



ANNUAL MEMBER REPORT 2023

#ProudToBeAPMP

APMP UK promotes the professional growth of its members by advancing the arts, sciences and technologies of winning business. APMP UK is the authority for professionals dedicated to the process of winning business through proposals, bids, tenders, and presentations.

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Founded in 2001, APMP UK is the UK Chapter of the Association of Proposal Management Professionals (APMP).

Through association and education, the Chapter provides members with access to tools, methods, processes, innovations, talent, and specialised expertise that can directly improve the ability to acquire new business and to sustain growth and competitiveness. APMP UK has over 2800 members, accounting for approximately one quarter of APMP's global membership.

APMP is a worldwide member association headquartered in Washington, DC. The association was started in California, USA in 1989. At the time of publication, APMP has over 13,000 members globally in 72 countries across 28 Chapters.

Our mission

APMP promotes the professional growth of its members by advancing the arts, sciences, and technologies of winning business.

Our vision

APMP is the worldwide authority for professionals dedicated to the process of winning business through proposals, bids, tenders, and presentations.

Our values

To accomplish our mission, we understand the following to be the values that guide our decisions and behaviour with each other and with those we serve.

Excellence: We strive to do our best and to be accountable to our members, our industry, and each other. We commit to providing the highest quality member service, with excellence and consistency everywhere we operate.

Integrity: We are honest and ethical in all our business activities. We will be transparent and share information with our members. We will treat everyone with integrity, keeping our promises and learning from our mistakes. We will have the courage to hold fast to our professional convictions.

Respect: We respect all members and welcome them into our association regardless of their gender, ethnicity, disability, religious beliefs, or sexual orientation. We care that each member has a desire to grow personally and professionally and that they are dedicated to the art and science of winning business. We value each voice, and we are stronger through the diversity of thoughts and the variety of ideas. We will listen to, respect, and consider all ideas.

Teamwork: We communicate, cooperate, and collaborate freely across organisational and geographic boundaries and work as one team to fulfil our mission.

Trust: We trust our colleagues, our members, and ourselves. We will strive to communicate with honesty and candour.

CEO Foreword

Dear Members,

Throughout 2023, your Chapter Board and Volunteer team delivered a valuable programme of membership benefits, which resulted in a successful year for the Chapter, and the presentation of the Stephen P. Shipley award for Chapter of the Year. This would not have been possible without the work and dedication of your Chapter Board and Volunteer team.

Of particular note this year, we moved our annual conference, now rebranded as BIDx® The Big One (TBO), to a new venue and location, the Eastside Rooms in Birmingham. TBO was a resounding success with 312 attendees on both days, on a par with the previous year, as well as 221 attendees at our awards dinner, our largest to date.

We also implemented our new three-year strategy to be the go-to arbiter of bid, proposal and capture best practice across the UK. This is underpinned by three strands:

- Enhancing APMP UK's professionalism and image to strengthen our position as an influencer and authority in the field of bid and proposal management.
- Increasing our support to members in validating your professional standing and developing your skills with your bid, proposal & capture management careers.
- Broadening the conversation – depth, breadth, quality and diversity – with you to foster meaningful communication and engagement.

In 2023 we continued to set new records for our Chapter. Our 2023 membership growth was strong at 11%, and we broke another Chapter record, reaching over 2,900 members. Our new Foundation certifications totalled 301, 72 members achieved Practitioner, and 13 members achieved Capture Practitioner certification.

A first for the UK Chapter was the introduction of our Town Hall in December, where we updated the membership on what had been achieved in 2023, as well as introducing our non-executive Directors Neil Bacon and Hanaa Khurshid.

We introduced the Intentional Career Path (ICP) task force in 2023 to promote the bid/proposal industry as a career path and make it an intentional career choice.

We saw the introduction of the British Standards Institute (BSI) PAS 360:2023 – the first ever internationally available code of practice for the bid and proposal management industry – sponsored by the APMP. Implementing PAS 360:2023 can bring numerous benefits to organisations engaged in bid and proposal management, including: increasing the likelihood of winning business; lowering the risks of procurement and contract delivery; enhanced brand and reputation; attracting and retaining qualified professionals; expanding into new markets; advancing procurement expertise; advancing the bid and proposal profession.

New faces joined the Chapter Board in terms of Ollie Jones (Chief Events Officer), Rebecca Myatt (Chief Mentoring Officer), and Lee Hurt (Chief Revenue Officer). This gives the Chapter a good steady footing for moving into 2024. The Board is as determined as ever to offer all our members another year of innovative benefits, a strong sense of community, and value for money in the coming year.

It has been an absolute honour to lead our association's largest and most successful Chapter in 2022 and 2023, and I look forward to serving you as Past CEO on the UK Chapter Board in 2024.



Mairi Morrison, CPP CAP. APMP
Chief Executive Officer
mairi.morrison@apmpuk.co.uk

#ProudToBeAPMP



In person events



Professional Certification



Monthly webinars



Career Mentoring Programme



Apprenticeship Programme



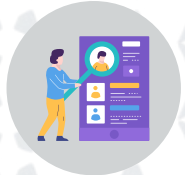
Global network of 10,400+ professionals



Industry Book of Knowledge



Annual conferences in the UK, US, EU and India



Online member networking & personal profile



Industry research & reports



Benefits at a glance



UK Annual Awards Programme



International Annual Awards Programme



Social Value focus group



Exclusive UK online member community



Affinity Groups



Career Centre



Quarterly Chapter magazine



Diversity & Inclusion focus group



Winning the Business

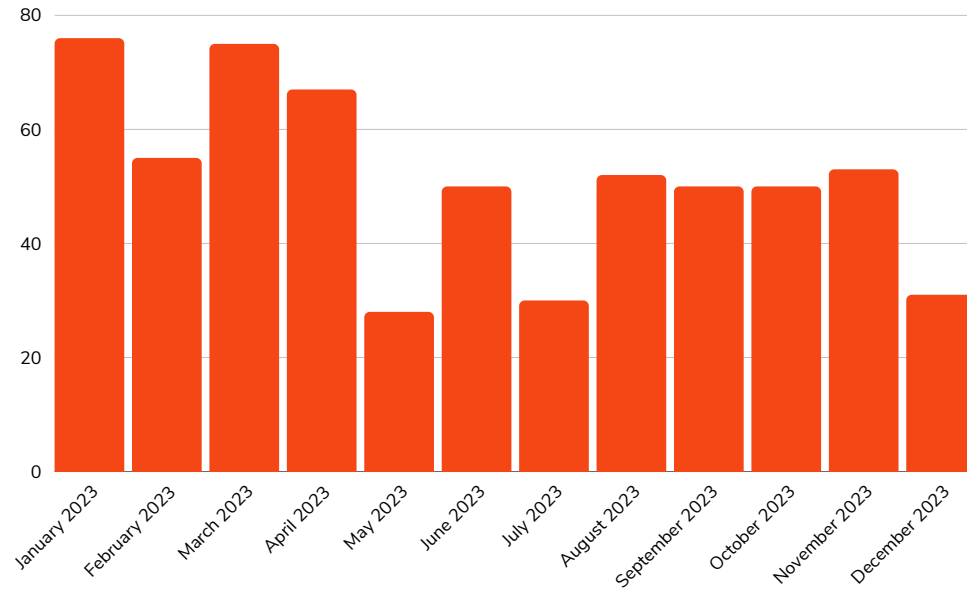


Member Help Centre

Membership

Our 2023 membership growth was strong at 11%, reaching over 2,900 members.

Our Chapter continues to represent approximately one quarter of our association’s worldwide membership. Whilst our membership is predominantly UK-based, our Chapter continues to attract members from 39 countries around the world, from Australia to the UAE. We use these metrics to inform our membership retention and recruitment programmes, events planning, and other Chapter operations.



Membership growth in 2023

Corporate Membership

Our corporate membership programme remains a key strength for our Association and Chapter, with high levels of retention, and in some cases, significant growth.

There are two routes to [APMP corporate membership](#).

- Group membership for teams of 5 – 14 members.
- Corporate membership for larger teams of 15+ members.

Our roster of existing corporate members continue to invest in APMP membership with steady incremental new member growth and in some cases doubling their new member count. We also feed lead generation back into HQ, for example passing corporate member and corporate sponsor leads including AutogenAI (tech sector), St Johns Ambulance (third sector), Babcock (defence sector) and more.

The strength of our offer to corporates considering APMP membership lies in the quality of the resources and benefits available from our Association as a whole, and the fantastic local benefits delivered by APMP UK.

Global Membership and continuous growth



APMP UK Members are located worldwide with continuous growth since 2010

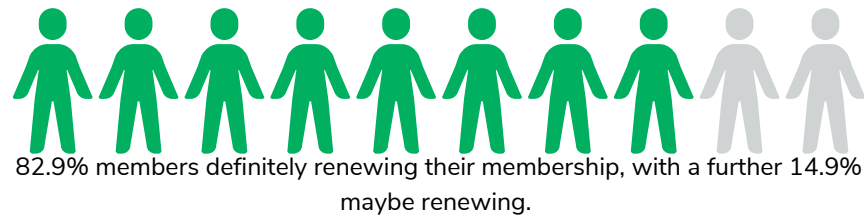
Membership survey

We provided a comprehensive survey of our members covering certification, events, apprenticeships, mentoring, demographics, and member benefits. The survey results enabled us to validate and tune our three-year Chapter strategy and inform our planning for 2024 and beyond.

At the time of writing this report, early analysis of respondent sentiment includes:



Net promoter score of 32
(vs. Industry a B2C average range between 24-57)



82.9% members definitely renewing their membership, with a further 14.9% maybe renewing.



83.9% say they are #ProudToBeAPMP



76.7% feel they are getting value for money from their membership



68.3% used an ATO to prepare for their signature certification.



89.1% think the APMP UK BIDx Roadshows are a good idea.

Thank you to everyone who completed the survey. All feedback is greatly appreciated, as it helps us to understand your needs and wants, to drive the Chapter further forward.

Professional Development

Our **certification programme** is the world's first, best and only industry-recognised certification programme for professionals working in a bid and proposal environment.

In 2023, our Chapter's new Foundation certifications increased by 301, while 72 members achieved Practitioner certification, and 13 achieved Capture Practitioner certification.

Micro-certifications also now play their part in APMP's certification programme, with 132 people certified in the UK by the end of 2023. These are broken down as:

- Executive Summaries – 66 certified
- Bid & Proposal Writing – 45 certified
- Graphics – 16 certified
- Competitive Price to Win – 5 certified

The APMP certification programme:

- demonstrates personal commitment to career and profession.
- improves business development capabilities and skillsets.
- creates a focus on best practice.
- fosters respect and credibility among peers, clients and organisational leaders.
- reinforces bid and proposal management as an important role in an organisation.

To achieve certification, members have the option of self-study or can enrol with an Approved Training Organisation (ATO). APMP UK values the **network of ATOs**, and the contribution they make to promoting best practice and championing professional development in bid and proposal management.



Apprenticeships

Our [apprenticeship programme](#) continued to grow during 2023.

In March, we hosted a webinar with a few successful apprentices to celebrate Apprenticeship Week. The full interview is available on [APMP TV](#).

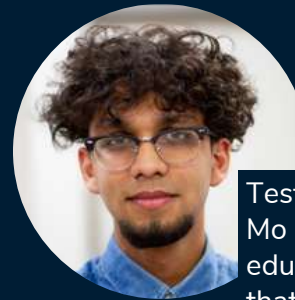
We saw a new End Point Assessor (EPA), SteadFast Training, join ISP (the Institute of Sales Professionals) to offer the final assessments. A new Approved Training Organisation (ATO) JC Training & Consulting joined RHG Consult and The JGA Group in delivering a powerful on-ramp for our profession. The JGA Group has won not one, but two awards: 2023 AAC Apprenticeship provider of the Year Creative & Design) and 2023 West London Education & Training Provider of the Year.

The two-year apprenticeship programme is approved by the Office of Qualifications and Examinations Regulation (OfQual) and is an [NVQ Level 3 programme](#) (equivalent to two A levels). Between the ATOs, we have over 70 apprentices in the programme with many ready for final assessment, as well as 94 alumni.



Katie Dongworth:

After finishing a degree in English Literature, Katie embarked on a full time bid & proposal career. Over the past two years, Katie has achieved distinction in the apprenticeship, was shortlisted for the 2021 APMP Best Newcomer award and later won a place on the Strategic Proposals Rising Stars Programme 2022.



Testimonial from Mohammed Ali (Mo):

Mo is a full time Bid Coordinator. Mo left full time education at 18 to look for an apprenticeship knowing that the more consistent workload of studying in the workplace would suit him better than the peaks and troughs of effort at university. It was important to Mo not to simply work but to continue to learn and to treat work as a first step in his career rather than simply a job.

In 2024 we will be exploring viability of expanding apprenticeships to cover Capture, and also what it takes to develop an Apprenticeship at a higher NVQ level.

Intentional Career Path

We launched the Intentional Career Path (ICP) initiative in March 2023 for the APMP UK Chapter, aligned with APMP International, to articulate what intentional career paths mean to us in the UK and at the same time tapping into broader global initiatives to share knowledge and learning.

The six lead volunteers worked hard to refine the scope of activities for each of three work streams:

- Education.
- Employers.
- Government.

The Government work stream has already issued a members' survey to understand the challenges in retaining talent working in the public sector and conducted deep dive research sessions in August to give qualitative insights.

Key findings will be shared with the membership in early 2024.

We are now working on a similar survey for the Employment sector which will be issued shortly.

The Education work stream have detailed their plans for moving forward with schools, colleges and universities to engage these education providers and promote interest in the bid and proposal profession.



Mentoring

During 2023 we trained 12 new mentors who have been supporting our mentees from the second half of the year. This has helped us to support over 35 mentees during 2023. We have an increasingly popular program going into 2024.

In, 2023, we trained our 5th and 6th cohorts of 12 mentors for the APMP UK Rapport [Career Mentoring programme](#). Working with one of the UK's leading experts in the field, Jackie Jenks OBE, our attest batch of mentors received training sessions including: the role, skills and tools of a mentor, emotional intelligence, and best practice insights.

This takes our Chapter's pool of trained mentors to 28, and we look forward to training our 7th cohort during 2024.

If you feel you have the right qualities to volunteer your time to help others in their career development, we provide training for selected individuals to become career mentors. Please complete the [mentor application form](#) if you wish to be considered for the next cohort of mentor training.

Our roster of mentees continues to grow, with 37 live mentoring relationships in the programme and a healthy mentee waiting list. The programme focuses on the individual's career situation and aspirations within the bid and proposal profession. The aim is to help individuals to be the best they can be in their current role and to provide a platform to help them achieve their aspirations.

If you feel you could benefit from career mentoring as a mentee, complete the [mentee application form](#) and we will consider your application for matching with an appropriate mentor.



Another successful training session and a new cohort of mentors

“
Mentee:
I can't tell you how much I have valued your inputs into my life/career, it's been a privilege and a blessing to have someone to help me grow and listen to me in what has been a hard year. I really can't thank you enough”

“
Mentor:
"I'm applying all the training and skills you've taught us and it's created a very positive experience in both mentoring and in my career/line manager role.”

Events

APMP UK's events programme for 2023 consisted of 20 high quality, interactive events, either in person or virtual. All our events are designed to enhance the members' careers by offering something educational.

To streamline our events, and to highlight their professional standing, all events now sit under the BIDx® banner, with BIDx® Webinars, BIDx® Roadshows and BIDx® TBO as the event types. This year APMP UK secured, and now own, the Registered Trademark for "BIDx" with the UK Intellectual Property Office. This was done to protect the brand identity that highlights the professionalism of our events.



APMP UK ran 20 webinars in 2023, with 912 joiners, with an average of 45 participants per session. Our highest rated session was Capture and Bidding in Context which, at its peak, had 140 participants.

Across all sessions in 2023, we had an average attendance rate of 58% against registrations, with many other attendees viewing in their own time after the event. This year we committed to holding webinars in the first week of every month at the same time. This was to allow the membership to better plan and be able to attend live.

We have worked internationally to bring different speakers to our membership, with two webinars delivered from the US. Most recently we have had a collaboration with the Francophonie chapter where a UK member presented in French.

All our webinars incorporate live chat for attendees to interact with the presenter and get their questions answered. Webinars are recorded and available to members on APMP TV.

We continued with our sponsored event programme where any organisation or consultant can apply to sponsor a Chapter event with APMP UK to showcase their products and services to members.

BIDx® TBO: The Big One

BIDx® THE BIG [] ONE from APMP UK

Catering for a total of 312 delegates, we showcased this as the biggest event in our calendar, with a new location (Birmingham, UK), and gave it a modern and fresh feel.

We listened to feedback and lessons learned from our post-conference 2022 review and implemented new initiatives. These included having two keynote speakers, two industry speakers, as well as our community speakers from the membership. For the first time, we implemented a storyboarding process with our speakers to ensure key takeaways were clear for members. This increased the direct relevance of speakers to the members.

As well as our exhibition hall, we had a Wellbeing room, a multi-faith room, a hot desk area, and The Hub which focused on “Being the best you”. We introduced a Buddy Station so members new to TBO could call upon a buddy, so they didn’t feel alone.



“APMP is a great network to have, and it was nice to see so many familiar places. I was particularly excited to hear from Martine Wright. Tim Campbell was the best person to close the event, he was excellent.”

“Its a great event for our industry, offers opportunity to network, be inspired and see that we all face the same challenges”

BIDx® Roadshows

In 2023, APMP UK ran three successful roadshows:

- Newcastle (19 attendees) “A Bridge Too Far? How to overcome bidding challenges”
- Edinburgh (17 attendees) ”I don’t belong here: tackling imposter syndrome”
- London (46 attendees) “Capture the Moment: Challenges before the ITT” .



These locations were picked specifically to include greatest geographical coverage of where our members are based, so that all members felt included. Using The Power of How®, facilitated by Broadleaf Global, we turned these face to face roadshows into collaborative workshop sessions. It was great to see so many people at the Newcastle event state that this was their first ever APMP in-person event.

The intent of the Roadshows were to create an immersive experience, using workshop facilitation that really cannot be done over a Webinar to really drive value of being at an in-person event. Each Roadshow covering a different topic, the facilitation provided a perfect space for attendees to go on a personal journey and work in groups to identify common challenges. As well as identifying tangible actions that attendees could implement the next day, each Roadshow also provided a networking opportunity, whether that be a Art Gallery Treasure Hunt in Newcastle, a drinks reception in Edinburgh or a quiz around HMS Belfast in London.

“About APMP: Getting the most from your membership” sessions

We, as a Board, have also held an “About APMP: Getting the most from your membership” session with Babcock, a corporate member.

As part of their team off-site day, we discussed all things APMP including the benefits we bring to: capture, mentoring, signature and micro-certifications, events, intentional careers, social value, volunteering, professional development and personal growth. Time was also given so that attendees could ask questions of the Board.

These sessions are important in ensuring members get maximum value from their investment in APMP.

Should your company be interested in one of these sessions, please do get in touch at ceo@apmpuk.co.uk.



APMP UK Annual Awards

In October, as part of BIDx TBO®, we hosted the 15th APMP UK Awards ceremony to celebrate and promote the finest achievements within the bid and proposal management profession.

The awards provide the opportunity to recognise top talent within the UK, and give members a great sense of achievement, should they win. Our 2023 annual awards programme included updated criteria and a new Design Excellence category to showcase the skills of bid designers and the important role they play in our industry.

It was good to see entrants from many companies who had not nominated before. We had 51 nominations for 7 awards, judged by 10 judges selected from Past Chairs, Fellows, and Professional-qualified members across the globe. We had 221 attendees for the Awards ceremony dinner.



The 2023 annual awards programme included updated and new categories that celebrate and promote the finest achievements within the bid and proposal management profession. We encourage entrants from all UK Chapter members in good standing regardless of role, experience and position. Winners were announced during the Awards dinner at BIDx TBO® on Tuesday 17th October 2023.

Our winners were...

APMP_{UK} Annual Awards 2023
The winners are:



Savills UK Ltd
Ellie Blenkinsop, Ryan Harrild, Eden Palmer-Stirling, Ruby Williams, Rachel Lishman



INDUSTRY INNOVATION

sponsored by **APMP**

APMP_{UK} Annual Awards 2023
The winner is:



Victoria McAleese, Scottish Widows



DESIGN EXCELLENCE

sponsored by **APMP**

APMP_{UK} Annual Awards 2023
The winner is:



Graham Ablett, Strategic Proposals



CONTRIBUTION TO THE PROFESSION

sponsored by **loopio**

APMP_{UK} Annual Awards 2023
The winner is:



Toby Heath, DHL Supply Chain



BEST NEWCOMER

sponsored by **CARLEY**

APMP_{UK} Annual Awards 2023
The winner is:



Leisa Ward, Stantec UK



OUTSTANDING LEADERSHIP

sponsored by **3**

APMP_{UK} Annual Awards 2023
The winners are:



BAE Systems (Digital Intelligence)
Tom Hood, George Ramshaw, Natalie Clark, Michael Guffogg



COLLABORATIVE TEAMWORK

sponsored by **cvpartner**

APMP_{UK} Annual Awards 2023
The winner is:



Parysa Pascoe, QinetiQ



BID EXCELLENCE

sponsored by **AutogenAI**

Marketing and Communications

Our marketing and communications continue to keep our members informed and promote engagement on key topics and discussions aligned with our three year strategy.

Track Changes

In 2023 we carried on with the Chapter's quarterly review magazine, Track Changes. The magazine has attracted hundreds of views throughout the year and is available to members and non-members [here](#).

Our editorial approach was purposely people-first, because our people are our Association.

Our objective with Track Changes was that through each edition, we all shared in the opportunity to learn more with, and about, each other. Doing this further strengthened the qualities that make our Chapter, our Association, and our industry, a unique and extraordinary place to build a career.

Track Changes was retired at the end of 2023, so that we could focus on other new and exciting initiatives in 2024.



APMP Member Engagement Online

Social Media

One advantage of social media in Chapter communications is the instant and widespread impact, helping us to connect with prospective and current members.

LinkedIn

Unsurprisingly, LinkedIn remains our strongest social media presence. Our followers increased in 2023 by 25% to 5015 with the IT Services and Consulting, Business Services and Consulting, and Construction sectors representing over 20% of our followers. We enjoyed over 230,000 impressions and an excellent engagement rate of 6% (it is acknowledged that anything above 2% is considered "good"). These metrics inform our social media strategy.

As our primary social media channel, LinkedIn is a key brand awareness, event promotion, and industry engagement platform for the Chapter. Our engagement rate is testament to the work of our volunteer Marketing team in creating and sharing content that is interesting, resonates with our members, and is worth engaging with. We will increase our LinkedIn activity to take advantage of features such as LinkedIn Live, polling etc.

Marketing and Communications

Email

Email remains one of our primary methods of member communication. In 2023 we issued 38 email campaigns sent to members across a range of topics including event announcements, chapter news, association updates, chapter board vacancies and appointments. We achieved an average email open rate of 30% with an average click-to-open rate of 2%. These metrics inform our member communications strategy.

Email is the fastest and most direct way for us to ensure you are always in the know about the latest news, benefits and offers from the UK Chapter. Here are some common reasons you may not be receiving our email communications:

Is your email address up to date?

We use the email address you have on your member profile at APMP.org. If that is wrong, old or empty, you will not receive our emails. Visit your [membership profile](#) to check update or add your email address.

Have you opted out of receiving email?

Then we have respected your decision. If you want to opt back in, we would love to have you back.

Use the submit a ticket at the bottom of the [APMP UK Help Centre](#) website.

For Product Name, chose Marketing. For Priority, choose Just FYI.

Check your junk!

While we've done everything we can to ensure our emails do not end up in your (or your company's) junk folder or spam filter, it can happen. Ensure that the following email addresses are on your safe senders list:

marketing@apmpuk.co.uk

conference@apmpuk.co.uk

bidx@apmpuk.co.uk

community@apmpuk.co.uk

support@apmpuk.co.uk



Member Benefit Programmes

Social Value

The APMP UK Social Value focus group has gone from strength to strength this year. Recognising the importance of social value in the world of bids and proposal, 13 members volunteer to help fellow Chapter members get to grips with the subject. These social value enthusiasts commit their time, expertise, and insights to help our members in the following areas:

- Understand social value and how best to approach it in bids.
- Boost social value tender scores.
- Advise employers and clients to embrace social value.
- Guide customers to ask sensible social value questions.
- Build social value into dialogue during capture.

Their work has been exemplary, with monthly blog posts (including “Social Value by Design”, “9 top tips for writing a good Social Value bid response”, “Social Value: Employing prison leavers and ex-offenders”, “Policies that deliver social value: Domestic abuse and the workplace” as well as others), as well as monthly webinars/drop-in sessions including the following topics:

- Wellbeing.
- From ESG to Social Value – An exemplar to inspire businesses large, medium and small.
- Tackling Economic Equality.
- Measurement Models and Tools.
- Best Practice across Government Commercial Functions (led by Samantha Butler, Head of Social Value Commercial Policy, at The Cabinet Office).

As well as this, the Social Value Focus Group surveyed members and produced a Survey Report which has been shared not only with the UK membership, but also with Government Departments to promote discussion and form alliances. A second survey is currently underway. Chair of the group, Sarah Hinchliffe, was also interviewed for the “Civil Service World” publication where she discussed the new UK procurement rules and the acceleration of social value in both private and public sectors.

The Social Value Focus Group was also invited to join a Masterclass panel at the UK Social Value Conference in June, where the panel discussion was “Winning work with your social value offer”.

We are also in the process of creating a Bid & Proposal Design Focus Group which will be run along the same lines as the Social Value Focus Group. We aim to have this up and running at the beginning of 2024.



Member Benefit Programmes

Health & Wellbeing

Our [Health and Wellbeing Hub](#) offers members a central resource supporting workplace wellness, mental health and more. The Chapter cares about all members. And as we are often reminded, working on bids and proposals can be characterised as frenetic, fast-paced, and dynamic.



Help Centre

We're all happier when we can find answers to our questions quickly! So we continue to support the [APMP UK Help Centre](#), providing our members with an ever-expanding repository of Chapter and Association-related frequently asked questions (FAQ). Some of our most popular articles are:

- How much is APMP individual membership?
- How do I renew my APMP membership?
- How much does APMP certification cost?

In addition to the FAQs, the help centre provides members with the ability to submit support requests to the right APMP UK team member. The team processed 60 support requests across topics such as apprenticeships, awards, BIDx, certification, membership, roadshows, finance, mentoring, community, and sponsorship. The general availability of FAQs combined with the support request mechanism enables your Chapter board to focus on value-add activities without compromising the quality of service to members. Our ability to track help centre usage provides valuable insights that contribute to our planning.

Procurement Act 2023 resources

In October 2023 the Procurement Act 2023 reached Royal Assent, reaching a pivotal milestone in setting out how the UK Government will procure goods and services in the future.

To help assist our members in understanding the new rules and behaviours coming into play, we created a [resource page](#) on the APMP UK website, and a series of [short videos](#) about what the Act contains and what it could mean for bidders.



Leadership of our Chapter



Mairi Morrison CPP CAP.APMP
Chief Executive Officer



Mel Bunston CP.APMP
Deputy CEO and Chief Events Officer



Steven Coles CPP.APMP
Past CEO and Chief People Officer



Eve Upton CP CAP.APMP
Chief Financial Officer



Elaine Gillam CF.APMP
Chief Mentoring Officer



Suzanne Shields CPP.APMP
Chief Professional Progression Officer



Lucy Davis CP.APMP
Chief Marketing Officer

Due to changes within the Board during 2023:

- Ollie Jones replaced Mel Bunston as Chief Events Officer
- Rebecca Myatt replaced Elaine Gillam as Chief Mentoring Officer
- Lee Hurt replaced Eve Upton as Chief Revenue Officer



Oliver Jones CP.APMP
Chief Events Officer



Rebecca Myatt CP.APMP
Chief Mentoring Officer



Lee Hurt CP.APMP
Chief Revenue Officer

APMP UK 3 Year Strategy

Approved mid-2023, the key pillars of our three-year strategy started underpinning everything we delivered in 2023. This strategy will continue until the end of 2026, to ensure continued alignment with the mission and vision for our Chapter. We created our new three-year strategy for 2023 – 2026.

Our North Star is to be

“The go to arbiter of bid, proposal and capture best practice across the UK”

To enable this, we have three streams, combining to create that North Star, these are:

1. Enhancing APMP UK’s professionalism and image to strengthen our position as an influencer and authority in the field of bid and proposal management. We will achieve this by:

- Providing thought leadership through relevant hot topics
- Foster strategic partnerships in and outside our industry
- Establish Government links through focus groups, lobby Parliament and associated Authorities
- Promote discussion and two-way dialogue with members
- Support and endorse the PAS360 standard

2. Increasing our support to members in validating your professional standing and developing your skills with your bid, proposal and capture management careers. We will achieve this by:

- Providing value propositions around certification
- Attracting corporate members to certify their teams
- Attract candidates to achieve their next certification
- Show benefits of certification beyond the bid/proposal manager

3. Broadening the conversation – depth, breadth, quality and diversity – with you to foster meaningful communications and engagement. We will achieve this by:

- Communicating and increasing our value commitments
- Providing clear value propositions for sponsorship
- Create hot topic focus groups
- Provide an Intentional Career Path through working with employers, and with those in education and Government.

How we work

Chapter board meetings

Your Chapter board met monthly in 2023 through a series of eight general meetings (January, March, April, June, July, September, October, December) and four quarterly meetings (February, May, August, November). General meetings were conducted remotely, and quarterly meetings were held in person.

Risk management

Risks are managed as part of the day to day running of the Chapter, starting at the portfolio level and up to Chapter-wide threats. The key risks for 2023 are outlined below.

Resourcing

Ensuring we have a healthy pool of volunteer to drive (1) the design, development and delivery of our member benefits, (2) our physical and virtual events, and (3) our leadership succession plan for the Chapter board is a critical success factor. APMP UK is run on a 100% voluntary basis by members, for members.

Our four question test

Every investment of time, money, and effort in any Chapter programme or initiative is subject to our four question test. Your Chapter board applies this test by asking:

Will the investment...

- Contribute to the development of our members?
- Increase membership in our Association?
- Deliver a measurable return on investment (ROI) to our Association?
- Be sustainable for the duration of the programme or initiative?

Volunteerism

We started 2023 with the largest cohort of [volunteers](#) in the history of our Chapter. We have also implemented succession planning to maintain longevity of the UK Chapter. This has seen us create “Lead Volunteer” roles within each Board portfolio. These lead volunteers help and shadow the Board portfolio leads, gaining the experience to step up into a Board position when one becomes available.

There are no paid staff in our Chapter. It is the dedication of our volunteers – your Chapter board, lead volunteers and portfolio volunteers – that brings this invaluable industry asset to life. They donate their time, experience, and expertise to support and drive the profession. Volunteering to support your Chapter is a rewarding channel for personal growth and professional development.

Visit our [website](#) to volunteer.

Governance

We maintain good governance and sustainability of the Chapter to ensure it is managed for the benefit of our members. The Chapter is governed by our Articles of Association and Bylaws. Volunteers who serve on the Chapter board are also bound by our Conflict of Interest agreement, Confidentiality agreements, and other policies. All volunteers are bound by our Volunteer Charter. All speakers at Chapter events are bound by our Speaker Code of Conduct.



#ProudToBeAPMP

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