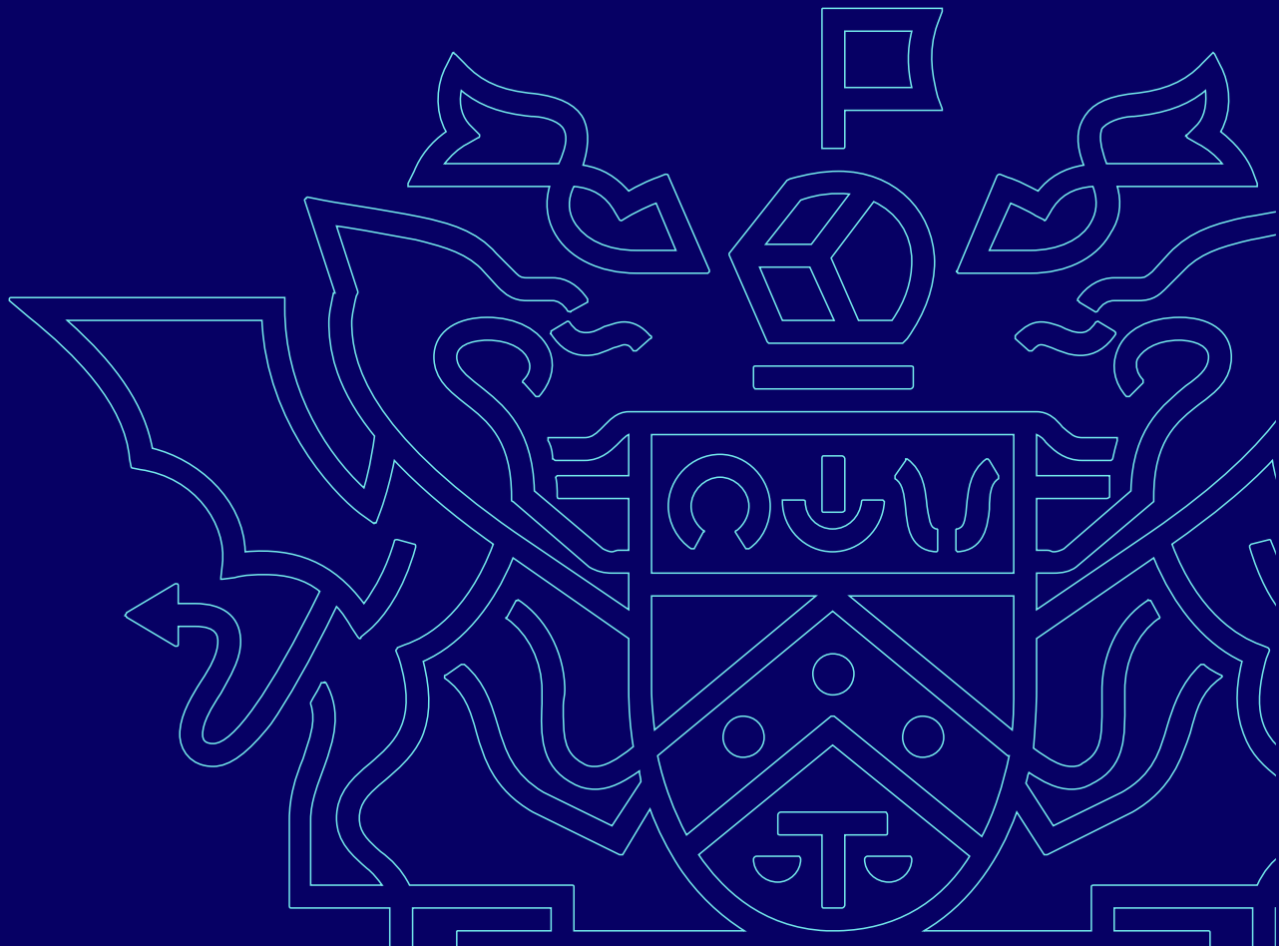




CX014 Retired Rate Policy



POLICY TITLE	Retired Rate Policy		
POLICY VERSION	V7	POLICY REFERENCE	CX014
REVIEWED DATE	March 2026	NEXT REVIEW DUE	March 2027
POLICY OWNER	Head of Customer Experience & Operations	RISK REGISTER	☐ Yes ☒ No
		STAFF INDUCTION	☐ Yes ☒ No

Related Documents		
Document Title	Document owner	Location
Retired Rate Application Form	Head of Customer Experience & Operations	retired-rate-application-form-2025.pdf

Purpose

This policy is intended as a guide for professional members who are, at the time of their renewal, fully retired from paid employment. The Chartered Institute of Marketing (CIM) appreciates that following retirement members may wish to stay connected with the marketing community and retain the benefits on offer as a member.

Scope

A retired rate subscription of £75 may be applied in cases where the member has ceased paid employment at the time of their renewal. The retired rate cannot be applied retrospectively for former membership years.

Policy statement

Members wishing to apply for the Retired Rate should complete and submit the [Retired rate application form](#) to membership@cim.co.uk. Members must ensure that their application is made no later than one month after their renewal date.

All applications are reviewed on a case-by-case basis, and CIM reserves the right to request evidence to support applications where necessary. CIM will contact members within five working days of receiving the application, and where a reduced fee is approved, payment instructions will be provided.

As many CIM members do return to work after taking retirement, it is the members responsibility to inform CIM if returning to employment in future. Continuing Professional Development (CPD) is required to maintain Chartered Marketer Status, including members on the Retired Rate.