



# **PPMA Annual General Meeting 2025 At Virtual Conference**

## **18 September 2025**

# Year in Review – (1) Celebrating 50 years



- Wider public relations coverage - Pam Parkes, our President has written multiple articles promoting the HR/OD profession in The MJ and other local government and professional HR magazines
- There have been multiple blogs and LinkedIn posts over the last 10 months reflecting on what the Association means to Members and looking forward to the next 50 years.
- We celebrated at our Golden themed Annual Conference at the Midland Hotel, Manchester. And the Golden themed gala dinner honoured and celebrated our Excellence in HR/OD Awards winners.

# Year in Review – (2) PPMA business



- Membership has increased over the last year to over 150 organisations (up from 135) and more than 3400 members (an increase of over 400)
- Successful Talent Programmes - Apprentice 14 participants; One to Watch 12; HR Rising Star 12; Peer into the Future 16
- Webinars - 30 in total including 16 Awards winner series - Average views via Mailchimp promotions and YouTube – 1300+
- Several roundtable events during the year with sponsors/ partners and contributed to the production of 3 reports – Oleo report - The challenges in public sector recruitment; EY report – Understanding workforce transformation in local authorities; Past Presidents – Insights into building future ready public service organisations

# Year in Review – (3) – Media



- Social media – LinkedIn followers up 17% (so over 33% increase in last 2 years), Facebook reach is 3.5k year on year with over 34,000 views.
- Website engagement – Average monthly active users 1470 (up 15% year on year).
- Public relations coverage – 4 Connected HR supplements in The MJ, 11 MJ articles, 3 articles in Local government professional magazines, 3 articles in HR professional magazines
- Monthly newsletters – On average over 380 opens

# Sponsorships – strong and increasing



indeed

cornerstone

Tribepad

matrix

Commercial  
Services Group

Penna

ORACLE

boundless

Capsticks

CIPD

conformity  
HR case management software

Croner-i

Edenred

EY

FirstAdvantage

GatenbySanderson

hpma

MHR

my  
money  
matters

REAL WORLD GROUP

SENATUS  
MANAGEMENT CONSULTING

Starfish

MJ

TILE HILL

UHR  
University Human Resources

WMEmployers

# Finance – End of Year Report 2025



| Final Outturn for the year July 23 to June 24   | £              |
|---|----------------|
| PPMA Annual Expenditure incl salaries, professional fees, office expenses, tech consultants, etc. | 211,151        |
| Income from Subs (58.6k) and Commercial contracts   | -109,695       |
| Income from Talent programmes   | -33,435        |
| <b>Sub total – PPMA activities for year</b>   | <b>68,021</b>  |
| Annual Conference - Total expenditure   | 191,742        |
| Annual Conference Income incl Prime/ Premium sponsorships, conference sponsors and delegate fees  | -231,578       |
| <b>Sub total – Conference profit</b>  | <b>-39,836</b> |
| <b>Total LOSS for the year</b>  | <b>28,185</b>  |



# Articles of Association reviewed



- Articles of Association reviewed to reflect the way the PPMA has been operating in the last couple of years.
- General revision of document to simplify and update language a values.
- Membership section updated with corporate membership details outlined.
- Strategic Board roles and terms – President, Vice Presidents, Treasurer – clarified.
- PPMA Support office roles clarified.

# Revised Strategic Priorities – 5 areas of focus



- 1. Strengthen Strategic Partnerships** - deepen relations with public sector membership bodies – including HPMA, UHR, SOCITM, WME, and CIPD – to expand influence, reach, and insight across sectors
- 2. Champion People & Grow Influence** - Champion the professionals who lead and support our public service workforce and grow PPMA membership to broaden our influence.
- 3. Promote Talent & Continuous Learning** - Showcase the PPMA's talent programmes and encourage continuous learning and knowledge exchange among members to drive improvement.
- 4. Drive Workforce Investment** - Advocate for sustained investment in workforce development to enhance quality across the public sector.
- 5. Speak Truth to Power** - Confidently and constructively challenge unhelpful or misleading narratives in the media.





# AGM – Note and agree



- The Year in review and improvements that have been made
- The End of Year Finance Report
- The revised strategic priorities
- Articles of Association have been updated to reflect way association is operating

THANK YOU