

PROFESSIONAL  
LIVERPOOL

# Strategy

2018 TO 2020

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## WHO ARE WE?

Professional Liverpool (PL) is a membership driven organisation representing the Professional and Business Services sector (PBS Sector) and wider business community in the Liverpool City Region (LCR).

The PBS Sector is one of the cornerstones of the LCR economy supporting an estimated 107,000 jobs in 12,000 companies and generating more than £8billion per annum in gross value added (GVA).

Since its inception in 2002, PL has grown considerably and now has a membership of approximately 470 firms.

## WHAT IS OUR OBJECTIVE?

Put simply, PL's objective is to be the leading LCR membership organisation promoting, supporting and representing the interests of the PBS Sector in the LCR. It seeks to achieve this by:

- promoting excellent, market-leading professional and related services to support the LCR's economic strategy in a fast changing, globally connected business environment;
- advancing the interests of professional services and related businesses in the LCR through representation with local and regional leadership;
- enhancing knowledge and collaboration through the sharing of best practice and market intelligence;
- encouraging involvement in the wider community and the development of skills and training for the future; and
- facilitating working relationships within and outside the PBS sector.

In particular, PL is a major contributor to the LCR in these principal areas:

### Economic Development and Representation

Economic development is key within the LCR and PL is seen as the flag bearer for the PBS Sector, playing a leading role in the development of wider policy areas where members can contribute to the growth and health of the LCR economy. PL does this by maintaining effective relationships with key local, national, public and private partners and organisations, in tandem with marketing the PBS Sector and PL's activities locally, nationally and internationally.

Through its relationship with public sector organisations, such as the Combined Authority, PL seeks to influence local and national policies that impact on the LCR. Working closely with other private sector organisations which share a mutual interest in the economic development of the LCR, such as the LCR Local Enterprise Partnership and the LCR's higher education institutions, PL promotes the PBS Sector and collaborates on new initiatives for the long term benefit of its members. PL assists partner organisations with any inward investment opportunities that are afforded to LCR which will benefit the PBS Sector.

PL's representation of the PBS Sector and its members' interests as key stakeholders in the LCR economy is a vital part of its activities. PL seeks to take an active thought leadership stance on issues that affect the PBS Sector. Based on the strength and breadth of its membership, PL can identify issues of strategic importance to its members and look to influence the development of policy in relation to those issues. In this way, PL is seen as a leading voice with a real understanding of the key issues affecting the PBS Sector in the LCR.

## Member Engagement and Collaboration

PL's strength is in its engagement with members and its ability to facilitate close collaboration among them. This is achieved through regular opportunities for members of all types and sizes to meet to be briefed on, and discuss, matters of interest to the PBS Sector; maintaining regular dialogue with larger member firms and small niche sector organisations is equally important to PL.

Since its inception, PL has been renowned for developing business and personal relationships between its members through member collaborations, promoting member expertise, professional development, event management, access to members' facilities and expertise and sub-sector specific initiatives. Continuing to do this remains critical to PL's success.

## BUILDING FOR THE FUTURE

PL is conscious of the enormous changes in modern business and intends to build on its current strengths for the benefit of its members in this fast moving ever increasing digital world.

PL has a significant role to play in the LCR digital economy, seeking to facilitate links between the "old" and "new" economies as well as being a more active advocate and thought leader in the skills and education sector. Digital is a key theme for PL as it becomes ever more important for PL's members and their day to day business activities.

Similarly, bridging the skills and education gaps in the PBS sector and stopping the "brain drain" of talent from our leading local secondary and higher education establishments out of the LCR are vital for PL's members. Working with partners, PL seeks to enable its members to improve their ability to fill recruitment requirements with local resource. A workforce with the right skills for the economy of the future is essential for the wellbeing of LCR and PL will seek to encourage members to engage with educational institutions throughout LCR to mentor and support academic achievement.