

HPMA LONDON, SOUTH EAST & SOUTH CENTRAL ACADEMY DEVELOPING YOUR PEOPLE PROFESSIONALS THROUGH HPMA MEMBERSHIP

A REVIEW OF 24/25 HIGHLIGHTS & LOOKING FORWARD TO 25/26



LAURA BEVAN

VICE PRESIDENT

KAREN CHUMMUN

VICE PRESIDENT



‘We are delighted to continue working with you as joint HPMA Vice Presidents for London and the South East. We are passionate in leading the Academy to develop our people professionals and to work with you to ensure your teams fully benefit from the Academy programme and all the opportunities available. We hope this review helps you support your teams to make the most of what the Academy offers and empowers people professionals to take charge of their own development and fulfil their potential. .’



PROUD TO PRESENT OUR ANNUAL REVIEW: 2024-25

MESSAGE FROM RACHAEL TYLER - DEVELOPMENT DIRECTOR

We are really pleased to present our key highlights from the past year. The success of our development programme is down to a unique collaboration with our members, our excellent development providers, our Board members and our sponsors. Collectively working together in this way enables us to deliver a tailored, high quality development programme for people professionals at every stage of their career. We are passionate about ensuring that all our members make the most of the offers available and this year we have included suggestions for ensuring take up of all the opportunities available.

We believe that our 2025/2026 programme is our best yet. We recognise the pressures faced by people professional colleagues and we are very pleased to provide a safe and protected learning space for you where you can flourish and achieve your potential.



ABOUT THE HPMA LONDON ACADEMY

The Academy is run by the London branch of the Healthcare People Management Association (HPMA). We are a Charitable Incorporated Organisation and the Academy is accountable to the trustees of the charity.

Set up in 2010, we are the first and largest Academy for people professionals in the UK. We were formed 15 years ago and have established ourselves as the 'go to' place for the development of NHS people practitioners in London and the South East. We have won awards for our aspirant leadership programmes and the work we have led in improving equality, diversity and inclusion for the people profession.

We provide a comprehensive programme of learning and development for people professionals (linked to the NHS Profession Map) from 68 health care organisations in London, South East and South Central

HPMA London Academy is led by a Board of 13 CPOs and HRDs from member organisations and representatives from NHS England, NHS Employers and commercial partners

HOW HAVE YOU BENEFITTED FROM YOUR MEMBERSHIP IN 2024-25: SOME HIGHLIGHTS

ASPIRANT LEADERS PROGRAMME & ASPIRANT DEPUTY DIRECTORS TALENT POOL

This year we ran the first cohort of a new programme, the Aspirant Leaders Programme in partnership with Cheryl Lee Associates with 21 participants. This programme is aimed at Aspirant Business Partners and Heads of Service. Feedback from the programme so far has been excellent.

The ASPIRE Deputy Directors Talent Pool continues in partnership with Cheryl Lee Associates with 14 new participants selected by CPOs and Deputies and a total of 29 people in the pool. 5 masterclasses are delivered each as well as action learning sets, mentoring, exec search support and a development centre.



Our Aspirant HR/OD Business Partner progression data

Between 2019 and 2023, we ran 5 cohorts of the Aspirant Business Partner programme in partnership with Orion Partners with 96 participants. All participants were sponsored by our member organisations.

We tracked the progress of 56 participants (58% response rate).

57% of those who moved into a promotional role, stayed within their sponsoring organisation.

49 of the respondents have moved into HRBP or promotional roles. This is 87.5% of those who responded or 51% of those who participated in the programme

Our Aspirant Deputy Director Talent Pool progression data

Between 2019 and 2024, we have run 5 cohorts of the Aspirant Deputy Director talent pool in partnership with Cheryl Lee Associates with 90 participants. As it's a talent pool rather than a programme, participants can continue in the pool for more than one year. All participants were sponsored by our member organisations with additional funding from Health Education England.

We contacted all 76 participants in the first 5 cohorts.

From those we heard from, 57 have been promoted. Many have been promoted several times. This is 75% of participants.

At least 30 are in AD or Deputy CPO roles. Several of these have moved into the second AD or DD role

At least 7 are now in Director level roles

HOW HAVE YOU BENEFITTED FROM YOUR MEMBERSHIP IN 24-25?

SOME HIGHLIGHTS

OUR CORE PROGRAMME WAS TITLED ‘DEVELOPING PEOPLE PROFESSIONALS TO DELIVER HIGH PERFORMING, COMPASSIONATE SERVICES FOR STAFF AND PATIENTS’

We have delivered over 100 events around the following themes:

- Collaborative & integrated system working
- Developing organisation and business skills to create greater places to work
- Supporting teams and creating a great employee experience
- Developing equality, diversity and inclusion
- Developing your mindset, presence and impact
- Emerging workforce leaders sessions for bands 3 to 6

OUR CONFERENCE - ‘CREATIVE, INNOVATIVE, AGILE: THE PEOPLE PROFESSION SHAPING THE FUTURE OF HEALTH AND WORK’

Over 250 people participated in the conference, both in person and online. We achieved excellent feedback.

“So informative, I learned so much”

“I feel energised, inspired and ready to go back to work”

“Amazing speakers, really inspiring”

“It was good to come along and meet new people”

HOW HAVE YOU BENEFITTED FROM YOUR MEMBERSHIP IN 24-25?

SOME HIGHLIGHTS

NETWORKS

The Strategic HR & OD network have met 10 times this year and has between 60 to 80 participants at each meeting from the BP & 'Heads of' community. Topics included creating great places to work, speaking truth to power, digital solutions, personal brand, system working, career sponsorship, workforce planning, talent management, transforming work, #InclusiveHR, EDI.

The Deputy CPO Network, chaired by Delvir Mehet, Group Deputy Director of People from Barts Health is meeting in person 4 times a year. This is a thriving network covering a range of strategic issues facing the people profession.



Deputy Directors of HR
Network for London

Overall our evaluation data speaks for itself

Over the year we've had 3805 seats available on our programme and more capacity is being created for our members. Average attendance rate is 76%

Average satisfaction rating of 74 %, our highest ever

We have 32 development providers and have exceeded our target to have a minimum of 30% who are Black & ethnic minority

3358 people on the mailing list of 68 member Trusts

We have met our target to deliver over 100 development events

90% of our events are online, enabling larger attendance and access to more members

The majority of people from our ASPIRE development programmes, secure a new role after participating

HPMA LONDON ACADEMY PRIORITIES IN 25/26 (1)

Equality Diversity and Inclusion

- To continue embedding #InclusiveHR, through the 5 Step Challenge to Change
- We would like to deliver a third cohort of the anti-racist leadership programme

Governance

- By the start of the 25/26 year we aim to have refreshed the Board and recruited new members ensuring the Board reflects the diversity of our membership

Talent Management

- Deliver the second cohort of our new aspirant leaders development programme with Cheryl Lee Associates
- Deliver the 7th year of our Aspirant Deputy Director talent pool
- Deliver CPO led sessions at the monthly strategic network to inspire colleagues to achieve their potential
- To develop a sponsorship model to enhance career progression and succession planning

PRIORITIES OF THE HPMA LONDON ACADEMY IN 24/25 (2)

Deliver of our core programme 'Shaping the Future of Inclusive and Innovative People Professionals'

- Facilitate over 100 impactful learning events that meet the key development needs of our members
- Link our learning events to the NHS people profession map ensuring a comprehensive approach to personal and professional development
- Deliver our annual conference in October 2025

Membership

- To continue to increase membership of the HPMA London Academy to ensure trusts across our regions are making the most of the development offer
- To develop improved marketing materials for new member organisations and for attracting new members

Promote engagement with people professionals to help them achieve their career goals

- Develop series of video testimonials of members talking about how they've benefitted from our core programme
- Continue to present to teams and CPOs to ensure existing members are engaged and maximising the potential of their membership
- To produce induction information that organisations can use as part of onboarding new colleagues

HPMA London Academy Programme 2025/26: Shaping the future of inclusive and innovative people professionals

THEMES OF CORE PROGRAMME

Leading Change:
Culture, leadership &
organisation
development

Workforce Strategy &
Planning: Enhancing
Innovation for Better
Patient Care

Developing high
performing people
services

Developing business &
financial acumen

Digital workforce
leadership

Creating diverse &
inclusive workplaces

Developing your
mindset, impact &
influence

Pathways to success
building your career

Developing skills &
knowledge in medical
staffing

Building stronger
employee relations:
skills development
series

Strategic HR & OD
network

ADDITIONAL OFFERS

**Aspirant
Deputy Director
programme**

**Aspirant
Leaders
programme**



The *When we do harm* paper has been produced to support a conversation within health and care organisations in the UK.

It is available for download on the HPMA website:

www.hpma.org.uk/avoiding-harm



The paper includes:

- An introduction to avoidable employee harm;
 - **The cost and impact of employee investigations;**
 - The impact on those who lead them;
 - **Relooking at your policy and processes;**
 - Making employee investigations a last resort;
 - **Ideas for engaging your HR team, executive and board**
- So far, we have spoken to 800 HR professionals and managers via events and webinars. There are resources on the website to help you change your approach to investigations - and beyond!**



#InclusiveHR Update



#InclusiveHR is a national social movement for change campaign that started originally with the HPMA London Academy. The movement focuses on tackling discrimination, specifically racial inequalities across the people profession.

Here are some short animation videos providing an introduction to #InclusiveHR and information on our Realising My Potential Resource Hub.

[Introductory video](#) (click to play)

[Realising My Potential Hub](#) (click to play)

We have made excellent progress and now over 81 NHS organisations are signed up and have taken on the 5 Step Challenge to Change. Here's our interactive map – [here](#). Here is the latest progress report – [here](#).



ENGAGING YOUR PEOPLE TEAM

We're committed to ensuring that all people professionals in our member organisations benefit from the opportunities of HPMA membership. Here are some tips for ensuring your team make the most of your membership:



Have you sent us an up to date contact list of everyone in your people directorate so we can ensure they are sent details of all our current events?

How do you plan participation at HPMA events so that the appropriate people from your teams are accessing the events & opportunities? And that you're being inclusive in ensuring everyone has equal access to development.

Do you have a plan in place to ensure colleagues share their learning from HPMA events?

If you're a CPO or a people leader, how are you an active sponsor & support your team with their development?

Do you have a plan for line managers to inform new team members about HPMA and how they can take responsibility for their development through your HPMA membership? Do you ensure new starters are signed up to our distribution list? We have some induction slides you could use for new starters.

Do you prioritise your development as a key part of being effective at work or do you see development as a 'nice to have' and cancel development events at the last minute? If you're a manager, do you give your team protected time for their development?

HOW ARE YOU PLANNING YOUR OWN & YOUR TEAMS' DEVELOPMENT?



Do you have a clear picture of your team's development needs - individually & collectively?

Are you conducting career conversations?

Do you have succession plans in place?

Do you have clear career pathways? Where are your gaps and barriers?

VALUE FOR MONEY

Your membership fees provide you with access to the core development programme, our network events, national conference and resources for all members of the people directorate. We haven't increased fees this year.

Band	Size of Organisation	London Academy Fee	Corporate HPMAs Fee	Total Amount
1	Very large (over 8,001 staff)	£6,064	£954	£7,018
2	Large (4001 – 8000 staff)	£3,638	£834	£4,472
2	Medium (1,001 – 4,000 staff)	£1,819	£834	£2,653
4	Small (Less than 1,000 staff)	£606	£714	£1,320
5	ICB	£606	£714	£1,320

We deliver our core programme on a budget and one of key aims is to ensure you get great value for money from your membership. Most of our events are booked up and many have a waitlist, however we get a significant number of 'no shows', equal to 16% or 830 seats in the programme . We therefore have a cancellation fee policy of £100 for people who cancel within 5 days of the event or don't turn up. You're welcome to pass your ticket to another member of your team.



**150 DEVELOPMENT
EVENTS FOR AN
AVERAGE OF
£1 PER STAFF MEMBER**

ABOUT US

THE HPMA LONDON ACADEMY TEAM



RACHAEL TYLER

Programme Director



DIANA CLIFF

**Programme Development
Manager**



LORNA REEVES

Event Co-ordinator



ISABELLE MEAKIN

Events Executive

ONLINE CHANNELS



OUR EVENTBRITE
PAGE



WEBSITE
www.hpma.org.uk