

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 successes of WBA encouraged the establishment of other Business Associations in other areas of Liverpool and today Liverpool Business Associations has nearly 400 members.

Although Liverpool BA now operates city wide, we will always be happy to help with local issues when helping and representing the interests of our members

Previous Projects and Activities include

- Helping members in North Liverpool being affected by plans for a large superstore
- 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 and/or Everton FC 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
- Close links are maintained with relevant agencies to make sure that local problems and concerns are being addressed

□ 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 Voice** electronic newsletter is sent out twice quarterly and this is the place where members can advise of any news items and / or promote any special offers or incentives. All standard inclusions are free of charge to members and new members are invited to submit an article profiling their company's products and services
- Liverpool BA's Business Fairs provide a region wide showcase for members products and services and provide excellent networking opportunities
- Members that have not previously exhibited can take advantage of a 10% introductory discount for exhibiting at any of our Business Fairs
- Advertising opportunities are available within the Company Voice and Business Fair Event Programmes

□ 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 (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.

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

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: kathy@liverpoolba.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:	

<p>Annual Subscription Rates</p> <table> <tr> <td>1-10 employees</td> <td>£50+VAT</td> </tr> <tr> <td>11-50 employees</td> <td>£75+VAT</td> </tr> <tr> <td>50 + employees</td> <td>£95+VAT</td> </tr> </table> <p><i>A £15 discount is offered to small independent retailers (1-3 employees) and businesses in their first year of trading.</i></p>	1-10 employees	£50+VAT	11-50 employees	£75+VAT	50 + employees	£95+VAT	<p>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.</p> <p>Signed _____</p> <p>Date _____</p>
1-10 employees	£50+VAT						
11-50 employees	£75+VAT						
50 + employees	£95+VAT						

Subscription rates are shown in the table above. To save administration costs please attach a cheque payable to **Liverpool BA** with this form and an invoice/receipt will be sent to you. Alternatively, should you wish to make payment by debit or credit card, please provide your card details below:

PLEASE PRINT CLEARLY



Company Name			
Name on Card	Payment Amount		
Card Number			
Start Date	Expiry Date		
Security Code <i>(last 3 numbers on card signature strip)</i>	Card Issue Number <i>(if applicable)</i>		

Address (including postcode) Card Registered To:

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