**Introduction**

The purpose of this document is to act as a roadmap for Community Pharmacy Liverpool towards our long-term aims. This document will be reviewed at the start of each financial year to develop our work plan and enable us to set a budget.

We will regularly review the work plan and budget to ensure the LPC is realizing its vision and goals within budget.

**Mission Statement**

We will be a key advocate for community pharmacy on contractual challenges, whilst supporting the delivery of sustainable, quality services that benefit contractors, patients, and wider stakeholders.

**Strategic Plan**

**Communications and Marketing**

Vision

To get the right message to the right people via the right media at the right time.

Goals

* To increase awareness & maintain the role and functions of Community Pharmacy Liverpool (CPL).
* Optimise all forms of communication, develop our social media platform & explore new opportunities to convey our messages.
* Our website will be the go-to comprehensive information source for contractors and external stakeholders.
* Regularly measure and review the effectiveness of our communications.
* Optimise communication within Community Pharmacy Liverpool (CPL) using the most efficient electronic means.

**Governance and Finance**

Vision

A governance structure which delivers effective legal, financial, business, and individual member outcomes; that is clearly measured, reported and benefits Liverpool pharmacy contractors

Goals

* Review current policies and protocols against PSNC best practice.
* Ensure the LPC constitution is followed, and sound governance structures are in place.
* Ensure LPC staff members are appropriately and effectively managed.
* Maintain a clear link between the LPC’s work plan and budget.
* Ensure financial probity through the appropriate setting and regular review of the LPC budget.

**Services**

Vision

Liverpool Pharmacies will deliver high quality, sustainable nationally and locally commissioned services.

Goals

* Maintain the commissioning of existing pharmacy services within Liverpool.
* Develop and enable the commissioning of new pharmacy services through engagement with key stakeholders.
* Engage with contractors; aiming to increase uptake of existing services.
* Inform and empower contractors to deliver newly commissioned services.
* Identify learning needs within pharmacies; plan and deliver/help facilitate training for contractors and LPC members.