



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.”*

MICHAEL WARD
CHAIRMAN OF WALPOLE &
MANAGING DIRECTOR OF HARRODS



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

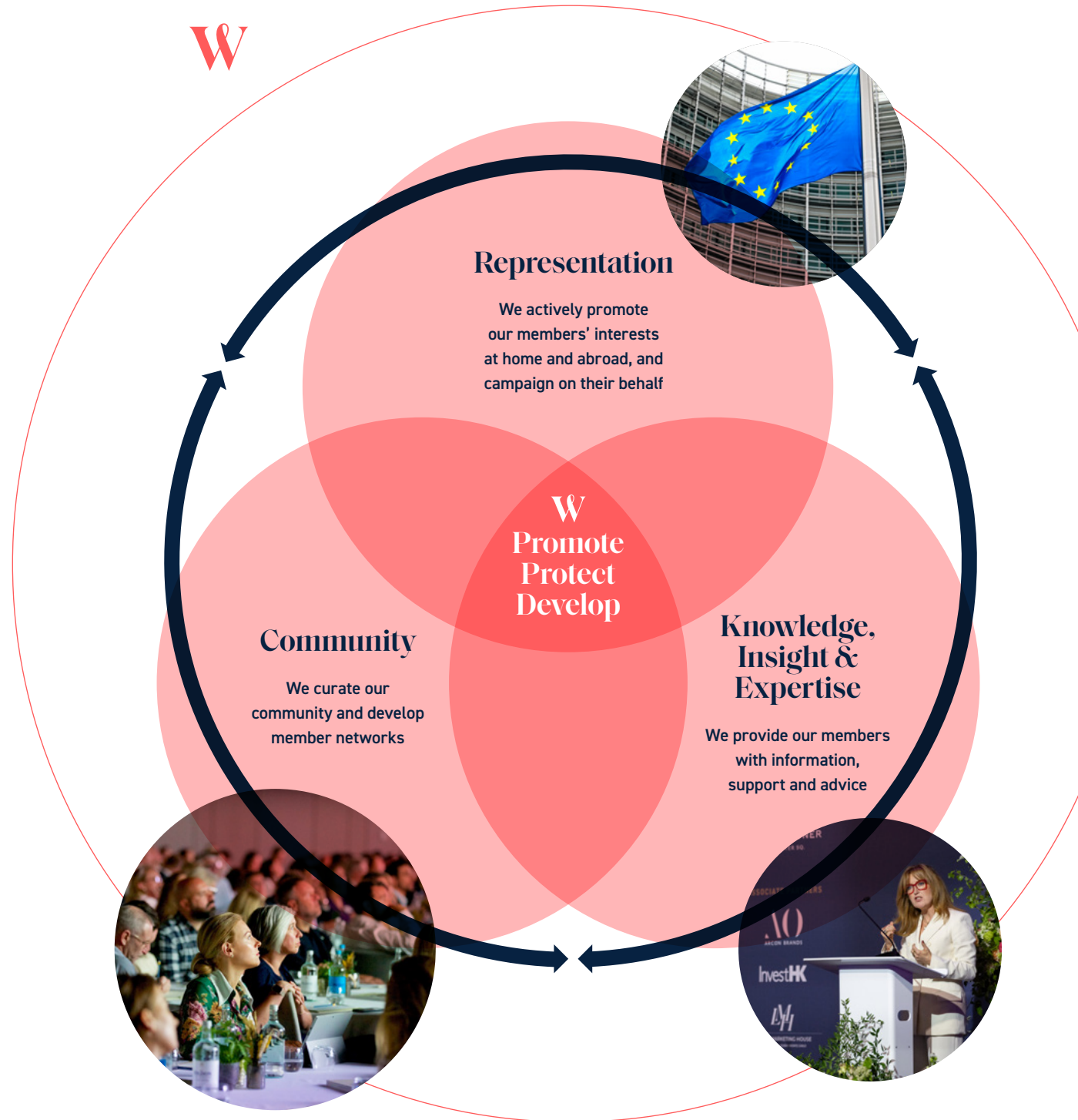
Our membership comprises more than 250 of the finest brands across a broad range of sectors: from retail to interior design & craftsmanship, food & drink to fashion, accessories to beauty, through hospitality, culture and the media to automotive and yachting. Walpole members are united by a common focus 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)

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What we do

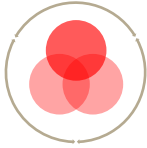


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“The engagement that I have had with Walpole has been invaluable. The *candid views* and *insights* that you have provided have helped me ensure that the *voice of business* has been *heard and championed* across government.”

KEMI BADENOCH
SECRETARY OF STATE FOR BUSINESS & TRADE

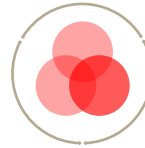


Representation

Walpole is the sector body for the British luxury industry which is worth £81bn to the UK economy, supports over 450,000 jobs and contributes 3.7% of the UK's GDP. A not-for-profit organisation, Walpole speaks on behalf of more than 250 of Britain's finest brands including Alexander McQueen, Aston Martin, Burberry, Claridge's, Fortnum & Mason, Glenfiddich, Harrods, Rolls-Royce Motor Cars and Wedgwood, and is recognised in both Westminster and Brussels.

With a mission to promote, protect and develop the business of luxury in the UK, Walpole brings its members together to collaborate and connect. Key events include the annual Walpole British Luxury Summit and the Walpole British Luxury Awards. It also provides a collective voice for luxury on key topics, commissions industry-leading research and works with government on issues affecting the sector.

Walpole runs the flagship 'Brands of Tomorrow' programme to develop new British luxury brands – alumni include Bremont, Emilia Wickstead, Nyetimber and Orlebar Brown – and works with the London Business School MBA programme to help develop the talent of the future with 'Luxury Leaders of Tomorrow'. Walpole also spearheads the British Luxury Sustainability Manifesto, with the vision of making British luxury the global benchmark for luxury sustainability.

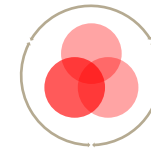


Knowledge, Insight & Expertise

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.



Walpole

In numbers

250

members

Partners, Members & Friends

18

sectors

Automotive, Aviation & Maritime
Beauty, Fragrance & Wellbeing
Culture & Recreation
Design & Services
Education Providers
Fashion & Accessories
Food & Drink
Homeware & Interiors
Jewellery & Watches
Lifestyle
Luxury Hotels & Residences
Media
Property & Estates
Restaurants & Bars
Retail
Textiles
Travel & Tourism
Wine & Spirits

168

Brands of Tomorrow

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

47,000

digital following

Newsletter and social

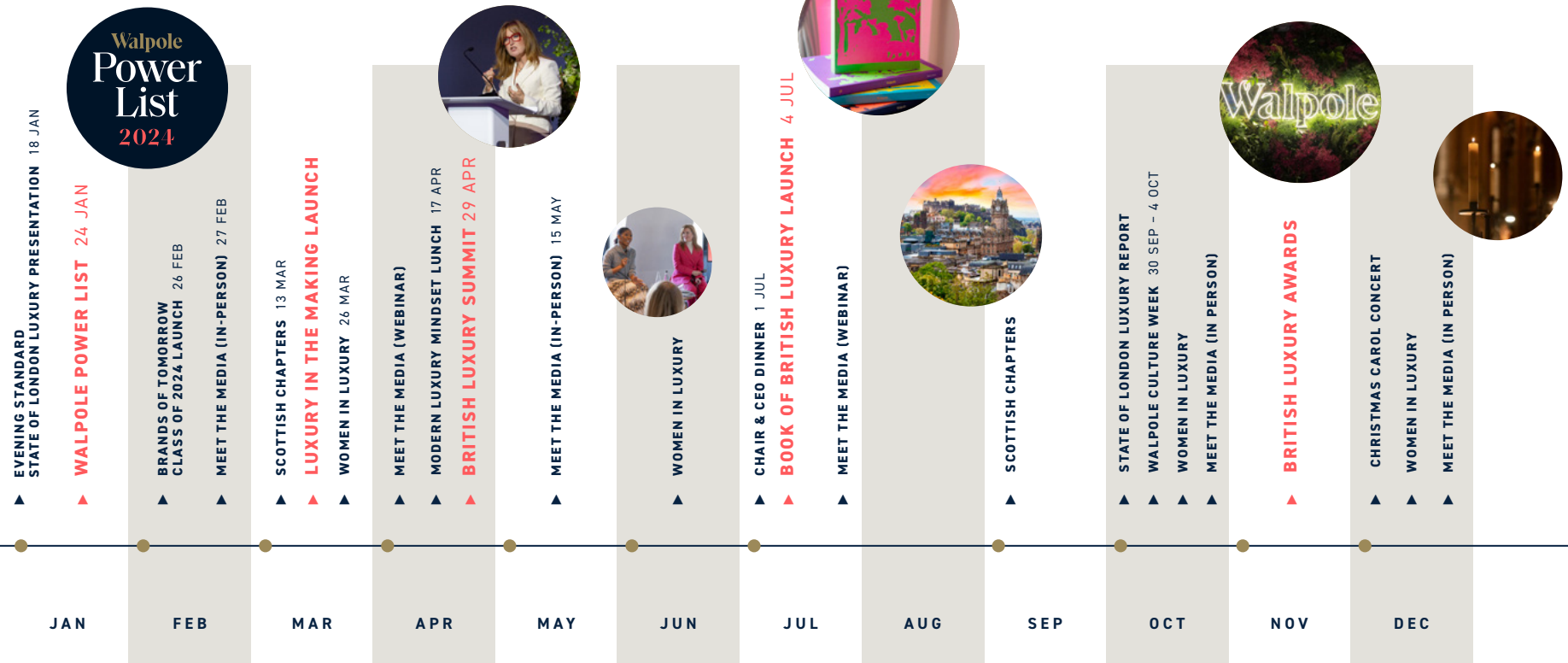
For an up to date list of Members,
Partners, Sponsors & Supporters,
please visit the [Member List](#)
on the Walpole website



Walpole

Events Calendar 2024

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





Membership *Benefits*

Collaboration

- ✓ Access an exclusive community of luxury industry stakeholders across the UK, Europe and overseas territories
- ✓ Take part in working groups including Sustainability and Corporate Affairs
- ✓ Introductions to key contacts within fellow Walpole member brands to facilitate collaboration and partnerships
- ✓ Opportunities to share best practice via roundtable sessions with fellow Walpole members

Knowledge & Insight

- ✓ Mentoring opportunities
- ✓ Access to thought leadership from industry experts and key partners
- ✓ Access to Walpole proprietary research
- ✓ Access to a library of reports and past publications
- ✓ Assistance and research with specific issues
- ✓ Insight on brand positioning, key economic and consumer trends
- ✓ Invitations to luxury insights events such as *Meet the Media* and Insight Breakfasts

Events

- ✓ An invitation to the Walpole British Luxury Awards
- ✓ Access to the wider Walpole events programme
- ✓ Access to monthly Member Socials
- ✓ Access to webinars and previous recordings



Membership *Benefits*

Resource

- ✓ Access to job opportunities
- ✓ Subscription to the *Daily Luxury Digest*, Walpole's daily newsletter featuring luxury industry and member news

Promotional opportunities

- ✓ A profile on the Walpole website and a listing in the Member List
- ✓ A profile in the member index of Walpole's annual Book of British Luxury publication
- ✓ Speaking opportunities at events (subject to availability)
- ✓ Promote campaigns and content in Walpole's daily newsletter and across the website and social channels
- ✓ Opportunity to nominate your brand in a category at the annual British Luxury Awards
- ✓ Opportunity to nominate an individual/s at the annual Powerlist awards
- ✓ Promote job vacancies

Representation

- ✓ Campaigns and lobbying within Westminster and Brussels
- ✓ Presenting sectoral requirements to government
- ✓ Access to trade missions in key territories overseas
- ✓ Support with development of policy initiatives
- ✓ Practical guides and assistance with trading overseas

Discounts

- ✓ Discounted ticket price to the British Luxury Summit event
- ✓ Promotional offers at Member brands (subject to availability)
- ✓ Access to corporate rates at Hospitality partners (subject to availability)



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.



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.

Membership Fees 2024

Membership Tier	Company Revenue	Membership Fee	Named Representatives
–	–	–	–
1	£5-10mn	£8,040	2
2	£10-20mn	£11,500	4
3	£20-40mn	£17,240	6
4	£40-100mn	£25,860	8
5	£100mn+	£41,380	10

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



Key Contacts

For general enquiries please email

membership@thewalpole.co.uk

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Head of Membership

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Becky Mars

Membership Manager

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☎ +447342 031 230

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Helen Brocklebank Chief Executive

Anna Maude EA to CEO & Programme Manager

Charlotte Keesing Director, Corporate Affairs & International

Carly Von Speyr Head of Communications

Jon Marlow Head of Policy and Public Affairs

Willow Dawes Corporate Affairs Team Assistant

Olivia Lowdell Head of Events

Bethanie Summerfield Events & Marketing Manager

Nick Carvell Head of Content and Editor-at-Large

Harriet Gilbert Savage Content and Membership Assistant

Rowena Ratnam Consulting Marketing Director

Julia Woolley Head of Business Development

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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*”

MICHAEL WARD
CHAIRMAN OF WALPOLE &
MANAGING DIRECTOR OF HARRODS



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