

Rail Forum

# Renewals Brochure 2024/25


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AtkinsRéalis

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porterbrook

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# Introduction

**Welcome to your 2024-2025 Renewals Pack.**

We would like to thank all our members for supporting this very busy membership year. Having engaged members like you helps us to ensure our activities are meeting your needs, whatever aspect of the industry you support.

This year we are making some changes. These changes are based on feedback from members; from specific focus groups and from member visits and meetings, as well as from the team and Board, and finally in recognition of the current challenging market conditions.

We have carefully shaped this years' membership offer to continue to deliver great value. And critically, we do so whilst retaining core Rail Forum DNA.

We hope you find these changes exciting and beneficial.

## Renewals Microsite

In addition to this brochure, our microsite also includes the following elements for our Renewals process, ensuring you have a wealth of information to discuss your membership with colleagues:

- **Video message from our CEO, Elaine Clark**

Hear Elaine's thoughts about this year, renewals changes and plans for this coming year [3 minutes]

- **Infographic**

Key data outlining the breadth of activity from May 2023 to end February 2024

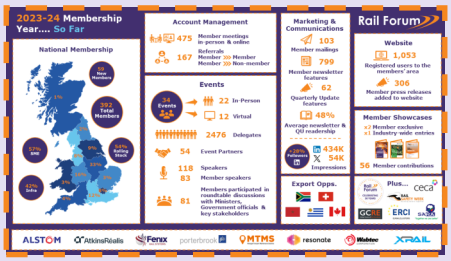
- **Renewals Roundup Video**

To help you quickly digest the changes [5 minutes]

- **Events programme and partnering**

Checkout what is coming up, and how to get involved as an event partner; raising your profile at key events [5 minutes]












**Renewals Microsite**

# Summary of changes for 2024-2025

We are excited to provide more information about the changes to the membership offer.

## 1. Simplifying membership structure

We are reducing from four levels (Standard, Silver, Gold and Patron) to three levels Standard, Premium and Patron

## 2. Enhancing the membership value with new growth focus

We are introducing four significant streams of activity to better support our members (on top of the existing support*!)

(1) **Additional smaller networking events**, hosted on members premises with keynote VIPs: get updates from experts, build sub-sector networks and for hosting organisations, showcase your site and capability.

**Launching soon...**

(2) **New support for innovation,** including dedicated support from Innovate UK, more SME challenges, and regular specific communications with thought-leader opportunities for Premium members.




(3) **New support for export**, including a member-led Steering Group, regular specific communications with thought-leader opportunities for Premium Members and additional international activity.

GCRE Global Centre of Rail Excellence

(4) **More support for manufacturing**, including a new Manufacturing Steering Group, extra training on the Network Portal, and specialist promotional campaigns.

valuechain

## 3. Restructuring fees to support SMEs and help us deliver value enhancements

☑ Introducing an SME rate for Member, to deliver real support to small businesses which comprises 57% of our membership

☑ A new fee for Premium

| Former Levels 2023-2024 | New Levels 2024-2025 |
|---|---|
| Member | Member<br>• SME £750 +VAT<br>• Non-SME £1,000 +VAT |
| Silver | Premium £2,200 +VAT |
| Gold | |
| Patron | Patron |

*Pop over to pp.4-5 for details of Member and Premium Member levels and go to page 10 for our handy schematic that provides you a clear view of all you can make use of.*

# New membership offer

## Introducing Member and Premium membership

**Member** | This level remains focussed on delivering inclusive support across all our activities and remains absolute value for our members.

| Membership Support | An inclusive and value-for-money membership that delivers |
|---|---|
| **Events** | We have a range of events planned for the coming membership year including flagship events such as our AGM, Annual Conference, and Parliamentary Reception. We also have a range of themed events for Rolling Stock, and Infrastructure, plus our new smaller networking events and our dedicated meetings for Finance and HR, and new events for Export, and Innovation.<br><br>Enjoy delegate lists in advance, roll-call, and facilitated networking to maximise your time with us!<br><br>Members benefit from at least one free place at all of them*!<br><br>*excludes social events / registration is essential |
| **Promotional Support** | Weekly newsletter and events mailers help to keep you informed and share your own news; our directory remains a go-to source for members; our Quarterly update provides you with detailed reviews about wider activity; our social media channels will amplify your messages* to our wide audience; entries in capability brochures remain free and are ideal for members to showcase developments**<br><br>*please tag Rail Forum / **submissions required |
| **Lobbying & Advocacy** | We continue to work across Nations and Regions, as well as devolved authorities to explain the range of benefits of rail; we regularly engage with key government and industry stakeholders to raise member issues; our Parliamentary Reception, and Roundtables* (often hosted at member premises) provide opportunities to speak directly; we respond to consultations and speak at events.<br><br>*by invitation |
| ***NEW*** **Manufacturing** | 33% of our members are involved in manufacturing and this support programme includes a new Manufacturing Steering Group*; more activity with Network Portal; and campaign putting a spotlight on capability<br><br>*Contact Cat@railforum.uk to get involved |
| ***NEW*** **Innovation** | A dedicated expert in innovations will support member queries relating to innovation and funding, together with a programme of events and we are excited to be planning not one, but two SME challenges! |
| ***NEW*** **Export** | Hot on the heels of our Letter of Intent with the Southern African Railway Association in October 2023, and our recent admission to the European Rail Clusters Initiative, our export support will be shaped by our new Export Steering Group* and include access to opportunity, communications and promotional activity<br><br>*Contact Cat@RailForum.uk to get involved |
| **Account Management** | We are delighted to continue our Account Management support for members to help them maximise their membership, support their rail activity as well as access occasional referrals. We also have a range of specialists across the team covering Rolling Stock, Infrastructure, Export, Skills, Communications and Policy available to members at any time. |

# New membership offer

**Premium Member** | In addition to the Member benefits (p.4), Premium Member brings together our former Silver and Gold levels and also arrives with a range of extras to create extra value.

| Membership Support | All the benefits of Member AND... |
|---|---|
| **Events** | ☑ Accredited sponsor at the Annual Conference, 2 additional delegate places, digital marketing and your logo on delegate pack, option to exhibit and option to provide branded items to delegates<br>☑ Accredited sponsor at the Parliamentary Reception, 1 additional delegate place and your logo on digital displays<br>☑ Free table at Military is Good for Rail Careers Fair*<br>*Registration required |
| **Promotional Support** | ☑ Enhanced directory entry (500 words) with images<br>☑ Opportunities for thought-piece features in our Quarterly Updates<br>☑ Enhanced features in capability brochures |
| ***NEW* Innovation** | ☑ Thought-piece features about your innovation activity in the Innovation Mailer |
| ***NEW* Export** | ☑ Thought-piece features about your export activity in the Export Mailer |
| **Account Management** | ☑ Site visits*<br>*visits to site/projects or new facilities prioritised |

**Patron** | We have eight Patrons who support our wider activities in addition to being Premium Member. This is incredibly important to delivering a range of activities including advocacy and lobbying.

Thank you to our Patrons for their support in the 2023-2024 membership year.

ALSTOM · AtkinsRéalis · Fenix Rail Systems · porterbrook · MTMS Managed Transport Maintenance Solutions · resonate · Wabtec Corporation · XRAIL

| Membership Support | All the benefits of Member AND Premium Member AND... |
|---|---|
| **Events** | Accredited sponsor and additional delegate places at both our flagship events: Annual Conference (+5) & Parliamentary Reception (+2) with additional Patron banner at all our events |
| **Promotional Support** | Your logo in key positions including every newsletter and ticker tape on the website landing page; enhanced membership directory entry (600 words) with images / videos |

# What to do next...

**If you know which level meets your needs for the coming membership year, please return to the Renewals Microsite and select the Renewal Form: complete and submit.**

Please complete this as soon as possible so that we can issue invoices for your chosen membership level.

**Renewals Microsite**



If you are not sure which level, please review our FAQs which can be found at the end of this document.

If you still have questions about the membership levels, please contact Cat@railforum.uk for a discussion.

**FAQs**

## Retaining the Rail Forum DNA—'How are we different?'

**We...**

- ☑ Are value-driven
- ☑ Provide personal and genuine support
- ☑ Are creative, empathetic, reactive to industry changes
- ☑ Focus on representing all members with balanced support
- ☑ Build relationships
- ☑ Raise your profile and the positive profile of rail




- ☑ Work for you
- ☑ Are inclusive

# FAQs

## MEMBERSHIP LEVELS

- **Why have you combined Silver and Gold?** From feedback and discussions with members, there was confusion about the range of benefits attributed to each of these enhanced levels. To simplify this, we have combined the two, and provided further enhancements across our new growth activities to better support members that wish to make use of the enhanced levels.

- **Can I change my level?** Yes. Members can change their level once per membership year, typically in renewals. This year, all members will be required to advise their chosen membership level.

| Former Levels 2023-2024 | New Levels 2024-2025 |
|---|---|
| Member | Member<br>• SME £750 +VAT<br>• Non-SME £1,000 +VAT |
| Silver | Premium £2,200 +VAT |
| Gold | |
| Patron | Patron |

## MEMBERSHIP FEES

- **What do our membership fees pay for?** We are here to deliver as much as possible for our members and in support for our developing sector. We recognise the costs of operating in the rail industry are very high and we are proud that we can keep our fees reasonable and our activities inclusive for all, whilst still delivering high quality support to members.

  To do this, we are very careful with member funds and deliver a packed programme of activity as cost-effectively as possible. We are grateful for a variety of 'in kind' support from members including EMR, Porterbrook and the University of Derby

  We have a small, multi-talented team of 7 with a range of different responsibilities across our offering and all the team account manage members helping us to understand your needs better.

  Members can be assured that every penny of membership fees goes to delivering high quality support.

- **Why has the renewing discount been removed?** This was an initiative we introduced during the pandemic reflecting challenges across the industry. It was a temporary measure of support which is no longer appropriate.

- **Why have you introduced an SME rate for Standard?** We are keen to deliver real support to our SME members, which make up over 50% of our membership. It reflects their limited ability to utilise their membership in the same way as larger organisation, and that their fiscal position is different.

# FAQs

- **Why doesn't Premium Member have an SME rate?** Premium Member is an enhanced level. Members choosing this do so recognising the value this can bring and as such there is no pricing variation.

- **Why are you using European definitions for SME?** This definition is well understood across business, having been applied for many years in the UK. Whilst the UK is no longer part of the EU, the definition remains a sensible approach to ensure that the SME rate can be applied consistently.

- **I think my company should be classed as an SME – what should I do?** Please visit the linked EU document and review accordingly. If you still believe you are an SME, please outline the justification and email to Cat@railforum.uk

- **Why are companies which are part of a wider group not considered SME?** There are clear EU rules relating to companies which are part of a wider group. These are defined as a subsidiary with another company holding greater than 25% shares, or a parent company. Please view the EU document here. For companies that are part of a group, the group employees and turnover will be factored in when assessing SME status. Companies which are part of a group or subsidiary of another organisation will often be classified as a non-SME even if they operate as an SME in the UK. This reflects the differing position of this type of company to an SME. This is part of the definition of SME.

- **Why are you considering whole company turnover and not just that of our rail turnover?** To introduce the SME rate fairly, we need to look at rules which can deliver consistency without causing either the member or the team unnecessary and significant administrative burden. By looking at whole turnover, we can expedite the assessment of SME/non-SME and focus on member support.

- **What turnover data can be used?** Please use information from your last approved annual accounts.

- **Why is payment required by 1st May?** Last year, we were chasing payment from members into October – that is 6 months after the start of the membership year. We are keen to avoid the unfair situation where some members benefit from activity such as events, and promotion when they have not actioned payment. It also allows us to issue new membership certificates and badges earlier into the membership year allowing members to demonstrate their affiliation with the Rail Forum. Finally, as a very small team, this is a very time-consuming activity and we would much rather be supporting members than chasing payment.

- **I have already booked a place at TOCTalk2024 / AGM / or any other event – can I still attend?** Yes, however your membership fees will need to be paid in advance of attending. Members can pay by invoice or online credit card link.

- **Can I pay my membership in instalments?** We are happy to chat with SMEs about a payment plan, which will be in two or three instalments and full payment by October. Contact Elaine@railforum.uk for an informal discussion.

# FAQs

## REFERALS

- **Can Rail Forum do more match-making for us?** No. Our primary function is to support our members and match-making is a service that third party commercial parties will offer. We do recognise our unique position to support members with occasional referrals. These will always be validated by the team.

## ACCOUNT MANAGEMENT

- **Can I have more Account Manager visits?** No. With the introduction of new networking events, we are having to reprioritise our Account Manager time. This means less visits and more time at events. However, member engagement remains a priority and members are reminded that meeting up at events, Teams call, phone calls and emails will provide you with support and guidance on maximising your membership.

- **Are visits just for Premium Member?** We will prioritise visits to enhanced members however, we remain focussed on visits to sites / projects and where there is something new to see. We have visited a huge number of members over the past few years. Office visits do not always represent the best use of our resources.

- **Does this mean that Standard Members won't have any visits?** As above, we are prioritising visits for Premium Member, however, we do cluster our visits to maximise our resources so members may also have visits.

- **Can I contact my Account Manager at any time?** Within reason, yes! We want our members to consider their Account Manager as a valuable resource and contact them when they have queries, concerns or challenges. As a trade body, we cannot represent our members without talking and listening to all our members so Account Management remains key.















# All aboard – inclusive value for money membership for your whole company

**Sector Activities**

### Rolling Stock
- Dedicated Expert
- Rolling Stock Tour*
- Specific Events
- Themed Newsletter

### Light Rail
- Specific Event
- SME Challenge

### Infrastructure
- Dedicated Expert
- InfraTour*
- Specific Events
- Themed Newsletter
- CECA – Strategic Partner

### Freight
- Specific Event
- SME Challenge
- RFG - Strategic Partner

*Dedicated member hosted networking events

### Finance
- Finance Leaders Group
- Dedicated Meetings
- Dedicated Mailers

### Legal / Contractual Updates & Support
- Procurement Act
- NEC4
- Rail Reform Bill
- CBAM

**Wider support for your business**

### Safety
- Safety Brochure
- RSW Event
- RSW Campaign

RAIL SAFETY WEEK
Building Safety Together

### HR
- HR Leaders Group
- Dedicated Meetings
- Dedicated Mailers
- Military is Good for Rail
- iRail
- Primary Engineer
- KS3 Lesson Materials for Schools
- NSAR – Strategic Partnership

Rail Forum



***One membership*** ✔ *accessible to everyone in your organisation*

**CHALLENGE...**

What elements are you currently utilising?

What additional activities could you be using to maximise your membership?

### Manufacturing
- Network Portal
- Dedicated Training for Network Portal
- Manufacturing Steering Group
- Capability Brochure
- MakeUK – Strategic Partnership

***New* Growth Opportunities**

**Core Support**

### Policy & Lobbying
- Response to Consultations
- Advocacy Updates
- Political Briefings for MPs and Peers
- Parliamentary Reception
- Roundtables / VIP visits
- Regular Meetings with Government and Key Stakeholders
- Relationships with Key Clients
- Strategic Partnerships
- Member of RSG Council

### PR & Communication
- Weekly Newsletter
- Weekly Events Mailer
- Quarterly Updates
- Social Media
- Member Showcase Brochures

### Events
- AGM
- Annual Conference
- Sector / Function / Growth Events
- Social Events
- Shared tables at external events, e.g. IMechE

### Export
- Dedicated Lead
- LoI with SARA
- Member of ERCI
- Themed Newsletter
- Export Steering Group

### Innovation
- Dedicated Lead
- Innovation & Capability Brochure
- Themed Newsletter
- SME Challenges
- Available Funding Updates

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Rail Forum


Session Two:
Adding Value Through our People
Headline Partner
Supporting Partners
AURA
LBFoster
SIEMENS




MADE IN BRITAIN




RAIL
SAFETY WEEK




S302


GREAT
MIDLANDS
UKRRIN
UK Export Finance