

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 – Oleeo 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



















































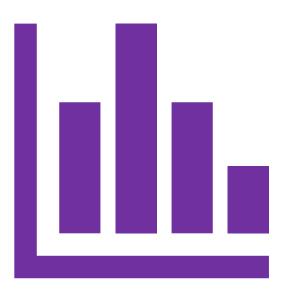




Finance – End of Year Report 2025



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
Sub total – PPMA activities for year	68,021
Annual Conference - Total expenditure	191,742
Annual Conference Income incl Prime/ Premium sponsorships, conference sponsors and delegate fees	-231,578
Sub total – Conference profit	-39,836
Total LOSS for the year	28,185



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



THANKYOU