating for equal and respectful working conditions.



Membership

In numbers

250

members

Partners, Members & Friends

11

sectors

Automotive, Aviation & Yachting

Beauty & Grooming

Culture

Fashion & Accessories

Food & Drink

Hospitality & Services

Jewellery, Watches

& Precious Metals

Interior Design, Home

& Craftsmanship

Media

Property & Estates

Retailers & Etailers

344

years

Since member Lock & Co
was founded

121

Brands of Tomorrow

Since 2007, including Bremont,
Orlebar Brown, Fitzdares
and House of Hackney

848

miles

The distance from the Rolls-Royce
Motor Cars factory in Goodwood,
via The Royal Mint in Pontyclun,
near Cardiff, to Harris Tweed in
the Outer Hebrides

30,000

subscribers

Our digital audience through
web, email and Instagram

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



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, where practical, in-person events

–
Content on the Walpole website and Daily Digest. For example, CEO interview, Brand Snapshot

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

–
Support on social media

–
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



Joining Process & Membership Fees

- 1 The Walpole membership team will discuss with you your application and 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 runs from January to December.
- 4 Members joining part way through the year will be required to make a pro-rata payment for complete months remaining in the year
- 5 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 the Walpole website), along with details of named contacts
 - Post your membership pack to you
 - Announce your joining on the Daily Digest and provide details of all activities in which you can now participate
- 6 The membership team will schedule regular check-ins to ensure you are getting the most out of your membership

Membership Fees

Membership Tier	Company Revenue	Membership Fee	Named Representatives
–	–	–	–
1	£5-10m	£7,000	2
2	£10-20m	£10,000	4
3	£20-40m	£15,000	6
4	£40-100m	£22,500	8
5	£100m+	£36,000	10

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



Key Contacts

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Helen Brocklebank Chief Executive

Charlotte Keesing Director, Public Affairs & International

Julia Woolley Head of Business Development

Jenni Rayner Head of Content

Olivia Lowdell Head of Events

Celandine Wade Programmes & Content Manager

Carly von Speyr Head of Communications (job share)

Tania Pearson Head of Communications (job share)

Bethanie Sheehan Marketing & Events Executive

Mandy Alington Finance Manager



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

MICHAEL WARD
CHAIRMAN OF WALPOLE &
MANAGING DIRECTOR OF HARRODS



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