

# Minutes of the Association for Project Management Annual General Meeting

**Monday 14 November 2021, 10:30-11:30**

## MS Teams

**Chair:** Sue Kershaw, President

**Present:** Members viewing online (approx. 180-200)

**In attendance:** Board Chair (Milla Mazilu); Chief Executive (Adam Boddison); Deputy Chief Executive (Mark Hepworth); Company Secretary (Mike Robinson). The APM Leadership Team and other APM staff were in attendance.

**Apologies:** Graham Godding, Peter O'Dowd.

**Papers provided:** The following had been made available to all attendees: Notice of Meeting; Minutes of the 2021 Annual General Meeting; 2021/22 Annual Report and Accounts; proposed resolution to obtain members' approval to update the Royal Charter.

## 1. Opening and the President's Address

APM's Communications Manager opened the meeting and invited people to submit questions online, the meeting was being recorded and would be posted online afterwards.

The President formally opened the AGM and gave a warm welcome to everyone in attendance and outlined arrangements for the meeting.

The Company Secretary gave apologies for absence from Graham Godding and Peter O'Dowd.

The President was delighted to give her third presidential address and emphasised the AGM was an important part of APM's governance. She welcomed the high level of attendees to the second online AGM and mentioned an overseas member in particular had welcomed the online approach. The President introduced the Chief Executive and reported that she continued to be struck by his energy and enthusiasm in particular with external engagement. This was the first AGM with the new Board Chair and the President emphasised Milla was a valued Trustee with considerable experience - who had also received the British Empire Medal earlier in the year. The President thanked Debbie Lewis as outgoing Chair and was pleased that Debbie would remain engaged with APM.

The President mentioned three areas of success in particular. The new brand was launched at the end of October and thanks were made to everyone who worked on the excellent update. The President reported on the 50<sup>th</sup> anniversary celebrations which had taken place throughout the year including the production of an updated 50<sup>th</sup> anniversary book, a 50 projects book and new suite of content for the website. The new strategy had been launched and an update on that would follow in the meeting. The President also was pleased to report that membership numbers had increased by 1,700, giving a total of 37,000 Members in 140 countries, and additionally that APM had welcomed new Honorary Fellows from different sectors. The Major Project Leadership Certificate had been launched along with a brand new mentoring scheme and revised competence framework. Next year it was hoped that chartership would be further embedded as the expected global standard. The President concluded that an incredible amount had been achieved during this period.

## 2. Minutes of the Annual General Meeting held on 15 November 2021

The minutes of the last AGM had been circulated and were noted. There were no comments or matters arising.

**Resolved: That the Minutes of the 15 November 2021 Annual General Meeting be approved as a correct record.**

## 3. Receipt of the Annual Accounts of the Association for Project Management for the Year Ended 31<sup>st</sup> March 2022, the Report of the Trustees and the Auditors' Report

**The Board Chair** welcomed members and was extremely happy to see how many had joined the session. She outlined the important values of the organisation and the overall governance structure. The Board Chair highlighted the main ways that APM helped the project profession to deliver. Presenting the refreshed corporate strategy, she was pleased to outline the updated vision, mission, values and strategic themes. She emphasised the importance of leveraging chartered status, raising standards, having the right partnerships in place, sharing risk, being progressive, collaborating, providing insights and being adaptive.

The strategic targets recognised that professionals undertake a range of roles and a variety of skills were needed. It was reported how APM uses technology to evolve learning, to adapt and enable sustainability across all projects, support all types and stages of career.

APM aimed to be an outstanding professional body. By ensuring the right skills and experience available, highly engaged people working or volunteering for APM can ensure successful strategy delivery. It was highlighted the new Major Project Leadership Certificate was designed to recognise specific skills.

A community focus was also important and the introduction of the APM Community Platform provided a safe and welcoming environment for members to support each other. The Board Chair warmly encouraged active engagement in volunteering opportunities.

**The Chief Executive** commented it was a pleasure to outline the significant achievements of 2020/21. Key highlights included:

- An increase in membership over the 2021/22 year which was increasing into the current year.
- An expanded list of recognised assessments for Chartered status, including the University of Cumbria and Robert Gordon University (the first in Scotland to be so recognised).
- This had been a strong year for the research team whose key publications included *Dynamic Conditions for Project Success*. This had assisted the work on the new Competence Framework. The Research Fund had also seen a record number of submissions. Nine research reports had been released and these would no doubt contribute to project delivery.
- The mentoring programme had seen 179 join by end of year with 70 active mentoring pairs.
- 2021 saw APM host their first hybrid APM Awards, which had been streamed across four major platforms. It was noted that twice as many watched the streamed version as attended in person so this had been very successful.
- The CEO encouraged members to look at the list of 50 impactful projects. The history of APM book had also been updated reflecting the next 10 years of the APM journey.
- The opportunity was taken to reflect on the new strategy and brand. Both had taken some time to bring to fruition and been well received.
- Membership satisfaction research had shown a common theme that professional development and recognition are key reasons to join APM. Importantly, satisfaction ratings had improved with more than half of members likely to recommend membership. APM's Net Promoter Score had improved to +37.

The Chief Executive also highlighted some of the developments and plans underway in the current financial year as follows:

- APM's 'Big Four' projects had seen excellent delivery and progress. Work continued on the CRM database.
- The Chief Executive highlighted the importance of the reviews underway to the Chartered standard, training provider accreditation and the Project Management Qualification. It was key that they be inclusive, accessible and aligned.
- The volunteer review continued and should help deliver be a golden era for the APM volunteer community. That community stood at 700 spanning 15 different countries. More than 200 online and face to face events had been delivered with volunteers.
- Collaboration with stakeholders, in the spirit of one project profession, was highlighted and would continue.
- The 1-10-100 aspiration was outlined in the context of the refreshed strategy. This would be to consider what it would take to have 1,000 corporate partners, 10,000 ChPPs and 100,000 Members. This would represent APM being a major player in the professional.

**The Deputy Chief Executive** presented financial highlights from the 2021/22 annual report and accounts. Key points included:

- The external auditor had issued a full unqualified audit opinion.
- Although operations had continued to be impacted by Covid and lockdown cycles, there had been a recovery towards normal operations with APM generating £11.2M in revenue. This had been a great achievement in difficult conditions. APM had also reduced costs in year resulting in an operating deficit of £122k. Investments had continued to improve resulting in a final surplus of £189k.
- The two main sources of income (membership and examinations) had both increased with particular strength seen in qualifications. More examinations had been delivered in the year than before the pandemic. Publications revenue had fallen slightly although there was some recovery in events income with a return to face to face events.
- The average headcount was slightly lower than the previous year reflecting 'the great resignation' although APM was currently running with a full headcount. The marketing and communications teams had been re-designed to better support the profession.
- Overall there had been £400k more in costs than the previous year. However, this was lower than the inflation figure at the end of March.
- On membership, the year ended with over 37,000 members – an increase of 6% with all categories growing or holding steady.
- Overall, the balance sheet was strong with assets at the same level as 2019. APM's reserves were within the Board's approved range and provided the resources required to support the new strategic plan.

**The Annual Accounts of the Association for Project Management for the Year Ended 31<sup>st</sup> March 2022, the Report of the Trustees and the Auditors' Report were received.**

#### **4. Special Business – Proposed Update to the Royal Charter By-Laws**

The Company Secretary reported that APM continuously reviewed the Charter to ensure that it meets APM's needs. Following an external governance evaluation, the Board had proposed a further change to the Royal Charter By-Laws. This was to increase the opportunities to directly appoint trustees from three to five. This would help the Board provide diversity of thought and ensure that any identified gaps in skills, experience and diversity could be filled. Subject to members' approval, the change would need to be formally adopted by the Privy Council. The Company Secretary confirmed the implementation date would be provided in due course by the Privy Council. There being no dissent, the proposal was unanimously approved.

**Resolved: THAT the By-Laws of the Association be amended as follows, subject to formal approval of the Privy Council and subject to any minor amendments the Privy Council may require:**

##### **AMENDMENT**

##### **1. In By-law 16 (ii):**

Delete "Up to three individuals" and replace with "Up to five individuals"

## 5. APM Trustee Elections

The Company Secretary reported the results of the 2022 Board election. APM had seen another strong field of 10 candidates and had achieved a sound turnout of 18.1%.

Under the Charter and Regulations, the election was undertaken as a poll vote with the ballot delivering proxies to the AGM. Amy Morley, Sheilina Somani and Bel French had therefore been elected to the Board for a period of three years. The Company Secretary congratulated the new Trustees and thanked all those who had participated. The full results are set out below.

**Resolved: the three candidates receiving the highest votes were affirmed as trustees.**

CONTEST: Election of Board Members

RESULT		3 to elect
Amy MORLEY	1,140	ELECTED
Sheilina SOMANI	1,044	ELECTED
Bel FRENCH	966	ELECTED
James WHITE	808	
Tamsin ALLI-BALOGUN	679	
Craig SCOTT	638	
Garry MURPHY	620	
Michael HIGGINS	539	
Bob LASLETT	534	
Murray ROSS	449	

Number of eligible voters:		16,521
Votes cast online:	2,992	
Total number of votes cast:		2,992
Turnout:		18.11 %
Number of votes found to be invalid:		0
Total number of valid votes to be counted:		2,992

## 6. Members' Questions

The President noted that five written member questions had been submitted in advance of the meeting. The written answers were available in the slides for the meeting. The Chief Executive outlined the questions and answers prepared on the questions relating to: recognising APM's key influencers, APM's international work and cooperation with partners; email communication preferences; and student membership. Further questions from those present were then invited and taken as follows:

- *Does the APM make or receive any political donations please?* It was confirmed this was not the case and advice from the Charity Commission on this was followed. There was of course regular engagement with government in order to maximise impact.
- *Do the APM have any plans for 'going global' over the next few years?* The CEO confirmed APM had always thought and acted globally to an extent and this was part of its strategy. However, there were more than 2m project professionals in the UK and they would remain a focus. Some corporate partners were also international in nature.
- *Several members were expressed a keenness to volunteer.* The Director of Education and Lifelong Learning was happy to assist and provided her email address for any interested.
- *On the subject of membership fees, any thoughts of reviewed fees for the 65+ aged members.* The Director of Membership and Business Development confirmed there was a 50% retired rate for membership available on request from the service desk.

It was confirmed any questions not answered would receive a direct response outside of the meeting.

## 7. Closing Remarks

The President closed by commenting that 2021/2022 had clearly seen a lot of quality output from APM and she thanked the team. It was encouraging that membership was rising and the Chief Executive's mention of a 'golden era' for volunteering had resonated with her. The 'Big Four' projects had given impact and external influence and she welcomed the fact there had been 200 volunteering events in one year. Collaboration in the spirit of 'one project' profession was powerful. The 1,10,100 aspirations would be amazing and help APM even better serve the profession.

The Board Chair thanked all for dialling into the meeting (there had been over 200 attendees at one point). She thanked all the teams who had supported the meeting and APM's work during the year. She also thanked those who had stood for elections and welcomed those who had been successful. If unsuccessful, she suggested continuing to look for volunteering opportunities and she would be happy to discuss further with individuals. Thanks were given to Debbie Lewis for her support over the years and for agreeing to continue to support the Board via the PS&K Committee.

The recording of the meeting and slides would be uploaded and made available post meeting.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_