

## Membership and Administration Annual Report 2025

The table below shows the overall changes to the membership this year, against the previous year's report figures for comparison.

<b>Overview of Membership 2025-2026 (with changes from 2024-2025) *</b>					
Total Members	1704	-119	Total Institutions	149	-4
Total Full Members	1657	-104	Total Full Member Institutions	142	-3
Total Associate Members	47	-12	Total Associate Member Institutions	7	-1
Total Honorary Members	7	+2			
<b>Group Representation</b>					
Anglia	62	-22	Scotland	136	-6
London	306	-4	South East	224	-20
Midlands	252	-18	South West	153	-14
North East, Yorkshire and The Humber	231	-12	Wales/Cymru	99	+4
North West & Northern Ireland	241	-26			

\*Correct as of November 2025. Based on member's institutional groups.

As shown, membership numbers have decreased compared with last year, reflecting member feedback and trends seen across other areas of HELOA, including Training. This reduction likely reflects the ongoing pressures facing the higher education sector, with many institutions reviewing budgets and limiting additional expenditure, including on professional memberships and development opportunities.

Despite these challenges, HELOA remains committed to supporting members through professional development, networking opportunities, and practical guidance. The Group Development report (4.3) highlights how actively engaged our members are, demonstrating the ongoing strength of and benefits provided by being part of the Association.

Following the departure of the previous Associate Member Representative, we were pleased to welcome James Kerr from the University of Buckingham to the role in early 2025. Since joining, he has worked to establish relationships with our associate members to understand their needs and help them make the most of their membership.

During 2025, we conducted the HELOA Membership Survey, which received 239 responses (a 3.4% increase on the previous survey). Members were invited to provide feedback on all areas of HELOA, with the opportunity to share additional comments through free text responses. Key findings, with a particular focus on membership, are summarised below:

**'I get value from my HELOA membership'**

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
21.8%	58.6%	16.3%	2.5%	0.8%

**'Do you feel your institution supports you in being an active member of HELOA?'**

Yes	No	Other (free text)
84.9%	3.8%	11.3%

**'Being able to only select one element of HELOA, please indicate below which you feel has most value for you personally'**

National - E.g. Opportunities to attend large events, increase my network nationally and gain sector insights	Group level - E.g. Opportunities to attend Group events, network with peers and share best practice and learn information about local events
41.8%	58.2%

**'I understand the benefit of holding a position in HELOA, both for myself and my institution'**

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
38.1%	45.6%	11.7%	3.3%	1.3%

Following completion of the survey, members were able to enter a prize draw to win a place at the National Conference, and we were pleased to randomly select two winners to attend National Conference 2026.

As we move into 2026, we will carefully consider the feedback received from the membership survey and identify where we can make improvements to ensure that being part of HELOA is as valuable and rewarding as possible for all members. James will continue to explore how we can best support our associate members, helping them to make the most of their involvement in the Association. We will also evaluate this year's online AGM to ensure the format continues to be an accessible and effective way to deliver the meeting.

A huge thank you to all our members for your continued involvement with HELOA, especially during such demanding times across the sector. Your willingness to engage and share best practice is what makes HELOA what it is. My heartfelt thanks also go to Dawn and Louise in the HELOA Office, as their dedication and hard work underpin everything we achieve as an Association.

Please feel free to get in touch with any questions, comments, or ideas, as I'm always keen to hear from members and to support you however I can.

**Alex Whitham**

UK Vice-Chair (Membership & Administration)

November 2025