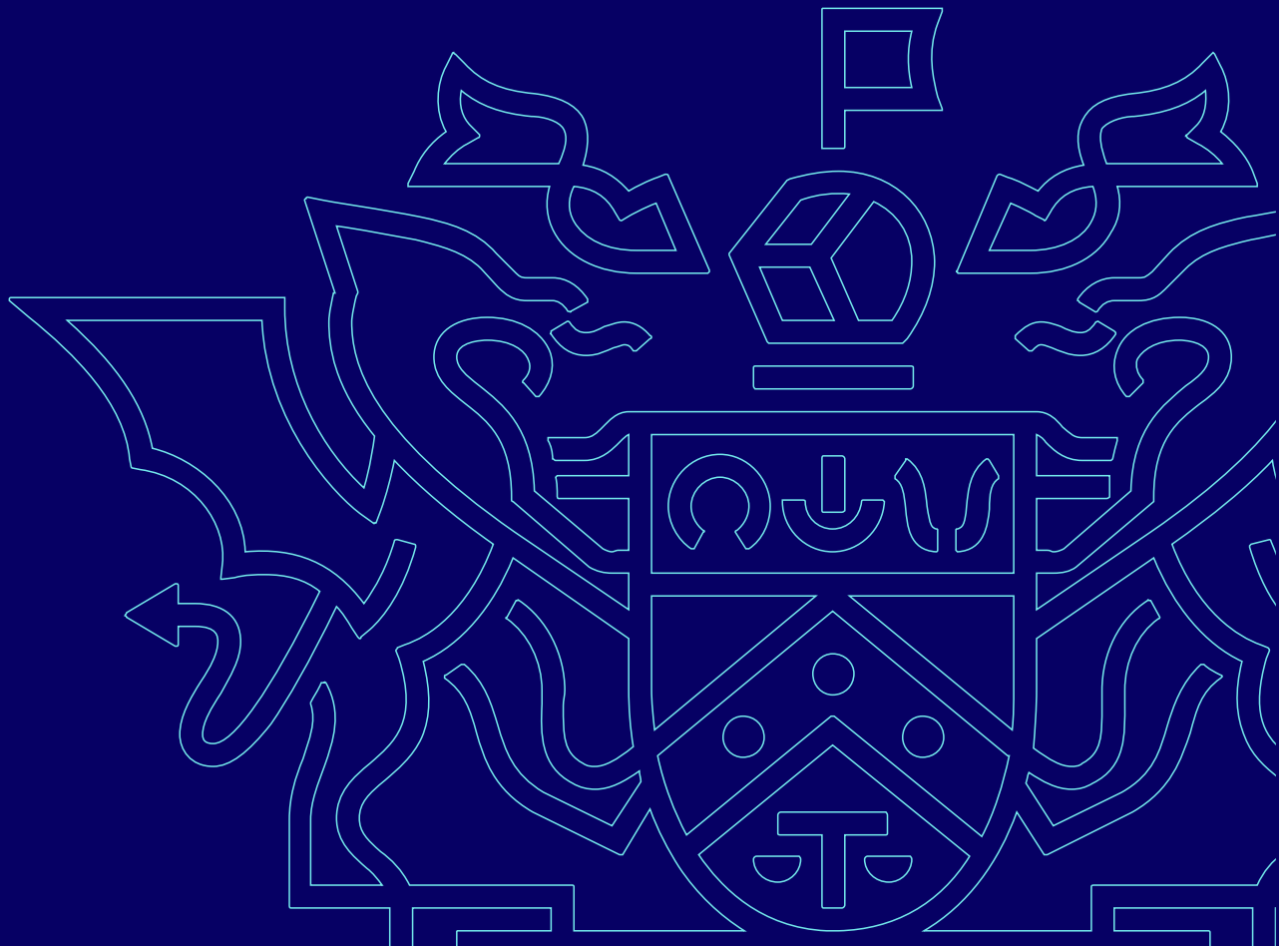




CX013 Reduced Rate Policy



POLICY TITLE	Reduced Rate Policy		
POLICY VERSION	V7	POLICY REFERENCE	CX013
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
Reduced Rate Application Form	Head of Customer Experience & Operations	reduced-rate-application-form-2025-1.pdf
CPD Year Break Policy	Head of Customer Experience & Operations	cim-cpd-year-break-form.pdf

Purpose

This policy is intended as a guide for professional members who are out of work at the time of their renewal. The Chartered Institute of Marketing (CIM) appreciates that during a member's career there may be circumstances beyond their control which affect their ability to work, and therefore a reduced subscription can be applied for.

Scope

A reduced rate subscription of £120 may be applied in cases where the member is unable to make payment at the time of their renewal, for reasons that impact their ability to work.

A Reduced Rate may be applied when a member is out of work due to various reasons, including:

- Redundancy
- Maternity / Paternity
- Full time studies
- Illness

Applications from members with extenuating circumstances may also be considered but must be applied for with supporting documentation.

Policy statement

A member may apply for a reduced rate by completing the [Reduced Rate Application Form](#) and submitting this to membership@cim.co.uk along with supporting documentation. Applications can be made within the eight weeks prior to a members renewal date, and it is the members responsibility to ensure that the application is made no later than one month after their renewal date.

All applications are reviewed on a case-by-case basis. CIM may request further information in support of an application, if required. CIM will contact the member within five working days of receiving an application, and if a reduced fee is approved, payment instructions will be provided.

A reduced rate will apply for one year's renewal only. Any subsequent renewals where a reduced rate is required would need to be applied for once again by the member. All members can apply for up to five

reduced rates within their membership lifetime. For extenuating circumstances, further reduced rates may be considered along with further supporting documentation.

Chartered Marketer Status

Continuing Professional Development (CPD) is required to maintain Chartered Marketer status. Members whose circumstances prevent them from being able to undertake CPD at a particular time may also apply for a CPD Year Break. If a Chartered Marketer fails to submit CPD or apply for a CPD year break, their Chartered Marketer status will be removed. For further details, members can view the CPD Year Break Policy.