



MID YEAR REVIEW 2025

#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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CEO Foreword

Dear Members,

I started the year feeling a little daunted and unsure but resolved that I can fulfil the role of CEO, just by taking one step at a time! Then before you know it, it's the end of June and I am writing the Foreword for our mid-year report!

I set out this year to focus on taking stock and focus on delivery over growth...you may remember my DOG (Delivery over Growth) vs. GOD (Growth over Delivery) description at TBO 2024! So, with that in mind we have continued to bring members the events, information and communications that you have come to expect and rely on. We'll summarise what we have delivered later through this report. We have also been turning our attention to the future. As we come to the end of our current three-year strategy, we have been taking the time to reflect on where we have come over the last three years, and where we want to go next over the coming three years.

The last three years has seen our chapter continue to grow through increasing member numbers, through what we offer, and the way we operate the chapter. This chapter requires more structure and discipline to run effectively, and so we saw in the last three years the formulation of our Common Operating Model, our Team Charter for the Board members, increased use of tech to support our day-to-day activities and the growing visibility that comes with increasing our social media presence and the challenges and pleasures that this brings.

As we look forward, we are very aware of the shifting landscape of bidding through AI, changes in legislation and the impact of our economy. Through all this, our 2025 member survey shows us that you remain loyal and supportive of APMP and our chapter, but there are areas that we can address to help make this chapter even more valuable and supportive of you as individuals, to the companies we work for and the profession as a whole. So, when I write the Annual Report at the end of the year, I will be sharing with you how the things you have told us have shaped the things we are going to do in the future to take us forward.

Our achievements so far are a testament to the commitment and resilience of our team, the strength of our partnerships, and the trust placed in us by our members. At the same time, we recognise the importance of remaining agile, learning from our experiences, and continuously improving as we look ahead to the second half of the year.

Thank you to everyone who has contributed to our journey so far. I hope this report provides a clear and insightful overview of our activities and impact to date.



Lucy Davis, CP. APMP
Chief Executive Officer
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2025, the year so far!

Our work over the last 6 months demonstrates our continuing commitment to our members and the services we provide. Some notable highlights were:

February 2025

Secured our TBO 2025 venue at the ICC Wales to bring you the biggest and most engaging annual conference yet

Academia Group was started led by Chris Colquitt to explore research that supports the bid and proposal profession

March 2025



Neeta Patel joined the Board as Chief Revenue Officer after Lee Hurt stood down

Marti Marsh, previously lead volunteer for the Professional Progression portfolio, joined the Board as Chief Professional Progression Officer succeeding Suzanne Shields



Following on from the white paper produced by the Procurement Focus Group, which was delivered to the Cabinet Office, the group led the BIDx Roadshow which took place in Nottingham

Board members attended BPC Dublin taking to the stage in panel discussions and cementing relationships with sponsors

April 2025

Delivered our eighth cohort of APMP UK Rapport Mentors bringing another 8 trained mentors into the team

The Capture Focus Group held their first committee meeting. Their purpose being to spotlight the role of capture and how we can all benefit from it when winning work

May 2025

Launched the APMP UK Annual Awards 2025 to recognise and value our profession. This year we have increased the number of awards to 10 with 3 new awards called Capture Excellence, Community Impact and Content / Database Excellence Award

CEO attended BPC Nashville to highlight our chapter to a wider global audience and held a small gathering of APMP UK members who had travelled to attend

June 2025

BIDx Online was our first ever virtual conference event in response to member feedback to provide something more inclusive of accessibility and cost

Completed the Member Survey understand how we can continue to meet our members needs and expectations

Took expressions of interest for the Bid Writing Focus Group championing the bid writing career path to both employed and freelance bid writers

Membership Overview

We continue to hover around 2,800 members. Whilst we have gained 357 new members in 2025, we have equally lost members, reinforcing our need to understand what we can be doing differently. Having said that, we remain the largest APMP chapter with just over 25% of the global membership affiliated to the UK.

The digital badges continue to be popular and we issued 302 in the first 6 months to recognise our members in various areas such as long service members, volunteers, our corporate members and from last years BIDx® The Big One (TBO), award winners and speakers.

We ran our Member Survey through March and April to understand what our members levels of satisfaction are with their APMP membership and the services that we provide as the UK chapter.

Key findings reveal a predominantly UK-based membership with strong regional representation working mainly across consulting, technology, construction, and public sectors. Members identify certification and training as primary benefits, alongside access to resources, events, and community recognition. Satisfaction with membership is generally moderate to high, with most respondents expressing intent to renew their membership.

The report highlights professional challenges faced by members, including heavy workloads, limited career progression, role misunderstanding, and adapting to new technologies such as AI. Networking opportunities, while valued by some, show mixed satisfaction, with calls for more regional, inclusive, and role-specific events. Communication is mostly well received, with email as the preferred channel, though members seek clearer, more targeted, and less frequent messaging.

This comprehensive analysis identifies strengths in APMP UK's offerings as well as areas for development. Recommendations focus on enhancing UK-centric content and engagement, improving accessibility and affordability, expanding mentoring and career support, streamlining communications, and fostering a more inclusive and supportive professional community. Based on the findings and recommendations, we have started to look at tangible ways that we can address the feedback as part of our strategy planning activity. We will be issuing a full report to members in the second half of the year with clear commitments in response to the feedback. We thank everyone who provided their feedback and for their continuing support to the APMP UK chapter.

Events summary

The following provides details of the events we have delivered in the first six months including attendance figures.

BIDx® Webinars



We held 7 webinars between January to June with 362 registered attendees and 195 actuals. Whilst this represents less webinars than the same period last year, we have seen an increase in those registering to attend the webinars, from 48% to 53%.

- 10th Jan – APMP UK – The Big Annual Quiz 2025 with 80% attendance
- 21st Jan - Design Focus Group - A Little Goes A Long Way with 68% attendance
- 20th Feb - Unlock Collaborative Power – Win More with Effective Sales and Bid/Proposal Partnerships with 45% attendance
- 4th Mar - APMP UK Social Value Group quarterly webinar Q1: VCSEs and Social Value 47% attendance
- 24th Apr – RADIC Life as a Research & Development Bid Professional with 40% attendance
- 17th Jun - APMP UK Social Value Group quarterly webinar Q2 - Does the future of Social Value lie in the hands of the young? with 40% attendance
- 20th Jun - Get inspired to speak at #TBO2025! with 50% attendance

Noting the attendance figures average 53% attendance, it is worth acknowledging that often people register for the webinars to be able to watch them back later through APMP TV at a time that suits them, rather than attend at the specified time.

BIDx® Roadshows



We ran our first roadshow of the year on the 26th March. We decided to use the roadshows as a platform for our focus groups, so this roadshow was led by the Procurement Focus Group in Nottingham with 38 attendees.

Jim Carley, the focus group chair said, “The APMP UK Procurement Focus group enjoyed a successful roadshow event in Nottingham earlier this year. This doubled as an opportunity to launch its new white paper, titled *Progressing Procurement Best Practice in the UK*, setting out onward objectives to further improve the commissioning landscape. The Procurement Group are currently focused on capturing early lessons and experiences from the mobilisation of the Procurement Act (PA23) and are keen to hear from members to this end.”

We re-scheduled the second roadshow that was originally set for July and was being led by the Social Value Focus Group. We re-scheduled this event due to not meeting our minimum registration numbers. The demand for this event was possibly compromised by BIDx Online, taking place just a few weeks earlier in June and the challenges of commuting to Swindon, for potential attendees. The Social Value group had lined up a strong panel of speakers so we wanted to make sure they had the best audience possible, and make sure as many as possible could benefit from their experiences and insights. Therefore, we took the decision to re-schedule the roadshow to September and relocate to London. You can view details of the September roadshow, a double bill with the Social Value and Capture focus groups, [here](#).

BIDx® Online

On the 11th June we delivered an APMP UK first when we partnered with the National Sales Conference (NSC) to deliver BIDx® Online. Provided in response to feedback received after TBO 2024,

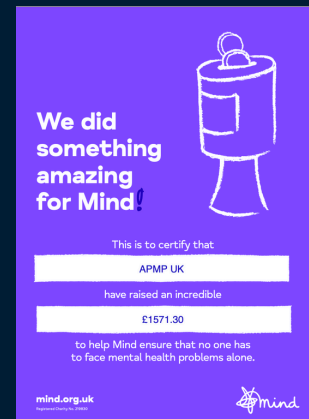


BIDx® Online was designed to be a more accessible event in terms of cost and location, or rather medium, to compliment the BIDx® portfolio.

BIDx® Online was a half-day virtual summit attended by 55 people who were given access to top quality keynote speakers and roundtable discussions. The event was less about the fundamentals and best practice of bidding and more about discussing real world challenges, hearing the experiences of others, and coming up with ideas to implement immediately. Tickets were available at £30 for members and in recognition of the importance of mental health and wellbeing in our profession, from the proceeds of the event we were able to donate just over £1,500 to the charity Mind.

Thanking Steve Head and Jenna Dominique and our member roundtable hosts.

- Danelle Morrow – Strategic Thinking
- Matthijs Huiskamp – AI and The Future of Innovation
- Matt Light – Human Centric Leadership
- Sarah Hinchliffe – Social Value
- Jo Derriman & Laura Errington – Bid and Sales Leadership Challenges
- Richard Holm – Collaboration
- Ben Turner – Data and Analytics
- Stella Round - Mental Health and Wellbeing
- Chris Farnath – Imposter Syndrome
- Emma Ward – Impact of AI on Bids, Sales, and Capture.



Financial Summary

As of 30 June 2025, the APMP UK remains in a stable financial position ensuring every penny we make goes back into member initiatives and delivering value to members. We have delivered key services while staying in control of our budgeted expenditure, thanks to prudent board management and close financial monitoring.

It is important to note that the following financial summary does not account for funds held in or managed through the APMP CIC, as this is a separately run organisation administered and accounted for outside of the APMP UK chapter.

In terms of income, the APMP UK chapter has generated £64,875.77 before tax amendments. Figure 1 provides a breakdown of the sources of those income streams.

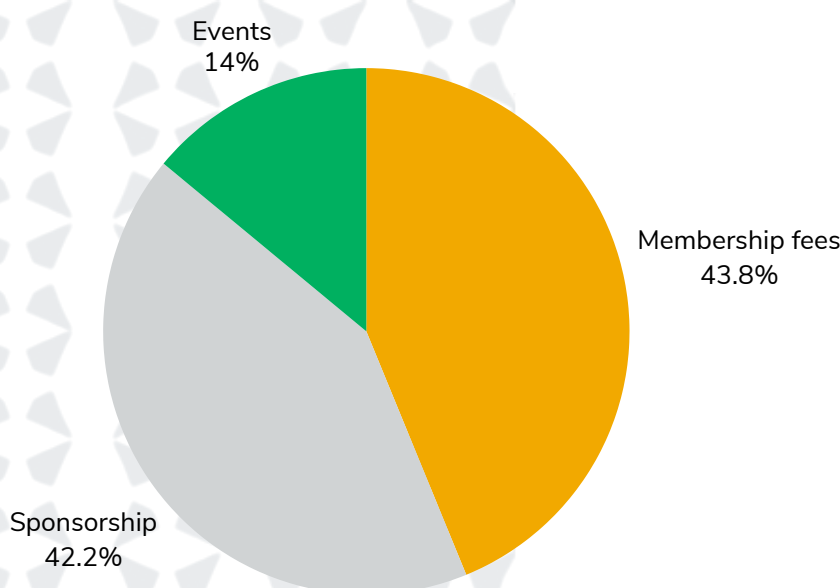


Figure 1: APMP UK income comes from various sources but is always invested back into the chapter and its members

Membership and sponsorship revenue constitute the majority of our income followed by income from event ticket sales such as BIDX® Roadshows and BIDX® The Big One. Other revenue is made up of accounting adjustments such as tax rebates.

APMP UK wants to acknowledge the role sponsors play in making our events happen and thank those companies who we are working with so far this year:

Strategic Proposals
Visible Thread
Responsive

Qvidian
Ideagen
QorusDocs

Loopio
AutogenAI
JGA Group

Over the last couple of years, we have been working to move our relationships with sponsoring companies closer to partnerships where we can do something to support each other, and away from transactional relationships based on a simple exchange of money. We feel this approach is fostering stronger connections and more creative ways of working together with the intention of bringing more value to our members and support to the profession.

In terms of expenditure, we have spent £87,143.19 in the areas shown in Figure 2*.

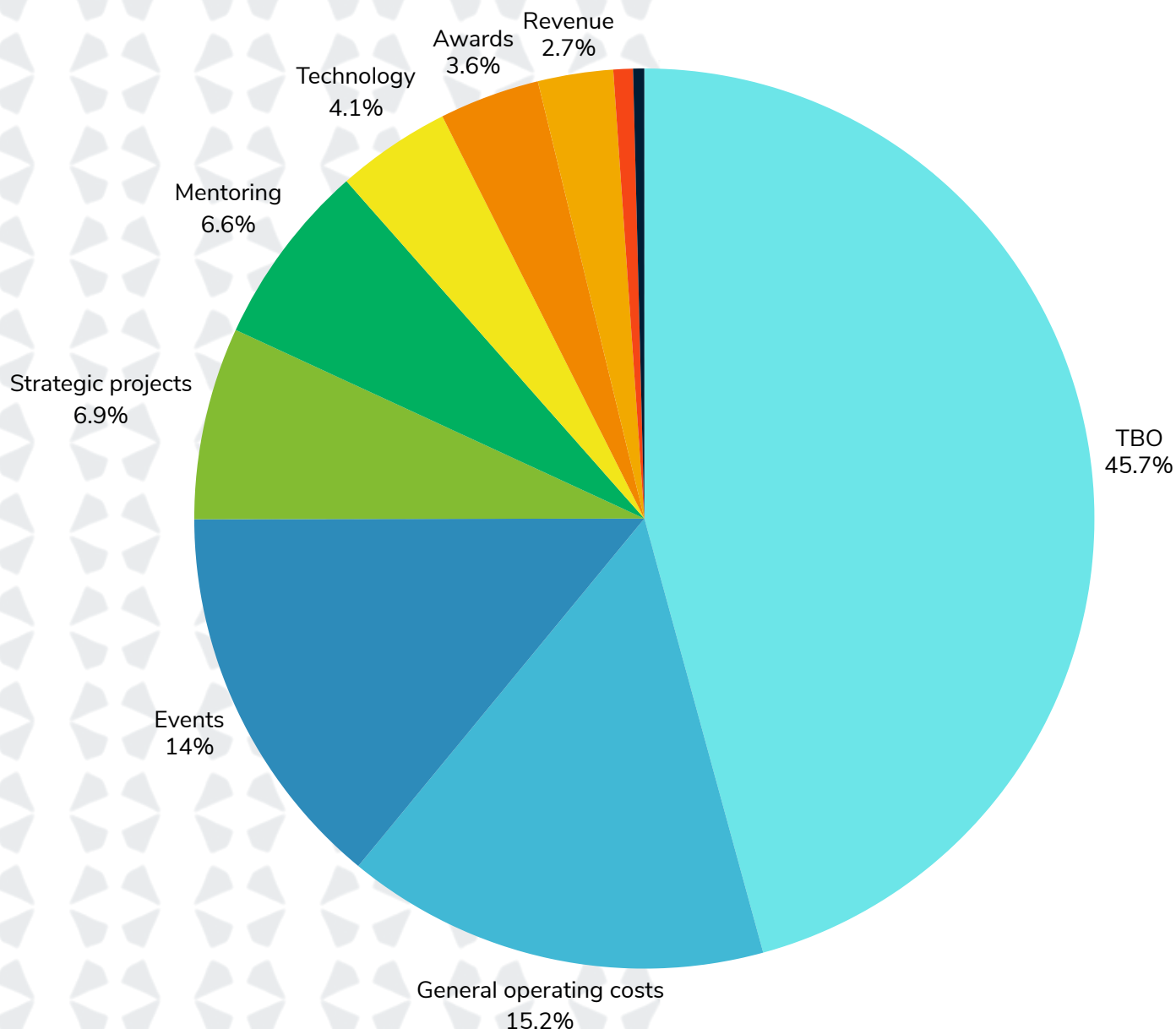


Figure 2: APMP UK expenditure covers all operational areas that enable us to deliver value adding services to members

*Red = 0.7% of spend on People portfolio
Dark blue = 0.4% of spend on Marcomms portfolio

Whilst this currently indicates no surplus, the expenditure is on budget and over-spend represents additional investment (to the approved 2025 operating budget) in member experiences through funding the online platform for BIDX Online, listed against Strategic Projects.

As we head into the second half of the year, we have committed additional funding to TBO to provide a better member experience through an improved app and badge system. We expect further income through remaining sponsor packages for TBO and wider sponsor packages, TBO and Roadshow ticket sales along with continued member rebate to afford this without putting up costs to members.

Marketing and communications

APMP UK marketing and communications (marcomms) continues to provide member and profession relevant information using ever more innovative and engaging approaches.

We launched our website upgrade project to move our APMP UK website to an up to date and more secure platform that will allow us to generate more targeted user experiences and engagement. The new website will be launched in the second half of the year.

We have issued 6 monthly newsletters to members so far with an average open rate of 25% and a click rate of 6%. Our newsletters have gone through a re-design to make the content easier to identify and relevant to our members. Alongside the ongoing challenge of being lost amongst wider APMP emails, we will be encouraging members to review their individual marketing options to reduce the emails they don't wish to receive whilst making our APMP UK ones easier to recognise through clear subject lines.

LinkedIn remains our social media platform of choice with 6310 followers on our APMP UK LinkedIn page. This year we have attracted 484 new followers during Jan to Jun = 3 per day and posted 150 times with 1.85k engagements over 6 months. Our posts have generated 1.57k likes, 125 comments, 190 shares and nearly 4000 clicks with image posts generating 80% of our engagement. As Figure 3 shows, our audience represents over 60 different industries with sales and business development roles being the most represented job functions. 50% of our followers are in senior roles followed by Director level positions with the majority from organisations of over 5000 employees. 68% of our followers are from the UK by the US and India, but as the map shows, we reach people globally.

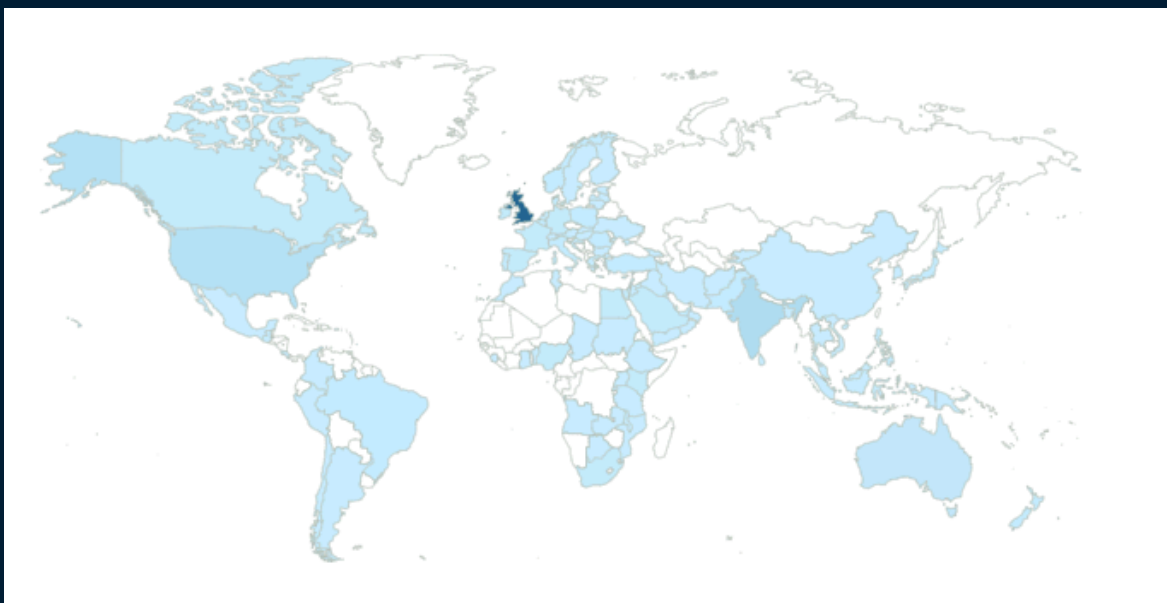


Figure 3: APMP UK marketing and communications has global reach

Alongside our ongoing events campaigns for webinars, roadshows and TBO, we have issued campaigns related to volunteering week in June to recognise the support of our APMP UK volunteers, the 'Let's Talk' initiative to share our bidding war stories, the Intentional Career Path helping people navigate their careers through the bidding profession, launching our new Capture and Bid Writers Focus Group, our Rapport Mentoring Programme, the Procurement Act and National Apprenticeship Week.

Governance and operations

In line with our common operating model we have continued to govern and lead the chapter whilst managing a number of board changes and improving internal policies and processes.

The Board continues to meet monthly with one each quarter being a face-to-face full day session that this year have focused on our next three year strategy which will be available towards the end of the year.

We have seen some board changes in the first half of the year. We welcomed Neeta Patel to the role of Chief Revenue Officer. We have said goodbye to Suzanne Shields as our Chief Professional Progression Officer and welcomed her lead volunteer Marti Marsh into the role, demonstrating our ongoing intent to give volunteers the chance to progress up to board positions.

We said goodbye to Ailsa Tuck, our Chief Events Officer and welcome Sam Keays into the role. You may recognise Sam from the APMP International Board. She brings with her experience not just from APMP but also in strategic planning and events delivery from her role in the bidding profession.

We are saying goodbye to Vikki Ogden our Chief Mentoring Officer. We have made the decision to move the mentoring programme into the Professional Progression portfolio as it is a key service that supports people on their career journey and therefore compliments the Intentional Career Path work.

As of the 30th June, our board structure is as shown in Figure 4. Since producing this report we have completed recruitment for our Chief Events Officer and welcome Sam Keay to the team.

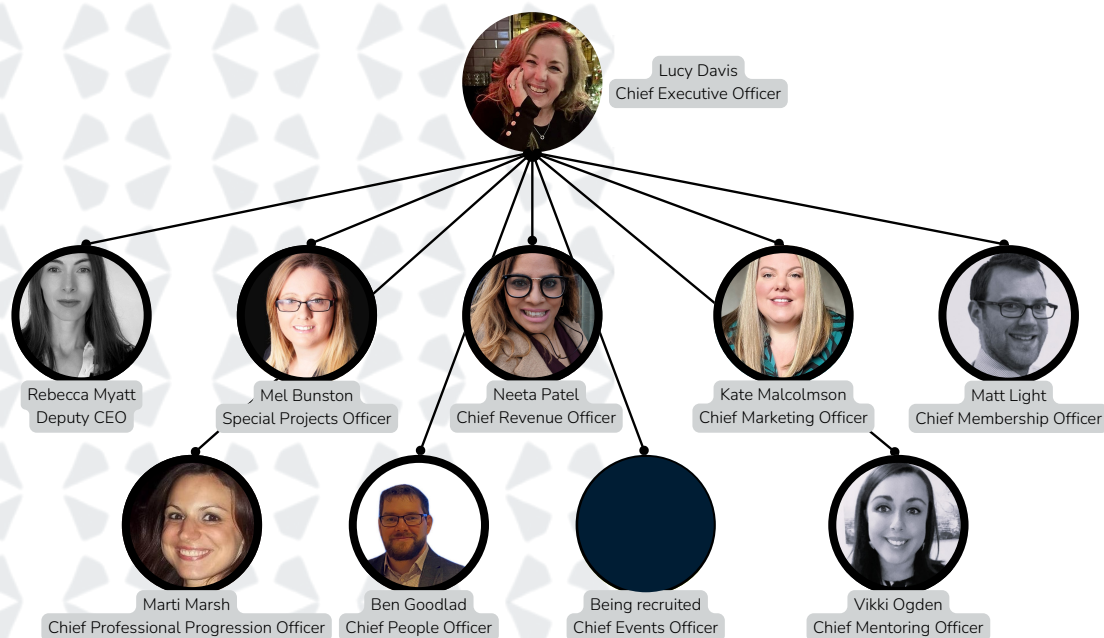


Figure 4: APMP UK chapter board delivering value add activities to members in 2025

We have implemented new processes to support sponsorship arrangements through the introduction of the Sponsor and Exhibitor Agreement which provides a more robust commercial basis for our sponsorship arrangements.

We have introduced an exit interview process for board members as they step down to help us improve how we work together, as well as a board induction pack for new board members to help orient them into their new roles more effectively. Alongside this we have documented all board roles in job descriptions which has helped our recruitment and induction processes.

Looking ahead at 2025, part 2

It's clear to see that a lot has happened this half year. As we align ourselves to business principles to support growth, we continue to deliver even more for our members.



APMP UK Strategy 2026-2028

Watch this space for the next iteration of the APMP UK 3 year strategy which will lay out our plans for continued delivery and focus on the future of the chapter to ensure ongoing stability and growth.



New APMP UK website

We are updating and revamping the APMP UK website making it more secure whilst updating the content and making it a more engaging and user friendly site for prospective and existing members.



Member Survey Report

Following the member survey earlier this year we will be issuing a full report of the findings and the actions that we will be taking to address your concerns and opportunities for improvement.



Revenue

We continue to seek additional revenue streams to enable us to deliver more to our members. Currently, we are on track to have a sizeable sponsorship of our 2025 packages.



Membership

Expect more digital badges to be released soon to mark different interactions with APMP UK. Additionally, the team are focused on designing initiatives that will excite members old and new.



Intentional Career Path and Mentoring

The team are focused on researching the different roles within our industry and how that could impact early careers in bidding. Expect the results of that research to be published in the second half of the year. See our mentoring programme become firmly embedded in our Intentional Career Path as we continue to support members on their career journeys.



Focus Groups

We will continue to provide opportunities for our members to engage with each other and the profession through our focus groups. This second half of the year will see the inaugural meeting of our newest group, the Bid Writers focus group led by Leonie Thomas.



Events

The second half of the year kicks off with our second BIDx® Roadshow which will take place in London in September, sponsored by Ideagen and led by our Social Value and Capture focus groups. We will continue with our monthly webinars.



TBO

Our flagship event is shaping up to be the biggest and best yet. On the 18th and 19th November at the ICC Wales, TBO will continue to bring connection, learning and fun with a focus on inclusivity and accessibility in terms of cost and content.



APMP UK Annual Awards

One of the high points of our year as we recognise the shining stars of our profession. This year we have 10 awards in total, including 3 new award categories, that reflect the wide ranging nature of our profession.

Acknowledgements and the future

Whilst we are navigating change alongside our continued delivery of service and events that support our members and the wider profession, none of this would be possible without the dedication, energy and commitment of our volunteers.

This year the board has experienced an increase in staff turnover reflecting the growing commitment of our roles and the challenges we face to volunteer alongside our day jobs. As part of our strategic planning this year, we are reviewing the current board structure to ensure that we have the right resources and capabilities to deliver our long term plans. We will provide further details on changes to board positions in due course.

Our focus this year on the strategic direction of the chapter, supported by member feedback, which is providing us with some interesting ideas to continue developing our chapter and provide member value, whilst making sure we manage this against our financial position. We look forward to sharing the next iteration of the APMP UK strategy with everyone and hope that you see the bright future that exists for our chapter.

We would like to extend our thanks to everyone who has contributed to APMP UK's progress over the past six months. Our work is made possible by the dedication of our chapter board members and volunteers, the guidance of our Board of Directors, and the continued support of our members. We are also grateful to our sponsors, and collaborators such as NSC who have shared their time, expertise, and resources to help us achieve our goals.



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