



TRACK CHANGES

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APMP UK
CONFERENCE SPECIAL



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APMP UK CEO FOREWORD

What a few months it has been! Conference has now been and gone, but I'd like to reflect on what we believe was a great comeback conference after 1009 days. Two days of catching up with familiar, and new, faces. Four great keynote speakers, as well as great community speakers who gave their time and energy to provide sessions for the rest of the membership in attendance. We also had a new edition: The Hub, with a focus on social value. And the awards dinner where we celebrated with the award winners. Once again, I and the Chapter Board would like to thank you the membership for attending, to the sponsors, exhibitors, award judges and congratulations to all who won awards.

In the following pages, we reflect on conference and hear from some members attending for the first time, from judges and from award winners too. The awards are always close to my heart, having won an award a few years back, and also as I oversaw the awards process this year.

One thing I'd like to pick up on from Paul Harding's article later in this edition, is that nominations are scored against the criteria, rather than being scored against other nominations. This means that if you read and make sure you meet the general criteria, then properly answer each question, providing appropriate evidence and relevant examples, relative to the question, you will score highly.

Think of it as writing a bid response. Scoring was extremely close this year, and it was lovely to see some new names in the nominations. We made sure that every nomination, winner or not, received comprehensive feedback along with their scores, so I hope this helps when you submit your nominations in 2023.

We do so much good work in our day jobs, and we may take it for granted, but it may be that your work is worthy of an award, so please ignore any imposter syndrome and make winning an award a goal for next year.

We are now looking forward to 2023, with preparations for Conference already underway! As well as three BIDx Roadshows, the first being in Newcastle in February. We hope to see you there! I hope you enjoy reading this Conference edition!



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MEET OUR NEW CPPO

This is my first article in my new capacity as Chief Professional Progression Officer (CPPO) for the UK chapter of APMP. I pick up the role from my predecessor (John Usher) who has set the foundations on which I can build on.

My name is Suzanne Shields and I have been a member of APMP since 2008. I am a certified APMP Professional and value the experiences that have brought me to this level of recognition. Working across industries both public and private sector over the years has given me a first-hand perspective of proposal management. I am married with grown up children and now have more time to invest in my passions: painting, walking and holidays and of course the APMP UK CPPO role alongside work.

My role as CPPO centres around three core tenets: 1) Maintain a vibrant, active, and accountable volunteer capacity to support initiatives. 2) Increase the understanding and recognition of the profession. 3) Support APMP in the development of best practice. A key part of making our profession sustainable is onboarding new talent. The [Bid Co-ordinator Apprenticeship](#) is a gateway entry for anyone coming into it from other careers or education. If you do not know about it and want to find out more, click the link or contact me at suzanne.shields@apmpuk.co.uk.

For those already in the profession, then certification is a key benchmark of the skills you have attained. As the profession matures, the addition of specialist certifications like Capture Practitioner and the micro certifications are making for an exciting future.

These combine to support member development, as well as encouraging others to look at the bid and proposal world as a potential career path.

There are a number of [Approved Training Organisations](#) who can help you get started on that certification journey. And there is also the [Rapport Career Mentoring Programme](#) that can find you a mentor to fit your needs.

Following in the footsteps of International Chapters Western and ANZ, APMP UK is now embarking on a programme to develop an [Intentional Career Path](#) for our profession to make the career better known, and encourage people to select it as a conscious career choice. There will be more information to follow.

Our network is a key asset, attending the APMP UK Conference in October allowed me to meet and talk with likeminded individuals at different points in their own APMP journey and career. I hope to work with some of you as [volunteers](#) (APMP is always in need of your skills) and to meet you on APMP UK webinars or at one of the BIDx roadshows that are being set up for 2023 and not forgetting next year's annual conference.



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ANNUAL CONFERENCE 2022 OVERVIEW

APMP UK CELEBRATES ITS PLATINUM MEDAL BIDDERS

The 11th and 12th October saw the return of the prestigious APMP UK annual conference. Welcoming 316 people to Heathrow, for the first time since the pandemic, the UK was the centre of platinum medal bid winning.

The conference marked 2022 as the year of achievements, with sporting events of the Winter Olympics, Rugby World Cup, Birmingham commonwealth Games and Football World Cup. In addition, 2022 recognised the Platinum Jubilee, the Queen being the first British monarch to reach this milestone. With APMP's strapline of 'winning just got easier', this conference drew parallels from the real-world events of 2022 to the bid and proposal profession. After all, bids and proposals are all about winning.

A touch of different

This conference challenged the norm for APMP UK and introduced some new elements to bring variety to delegates and increase social responsibility.

APMP UK created The Hub. A new interactive social space designed to show the future of social value and help delegates challenge their business as to how they can bring social value to life.

This included:

- Blender bikes – competitive pedalling, using delegate's own energy
- My Story – a series of monologues from APMP UK members and beyond to showcase our diversity
- Social Value Surgery Live – APMP UK's social value working group there to answer questions
- Jon Egging Trust – the chosen charity for the conference. Inspiring young people, STEM, teamwork and leadership, helping them overcome adversity, identify their strengths and work towards their dreams.
- Plant giveaway – APMP UK gave away 100 plants and matched this with 100 trees planted in Africa through Ecologi.
- Boxing – delegates could try out some moves on an activity that is perfect for mental and physical wellbeing.
- Visual impairment glasses – delegates empathised with those who have a visual impairment through trying to do the simplest of tasks with vision impairing glasses.
- Awareness of our own footprint. APMP UK went for more sustainable options, cork notebooks and pens to lanyards made from sustainable materials. In addition, they went digital, with the conference brochure being provided via the app rather than in printed form. QR codes were the way forward, allowing interaction whilst reducing the amount of paper used.

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UK CHAPTER CELEBRATES ITS PLATINUM MEDAL BIDDERS

Celebrating our winners

With the annual conference returning for the first time in three years, the awards gala occurred in its rightful slot in the middle of the two-day conference. Attendees were welcomed to an around the commonwealth delight, sampling different foods, being amazed by a contortionist and getting competitive with the Batak wall. The APMP UK Annual Awards winners are:

- Ana Baptista – Best Newcomer
- Jill Want – Outstanding Leadership
- WSP - Collaborative Teamwork
- Pipster Solutions – Contribution to the Profession
- Savills – Industry Innovation
- Neil Philipson – Bid Excellence
- Strategic Proposals – Supplier of the Year

Congratulations to all our entrants and winners.

What's next?

At the conference, the UK Chapter announced its events strategy for 2023, with a shake-up to its face-to-face events. 2023 will see a return of the BIDx roadshows; running three one-day immersive learning events across the country and the jewel-in-the-crown event of the annual conference. Details will be shared in the New Year, but it was revealed that the first roadshow will be held in Newcastle in February. The UK Chapter looks forward to welcoming people in a new city for a new kind of event.



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Winning ways

Fortune may favour the bold, but good luck doesn't win the big prizes. No, the road to success is built on preparation and focus.

On the opening day of the APMP UK Conference, Strategic Proposals Managing Director Jon Williams presented "Winning ways", our look at how successful bid teams create a competitive advantage. Analysing an extensive set of benchmarking data, we summarised the key tactics used by the teams with the highest win rates. This is how they viewed their top ten areas of excellence.



- ✓ **Proposal and pitch alignment** "The story and content of our pitch closely aligns to the written proposal."
- ✓ **Governance** "All proposal content is approved before it's issued."
- ✓ **Visual** "We always try to use graphics and images to help tell our story."
- ✓ **Virtual teams** "We're great at managing virtual proposal teams."
- ✓ **Kick-offs** "We run an effective kick-off workshop to connect, brief and motivate team members."
- ✓ **Credible professionals** "Proposal support function staff are viewed as experienced, credible professionals."
- ✓ **Engaging pitches** "Our pitches no longer feel like 'death by PowerPoint'".
- ✓ **Tailorable templates** "We use easy-to-tailor 'standard' proposals and pitches for less strategic deals."
- ✓ **Well-structured proposals** "We run an effective kick-off workshop to connect, brief and motivate team members."
- ✓ **Senior executive support** "Senior executives are regularly involved, especially on major proposal efforts."



If you're not sure whether you're doing all this already, or how well you're doing it, why don't you let us give you an independent expert review of your current capabilities through our market-leading benchmarking services?



SCAN HERE for more information and get a 10% discount by quoting voucher code UKAPMPBM22. And if APMP certification is on your to-do list, don't forget we're the APMP's No.1 approved trainer.



SCAN HERE to see our full range of courses and get £50 off per person using voucher code UKAPMPAD22.



Bidders are in it together; it was so lovely to just be in a room full of other bidders that get it and understand you as well.



The power and energy we can create as a professional collective, for those who are willing to put professional rivalries aside for the greater good of our industry

MY FIRST APMP CONFERENCE

2022 has been a year of firsts for me in my bidding career. Starting the year with a shiny new job, going from a team of one to working in my first bid team and attending my first APMP UK conference.

Conference was first described to me as one “big bid hug” and boy did it not disappoint. To be surrounded by bid professionals from all industries discussing our common struggles and pains, that we all have had or are experiencing, was refreshing. Confirming I am not alone, was exactly the “big bid hug” feeling I felt after attending the conference.

Experiencing two days of fascinating keynote speakers and informative breakout sessions to pick out a few highlights is a hard task. Getting to listen to both Priya Lakhani and Helen Sharman was inspirational and motivating in so many ways. After Priya’s keynote speech it really highlighted to me how imposter syndrome is normal and it’s ok. It is not something that needs to stop you in your tracks, take that seat at the table, and never say no to an opportunity.

Helen’s talk around teamwork and how trust is vital really spoke to me, and is something I wish to replicate as I progress further into my career. From how I work with apprentices and new members of my team going forward and looking into the future if I’m in a position of managing my own bid team.

The standout breakout session for me had to be Andrew Haigh’s and Peter Lobl’s session on feeling the evaluator’s pain. I have been in bids for over five years and stopping to take a different look at bids from the evaluator’s point of view was insightful and thought provoking.

In our day to day, we conduct numerous reviews on our work ensuring we have answered the question. Within this breakout session I was reminded how we need to be making the evaluator’s job easy through direction of our answer and making it clear we are answering the question. Upon reflection, this session confirmed what I already knew of not making the evaluator hunt for the answer, but from a different perspective.

Finally, as a self-confessed introvert who lacks self-confidence, my first APMP UK conference experience was a warm and comforting one. I have come away not only expanding my network and knowledge but also confirming to myself that I do know what I am doing. I am a bid professional in my own right, no imposter syndrome over here anymore!

I have found my tribe and what a fantastic bunch us bidders are. I can’t wait for next year!



Catherine Norris CF.APMP

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20 YEARS

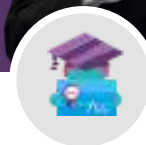


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2022 APMP UK AWARDS

CONGRATULATIONS TO OUR APMP UK AWARD WINNERS



Best Newcomer
Ana Costa Baptista CP.APMP
DHL Supply Chain



Outstanding Leadership
Jill Want CF.APMP
Savills



Bid Excellence
Neil Philipson CPP.APMP
Mott Macdonald



Industry Innovation
Savills



Collaborative Teamwork
WSP



CELEBRATING 10 YEARS
Contribution to the Profession
Pipster Solutions



Supplier of the Year
Strategic Proposals

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ANNUAL AWARDS 2022

WHAT IT MEANS TO BE THE BEST NEWCOMER AND A MESSAGE FOR THOSE THINKING OF ENTERING NEXT YEAR

This year I had the privilege of attending my first ever APMP Conference and Awards Dinner. Day 1 of the conference was filled with some impressive breakout sessions (covering a variety of topics that surround the weird and wonderful world of bidding) sandwiched between two fantastic keynote speakers.

The day itself was enough to get me inspired to see what was coming next in my career but to my surprise, this was taken to the next level by me somehow winning the 'Best Newcomer' award!

Winning this award isn't about 'the winning', it's about the recognition from the industry and from my colleagues of the work I've put into my days for the last 12-18 months. Although this is an individual award, it is a 'team win' for the DHL Supply Chain Bid Excellence team and the wider Sales Operations team. At the risk of sounding like I've won an Oscar...winning this award would not have been possible without:

- My colleagues: who provided some very kind words and feedback for my submission;
- My line manager: who has enabled my development with learning opportunities, challenged my way of thinking and helped me drive improvements in my way of working every single day;
- My partner: who often has to listen to me incessantly talking about a bid or a process that should work but isn't! (sigh!)
- DHL Supply Chain and the wider management team: who have created a culture that enables us to focus on personal and professional development and bring forward new ideas and ways of working!

Winning the 'best newcomer' award means the time put into my Foundation and Practitioner certification, the new skills I've acquired since moving into a dedicated bid role and the small changes in my day to day, have all made a big difference.

If you're thinking of applying next year, my recommendation would be to just do it! You will have an opportunity to reflect on how far you've come, to put into words how you think you've improved and to explore how you can take your career to the next level!

Finally, I want to extend my congratulations to all the shortlisted nominees and of course the award winners – it was great to meet you and share the day with you!

See you all next year!



Ana Costa Baptista CP.APMP

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PIPSTER SOLUTIONS CELEBRATE AWARD WIN!

With celebrations and the professional development of everyone in mind, Pippa Birch, owner of bid writing consultancy, Pipster Solutions, took her team of seven bid professionals to the long awaited, in-person, APMP UK, 2022 conference.

With the team having grown significantly in the past year or so, for many it was their first conference visit; allowing them to meet with fellow professionals, previously only seen on Teams or Zoom calls. Everyone had their personal event highlights and obtained valuable learning.

Pippa's team all attended the conference dinner and were able to celebrate Pippa winning the prestigious 'Contribution to the Profession' award. Team members described this award win as "A true testament to the hard work and dedication she devotes towards the profession and the bidding community"

Winning this award holds particular significance to Pippa, as it recognises how much her contribution is valued. She constantly strives to share knowledge, champion the wellbeing of all bid professionals and mentor APMP members – with no commercial gain. Her commitment frequently goes beyond that expected of someone who runs a busy consultancy, constantly engaging in activities that help others to thrive and grow. Winning this award will undoubtedly inspire Pippa to continue to support and champion the bid profession.



"I am proud to be recognised by my peers for my contribution to the profession - something I care deeply about. I still haven't stopped smiling - it means so much! Our team has worked making this business a success and we continue helping our clients to win, work and grow. Pipster is a happy place to work and having also recently reached our tenth anniversary, our team has had plenty to celebrate this year!"

Pippa Birch, Company Owner

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ANNUAL AWARDS 2022

Specialist Bids Recruiter

3Search is a marketing, digital and bids recruitment agency, striving to provide the best customer experience possible.

We have built a specialist bids recruitment team, working within the market to support the creation, development and growth of bids teams. Thanks to our specialist recruiters' extensive networks, the average recruitment process takes just 6 weeks.

With such efficient and effective recruitment methods, we have helped over 50 functions grow in the last five years alone.

We were thrilled to sponsor and attend the 2022 APMP UK Annual Conference. It was great to meet lots of the employers and candidates we have supported in the past and present the Outstanding Leadership award to Jill Want, Head of Bids at Savills. Congratulations again, Jill and to all of the nominees and winners.



Contact

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3Search

A BIG THANK YOU TO OUR PANEL OF JUDGES



Zeb Farooq
CPP.APMP



Ceri Mescall
CPP.APMP
Fellow



Chris Colquitt
CPP.APMP



Paul Harding
CPP.APMP



Tony Dyer
CPP.APMP



Tony Birch
CPP.APMP
Fellow



Karen Althen
CPP.APMP



Una Tomnay
CPP.APMP



Kathryn Morgan
CPP.APMP



Lorraine Baird
CPP.CAP.APMP

Read on for insights from some of our judges...

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ANNUAL AWARDS 2022

MY TIME AS A JUDGE

I've been a judge for the APMP UK awards for the last two years and it's a brilliant experience to read through the nominations and hear all the great things that bidding individuals, teams and companies are doing within their organisations and the wider bidding community. From implementing bidding best practise, developing new innovative tools and methods, to developing bid teams – it makes me feel proud to be part of the APMP community, and proud to be able to judge the entries for the award categories.

What it means to be a Judge

Being able to judge fairly and accurately is very important to me as I have previously entered the APMP UK awards myself, so I know how much time and effort goes into writing each nomination. As a judge, it is my duty to give the same time and effort to judge each entry and I feel honoured to be able to read through so many great stories of bidding triumphs.

Advice for Nominees

This year the entries I received were all of an extremely high standard. I read and reviewed each entry with the same approach as I would review a response to a bid so I would advise future nominees to write their entries as if they were responding to a bid. Making sure all elements of the category requirement have been included and they are aligned to the evaluation criteria. As the character limits can be quite restrictive it is important to make sure entries are written succinctly and informatively, highlighting key benefits. Bullet points are a great way to reduce large chunks of text to make the evidence for each nomination easier to identify for judges.

And finally, choose a category you are passionate about as that passion will really come across in the nomination.

Judging Process

I take the judging of entries very seriously and made sure I set aside some dedicated time each day to be able to review each entry in full against all of the evaluation criteria. I had over 30 entries to judge this year, spanning across four different categories so I made sure not to judge too many entries at a time to keep my full focus. It was also important not to compare entries to others I had read in the same category – I judged each entry as if it was the first in that category I was reading.

For anyone thinking of entering or nominating for the 2023 awards good luck and I look forward to reading your entry next year!



Kathryn Morgan CPP.APMP

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ANNUAL AWARDS 2022

AND THE WINNER IS...

Congratulations to all those that received awards at the APMP UK Conference, and well done to those that put themselves forward for an award. The process of submitting an entry for consideration is a brave thing to do.

I have been asked to be a judge for the APMP UK Awards for a number of years. It is always an honour to be asked and humbling to read some of the entries. The problem with awards is that not every entry can be a winner. Some very good entries have not been fortunate enough to have received an award. I guess that not all judges score the same, which is a reason for having a panel and not a single judge.

Why was I asked to be a judge? I don't really know. I think that, originally, I was asked because I was one of a small group in the UK Chapter that had been recognised as an APMP Fellow. The good news is that this group is growing larger.

The hardest part of judging the entries is being objective and applying the scoring guidelines consistently. Each judge only gets to look at a few of the award categories. However, for those few categories, every entry deserves equal consideration. That takes a reasonable amount of time.

If you have ever submitted an entry for consideration, you will be aware of what is required. If you have not, you should not be so modest and consider entering yourself, or your team, for one of the award categories.

For each category of award the entrant is required to answer a number of questions and submit the answer to each question within a word count.

Looking back over the years, I can tell you that those that made it clear to the judges that they have read the question and then answered it fully, with quantified supporting evidence, tend to score the most marks. I wonder where they learnt to do that?

The scoring system that the judges are required to use is similar to any evaluation model. In recent years all the scoring happens through an online portal. The scores range from 1 for not answered, up to 9 for fully answered the question. No judge in any panel sees any other judge's scores. Once all the judges for a particular category have submitted their scores, the results are collated, and the entries are ranked by another person who is totally independent from the judging panel.

Like any evaluation, an important part of the judging process is to score only what you see in the entry. If the question is not fully answered, then it cannot get a high score. So, my recommendation for you is the obvious one, read and answer the question fully to give yourself the best chance of being recognised for your good work.



Tony Birch CPP.APMP, Fellow

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ANNUAL AWARDS 2022

POACHER TURNED GATEKEEPER: THOUGHTS ON JUDGING THE APMP UK ANNUAL AWARDS

As a judge for the second time, I still felt a palpable pressure to judge well. Assessment was not of some random product or service but was of APMP members and I recognised the need to be sensitive to that in my evaluation.

The Good: Seeing the grace with which so many of this year's applicants had responded to the question. I had a number of moments of reflection on whether I could apply a particular structure or writing style to my own work.

The Bad: Marking someone down when I could see beyond the response and knew that the topic deserved full marks but had to award 7 for 'fairly comprehensive evidence' rather than 9 for 'full evidence' because that's what was in the evaluation criteria.

The Heartbreaking: In one instance an applicant had focused on only part of the question. I wished that I could send it back with an edit note for a rewrite but had to judge what was there.

Advice to (prospective) judges

Get on board: If you're eligible to be an assessor, consider volunteering. Each award is evaluated by a panel of at least 5 assessors. More assessors means greater spread of the load but, more importantly, a wider consensus on the score.

Buckle up: It can be an emotional rollercoaster. The protection is that you're scoring against specific criteria, the challenge is that you're ONLY scoring against specific criteria. It certainly gives a perspective on what our colleagues in procurement go through.

Enjoy the ride: Seeing high quality submissions from the best in the Association was heart-warming. You'll be doing a good thing, for good reasons and getting benefit from it too.

Advice to (prospective) applicants

Come on in: Throw your hat in the ring, get experience of being assessed, improve for next time, do it again. How often do you get the chance to put your writing in front of some of the best in the Association? There's valuable experience to be gained from the process, as well as recognition from your peers if you're shortlisted.

Everyone's welcome, no size restrictions: The Judges are not scoring against the other applicants. We're scoring against the criteria. If your idea or achievement is small but well evidenced and presents a compelling case against the criteria you will score well. If you fail to align to the criteria, no matter how significant your achievement, you will not score well.

You already know the rules: The questions are simple and clear. Read them. Answer them. Evidence your answers. It's what we do all day, every day. Remember that. If the award criteria asks for evidence, then provide the most compelling evidence you can.

In summary

If you can be a judge, be a judge. It's rewarding.

If you can be an applicant, be an applicant. There is useful experience, feedback and potentially recognition.

I'm ready for next year's crop of applications.



Paul Harding CPP.APMP

#ProudToBeAPMP

ANNUAL AWARDS 2022

You're invited!

Get ready for this year's conference for bid and proposal professionals. A fully packed, half-day only event with industry pros for the insights and tools you need for the 2023 and beyond!



Win Big Summit^{22'}

December 1, 2022 | Digital | Free
Xait & Privia present the 2022 theme:
Empowering Your Xaiting Self



Scan to get your free ticket!

[Xait.com/WinBigSummit](https://xait.com/WinBigSummit)

THE HUB AND SOCIAL VALUE

HOW CAN YOU BUILD COMPELLING SOCIAL VALUE OFFERINGS INTO YOUR BIDS?

Do you remember when what we now know as Social Value was simply a page-long addition tucked away at the end of a bid, requested for 'information purposes only'? All that changed with the publication of PPN06/20: Taking Account of Social Value in the Award of Central Government Contracts. Now explicitly evaluated as a minimum 10% of your overall score, Social Value is about delivering tangible benefits to society alongside the core contract activities.

The importance of Social Value to your bid can't be underestimated. It needs to be an integral pillar of your solution, informed by and informing the technical and commercial elements.

So how can you meet this challenge?

Harmonic has a dedicated specialist capability that can help you to respond to Social Value requirements with confidence and clarity.

We provide:



Requirement Analysis: Helping you to understand exactly what it is that the customer is asking for.



Proposal Support: Embedding our specialists into your bid team to provide proactive, hands-on, solution and response development.



Capability Analysis: Assessing your ability to meet those requirements and offer support on how best to mitigate weaknesses and leverage your strengths.



Evaluation Support: Reviewing and evaluating your Social Value Responses in-line with your own internal review and governance processes, to highlight opportunities to maximise your score.

We can provide bespoke Social Value workshops and training sessions for your teams, tailored to your specific requirements.

Interested? Contact Sharen.madge@harmonic.kbr.com to request more details.

A Year in the Life of the APMP UK Social Value Group

Looking back

It was 16th June 2021 when our management committee of 12 lovely volunteers first got together. Our enthusiastic band vowed to help members understand and tackle social value in tenders and do what we could to influence the procurement world at large to be relevant and proportionate in their social value demands.

Time has flown and we've achieved plenty:

- Monthly “Let’s Talk Social Value” drop-in sessions advertised on LinkedIn (10 so far). For 50 minutes, we host an informal chat that anyone can join and chew over their social value challenges and experiences.
- Six blogs ranging from an introduction to social value to deeper dives into strategic and organisational thoughts on the subject.
- Three webinars with expert speakers from Crown Commercial Service, Social Value Portal and the Social Value Business.
- A dedicated page and our Community Area on the APMP UK website where we are curating useful social value information including our very own Social Value Landscape interactive PowerPoint.
- And, our pièce de résistance, a member survey we published in a full report called “Social Value: The Bidders’ Perspective”, which we shared at the UK Conference. The report gives members a great set of insights that can guide action and inform conversations with clients and employers alike. You can read it [here](#).



A Year in the Life of the APMP UK Social Value Group



Looking forward

Armed with an ever-improving understanding of social value, its maturity and its shortcomings, we are preparing for even more action in 2023. We are planning four workstreams:

- **Influencing external parties:** to improve social value in procurement and make members' lives easier, we have applied to join the National Social Value Task Force and we are sharing the survey report far and wide. We feel keenly that, as the largest bidding community in the UK, our opinions and ideas on social value should be heard and considered.
- **Providing practical guidance to APMP UK members:** until social value becomes better understood and more consistently applied by buyers and suppliers, we will help members tackle the practical issues they face. For example, we're planning a series of "How To" guides covering a range of social value topics.
- **Understanding the international perspective:** we know that some members work for non-UK businesses that may struggle to address local social value. And we are interested to know how social value is playing out around the world – insights that we hope will be helpful to members selling abroad.
- **Championing success stories:** to inspire members to achieve great social value outcomes, we will be tracking down and sharing case studies from all industries.

Each workstream will create and publish valuable artefacts and contribute to our ongoing series of blogs, webinars and face-to-face presentations at the BidX Roadshows and the 2023 UK Conference.

Well, that's all for now, folks. Do tune in to the group's activities and make 2023 a great social value year.

About the author

Storyteller, Organiser, Timekeeper. Building on a thirty-year sales career in the IT industry, Sarah is now a seasoned freelance bid practitioner, consultant and trainer. She helps her clients save time, work more creatively and win more business by injecting structure, discipline and professionalism into selling and bidding. She founded the APMP UK Social Value Group in May 2021 to help members understand and be successful with social value.



Sarah Hinchliffe CPP.APMP

#ProudToBeAPMP

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A man with a beard and mustache, wearing a yellow button-down shirt, is shouting with his mouth wide open and his hands cupped around his mouth. He has a joyful expression. The background is a plain, light grey wall.

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