

Members Helpline
Local Information
Members Trading Network
Marketing Support
Members Directory
Events & Networking
Members Website
Discounts & Benefits



Members Helpline
Local Information
Members Trading Network
Marketing Support
Members Directory
Events & Networking
Members Website
Discounts & Benefits



Members Helpline
Local Information
Members Trading Network
Marketing Support
Members Directory
Events & Networking
Members Website
Discounts & Benefits



Business Friendly

Members Helpline
Local Information
Members Trading Network
Marketing Support
Members Directory
Events & Networking
Members Website
Discounts & Benefits



Members Helpline
Local Information
Members Trading Network
Marketing Support
Members Directory
Events & Networking
Members Website
Discounts & Benefits



Business Associations
a big help to a small business

www.liverpoolba.com



Benefits of Being a Member

History

Business Associations have been helping and supporting small companies in Liverpool for over 25 years. The oldest, Waterfront Business Association has been credited with playing an important part in helping to regenerate the Docklands area of south Liverpool by working in partnership with Merseyside Development Corporation and Liverpool City Council. The Association also set up the first Inner City Industry Watch in the country. The successes of WBA encouraged the establishment of other Business Associations in other areas of Liverpool and today the network of Liverpool Business Associations has around 400 members.

Although Liverpool BA now operates city wide, we maintain a local focus when helping and representing the interests of our members

- Helping members in North Liverpool being affected by plans for a large superstore and other developments around Great Homer Street (Project Jennifer)
- Running information sessions and seminars on CPO legislation for businesses in Project Jennifer, Paradise Street and Edge Lane areas
- Keeping businesses informed about plans for Managed Zones in Liverpool
- Undertaking a study to assess the impact of the potential relocation of Liverpool FC or Everton FC (or both), and how best to sustain and develop the local business community in Walton.
- Organising local meetings to consult members over proposed developments and initiatives
- Promoting the use of Broadband technology through a pilot project helping 20 members with broadband connections and data back up services

There are so many different membership organisations, trade associations and networking groups, that it is difficult to know which (if any) you should join and how your company might benefit. But one thing is for certain – especially in a harsh economic climate - the benefits need to outweigh the costs.

At Liverpool BA, our main aim is to help businesses with their day to day problems and concerns, as well as any opportunities that arise. And if we can't help directly, we can normally save our members a lot of time by pointing them in the right direction or introducing them to the most appropriate support agencies (or other members).

Most of our members are new or small businesses so we keep our subscription levels as low as possible but still provide a range of beneficial services and we will always try to help.

Benefits of Being a Business Associations Member

□ Keeping you informed

- Information enquiries dealt with in partnership with other agencies
- Keeping up to date with local developments

□ A helping hand

- Members can use our Members Helpline to confidentially discuss any problems or concerns
- Business Associations have positive links with all major business support agencies
- Business Associations keep up to date with the latest sources of grants and finance

□ Giving you a voice

- Business Associations exist to serve the interests of members and act as a lobbying group on their behalf
- Events and meetings are organised to define and address local problems and concerns
- Close links are maintained with relevant agencies to address business, crime and environmental issues

□ Opportunities for Marketing and Inter-trading

- Our members website www.liverpoolba.com provides an online member's directory to facilitate inter-trading
- A telephone help line assists members looking for any particular products and services
- The "Company E-Voice" Members electronic newsletter is sent out six weekly and this is the place where members can inform fellow members of any news items and / or promote any special offers or incentives. All inclusions are free of charge and new members are automatically invited to submit an article profiling their company/products and services
 - An Annual Business Directory is produced to highlight member products and services
 - The annual City of Liverpool Business Fair and the Merseyside Business Fair provide a city wide showcase for members products and services
 - Mailing services and mailing labels can be provided at a minimal cost
 - Advertising opportunities are available within the annual members directory and Business Fair Event Programmes

□ Networking

- Meetings are held to keep members informed of local developments
- Networking events provide opportunities for members to exchange ideas and views
- Liverpool BA organise a number of annual Business to Business exhibitions across the North West region including the City of Liverpool Business Fair, Merseyside Business Fair, Wirral & Chester Business Fair, Lancashire Business Fair, Halton Business Fair and Manchester Business Fair
 - Consultation meetings are organised to collate the business viewpoint on major projects and initiatives

Additional Member Benefits

Free Marketing Surgeries

These surgeries (usually priced at £45) give a new or small business the opportunity to discuss their market research or marketing requirements with us. Members can just fill in a simple form and send it to us in order to book a 60 minute session at our offices (only 5 minutes from the City Centre) or to book a telephone session.

These sessions are ideal for someone who is thinking of conducting their own market research but is unsure as to how to go about it or for someone looking for fresh ideas on how to market their business.

Special Rates for Members on Websites from Chooboo

Chooboo delivers professionally designed and easy to manage websites for both start up and established Businesses at a fraction of the cost of other web companies, and thanks to a partnership between Chooboo and Liverpool BA, members are eligible for a discount when they take out a Chooboo website.

Special Rates for Members on Debit and Credit Card Processing Costs with Retail Merchant Services

Liverpool BA know that the majority of businesses offer some form of debit and credit card services but that despite being convenient for the customer the cost of providing these services can be quite high.

We have negotiated a deal for card processing charges with Retail Merchant Services. These special rates (on terminal rental as well as transaction fees) are only available to Liverpool BA Members and clients. A number of other special benefits are also included within the RMS package.

DEPOSITIT Online Data Back Up 3 Month Free Trial for LBA Members

Losing your computer files can be 'frustrating' at the very least and 'disastrous' at worst. DEPOSITIT provides the easiest and most secure way to keep your information safe, ensuring it's instantly retrievable when disaster strikes.

Furthermore the system is automatic so once set up it does everything for you.

Thanks to a partnership arrangement between Liverpool BA and DEPOSITIT, members can take advantage of a 3 month free trial of the service. Card details are not required to register for this free trial and there is absolutely no obligation to continue using the service after end of the trial period.

**Contact us on 0151 709 8932
or visit www.liverpoolba.com**

I really enjoy the Business Associations networking events - they are informal but very productive. I have made many useful contacts at Business Fairs and Business Development Seminars.

Frank Rutherford - Enterprise Marketing

Business Associations

together we make all the difference

Application for Membership

Thank you for your interest in becoming a member of Liverpool Business Associations. Please complete the sections below and return this form to:

**Liverpool Business Associations, Queens Dock Commercial Centre,
67-83 Norfolk Street, Liverpool L1 0BG**

Tel: 0151 709 8932 Fax: 0151 709 6800 Email: info.liverpoolba@btconnect.com

Business Name:	
Business Address:	
Postcode:	
Category of Business:	
Description of Business:	
Discount offered to other Members (Y/N)	
Telephone:	Fax:
Email:	Website:
Main Contact Name:	Position
Alternate Contact Name:	Position:
Number of Employees:	Year Company Established:

Membership Annual Subscription Rates

1-10 employees	£50+VAT	(£57.50)
11-50 employees	£75+VAT	(£86.25)
50 + employees	£95+VAT	(£109.25)

A £15 discount is offered to small independent retailers (1-3 employees) and businesses in their first year of trading.

I/we apply for membership of Liverpool Business Associations and agree to abide by its rules and regulations, including the payment of an annual membership subscription fee.

Signed _____

Date _____

Subscription rates are shown in the table opposite. To save administration costs please attach a cheque payable to **Liverpool BA** and an invoice/receipt will be sent to you.

Liverpool BA

Queens Dock Commercial Centre Norfolk Street Liverpool L1 0BG

0151 709 8932 info.liverpoolba@btconnect.com