



Half-Year Report

1. Foreword

Dear Members,

2026 marks 25 years since APMP UK was created, with the first chapter meeting held on the 27th March 2001. Since then, we have created a strong professional network for bid, proposal, tender, and capture professionals through events, mentoring, webinars, special interest groups, and peer-to-peer collaboration.

We set out this year to focus on taking stock and focus on our delivery. So, with that 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 start our new three-year strategy, we have been taking the time to reflect on what has worked well over the last three years and set the foundations for where we want to go next over the coming three years.

Our chapter continues to grow and evolve through what we offer members. Therefore, the chapter requires more structure and discipline to run effectively, and so under the new three year strategy, we are exploring the best operating model to support our future growth.

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. We hope this report provides a clear and insightful overview of our activities and impact to date.

2. Key Highlights

The first six months of 2026 have strengthened the chapter in three important ways: broadening access to support, creating more relevant professional communities, and building firmer foundations for future growth.

Some notable highlights were:

1. Secured our TBO 2026 venue at The Vox, Birmingham to bring you the biggest and most engaging annual conference yet – January
2. The Social Value focus group and Procurement focus group have come together to form the new Public Sector Focus Group - February
3. Senior Leadership Focus Group was started, led by Nigel Thacker to support the senior leaders in the bid and proposal profession – March

4. Rachel Garwood joined the Board as Chief Relationships and Partnering Officer, in a newly created role, to support our sponsors and wider partnerships – March
5. APMP UK celebrated its 25th anniversary – March
6. The Member Support Fund was launched, allowing all members access to funds to support their membership, training and development. - April
7. Micheál McGrath joined the Board as Chief Events and Marketing Officer after Kate Malcolmson stood down – May
8. Launched the APMP UK Annual Awards 2026 to recognise and value those in our profession. – May
9. Social Networking returned – bringing together the bidding community in an informal environment – June.
10. Launch of the 'Your Voice Matters' Survey – To help us shape our events, webinars, and content program for the rest of 2026. What should we be covering? What formats actually work for you? Would you ever want to speak, or get more involved? - June

3. Membership Overview

Our membership remains broad, stable and influential, with APMP UK continuing to represent just over 25% of global APMP membership.

We continue to hover around 2,800 members. Whilst we have gained 342 new members in 2026, keeping our attrition rate steady at 7.9%. Having said that, we remain the largest APMP chapter with just over 25% of the global membership being affiliated to the UK.

In April we launched our Member Support Fund. This was open to all APMP UK members with at least 2 years of membership. The purpose of the fund is to help those for whom cost and access may be a barrier. This is a commitment we have made, to make sure members have the opportunity to grow and develop regardless of circumstances.

This isn't just a fund, it is backing our members and applications will be open again later this year.

This year, we have continued to grow our focus groups by adding: The Senior Leadership Focus Group and the Public Sector Bidding Focus Group who formed out of the Social Value and Procurement Focus Groups. All of our focus groups continue to be popular and are open to anyone to attend.

4. Events

Our events program continues to give members accessible learning, professional insight and opportunities to connect in ways that suit how they engage.

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



BIDx® Webinars

We held 6 webinars between January to June with 546 registered attendees and 277 actuals. Whilst this represents one less webinar than the same period last year, we have seen an increase of over 50% of those registering and also attending the webinars.

- Jan – Mental health and wellbeing with Stella Round
- Feb – Design Focus Group: Winning more through Design
- Mar – The Human Edge in an AI World
- Apr – Results and reflections for the Bid Writing focus group survey
- Jun – TBO 2026 speaker process: Insights and Inspiration from TBO 2025 presenters
- Jun – APMP UK Academia group

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

This year our two roadshows fall in the second half of the year. We have planned for you:

Our July BIDx® Roadshow: bringing together freelancers, bid professionals and public sector colleagues, the day combines expert speakers, interactive workshops and lively roundtable discussions to explore the realities of public sector bidding, AI, freelance working and much more.

Our September BIDx® Roadshow will bring together our Design and Bid Writing focus groups to deliver a day of informative sessions that will teach practical tips to implement in your daily work.

We look forward to seeing you there.

Social Networking

On the 3rd June we listened and we brought back social networking.

A small group of us met up in London for a drink and an opportunity to swap stories from the front line of bidding. It was a great opportunity to step away from the bid deadlines or formal training and meet up with fellow bid and proposal professionals. We received lots of messages after from members who couldn't attend that day but would love for another evening to be arranged. Watch this space, we will get you some more dates in the diary.



5. Financial Summary

APMP UK remains financially stable while continuing to invest in member initiatives and services.

As of 30 June 2026, 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 £37,886.62.

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

Bright Carbon

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CGI

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. One such example of this is a new partnering arrangement between the APMP UK Capture Focus Group and Tussell are collaborating on the production of the groups next article on the future of capture, a follow up to their April article 'Moving from Reactive Bids to Intentional Wins: The Current State of UK Capture'.

In terms of expenditure, we have spent £75,850.63 areas across TBO costs and general operating costs.



Whilst this currently reflects a deficit, APMP UK's income is typically loaded into H2, and is forecast to make a small profit by the end of the year. Overall expenditure is on budget, and we have outstanding income from sponsorship and event ticket sales that will increase in the next half of the year.

This year, as all costs continue to increase, we have reviewed all items of expenditure and tightened our budgets, without any material impact to members. This has allowed us to continue to host events to reach all of our members in the ways they choose to engage.

6. Marketing and Communications

Our communications are helping to engage an increasing number of members, and we are using feedback to shape future activity.

We have issued 6 monthly newsletters to members so far with an average open rate of 42% and a click rate of 12%. 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 7,104 followers on our APMP UK LinkedIn page. Reaching over 3,800 followers and 8,700 impression per month.

Alongside our ongoing events campaigns for webinars, roadshows and TBO, we have issued surveys and campaigns related to: Bid Writing Attitudes Survey in January and TBO Opinion Poll in February, 'Your Voice Matters Survey' in June. We continue to ask members what they think and want, to help to shape the chapter.

Through our focus groups, we have also published 8 white papers and articles, in the first half of the year.

7. Governance & Operations

Governance activity in the first half of the year has focused on building the structure, capability and clarity needed to support the new three-year strategy.

Governance updates, board or staff changes, and operational notes.

The Board continues to meet monthly with one each quarter being a full day session that this year have focused on setting strong operational and financial foundations, to build out our new three-year strategy to support all members through their entire bidding career path.

We have seen some board changes in the first half of the year, as we continue to evolve the operating model, simplify structures and bring in new capabilities aligning to the three-year strategy.



We said goodbye to Sam Keays, our Chief Events Officer and also to Kate Malcolmson our Chief Marketing Officer. We then made the decision to roll the events and marketing portfolios together under the Chief Events & Marketing Officer as both portfolios have a strong alignment. So, in May we welcomed Micheál McGrath as Chief Events & Marketing Officer.

We have said goodbye to Marti Marsh as our Chief ICP (Intentional Career Path) Officer and rolled mentoring into the CEO's portfolio with the volunteer support of Sarah Hinchliffe.

We welcomed Rachel Garwood to the Board as Chief Relationships and Partnership Officer, in a newly created role, to support our sponsors and wider partnerships.

We welcomed Andrew Kinniburgh to our Board of Directors; he brings great experience from his position at Make UK.

We said goodbye to Ben Goodlad our Chief People Officer. We have made the decision to remove this role for 2026, whilst we consider the overall chapter board structure.

8. Challenges & Opportunities

The current board structure remains sustainable and fit for future growth. As part of our strategic planning this year, we continue to review the 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.

9. Looking Ahead

In the second half of 2026, our focus will be on turning the foundations built in the first half of the year into visible member value.

In the next 6 months we will be:

- Delivering our July BIDx® Roadshow bringing together freelancers and public procurement bidding professionals in Fareham
- Delivering our September BIDx® Roadshow where we will focus on the Bid Writing and Design focus groups
- Bringing you BIDx® The Big One 2026 from the Vox in Birmingham
- Celebrating our profession through the APMP UK Annual Awards
- More social networking events
- Continuing to deliver monthly webinars
- Developing our Focus Groups with the launch of the Freelancers Focus Group
- Supporting our members growth through the mentoring programme and ICP

10. Acknowledgements

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 National Sales Conference (NSC) and Institute of Sales Professionals (ISP) who have shared their time, expertise, and resources to help us achieve our goals.