

Contractors to become UK's competitive advantage, insists PCG's 'Brain Gain' campaign

[Brain Gain](#) is the PCG's latest campaign, designed to educate businesses and the public sector about the benefits of the UK's flexible workforce of skilled contractors and freelancers. [PCG](#) aims to use the campaign to demonstrate that contractors are vital to business and prosperity in the UK.

As the country emerges from recession, contractors will play a key role in enabling businesses to become "nimblers and more innovative as they harness the talent available on a flexible, freelance basis", says PCG's Head of Public Affairs, [Simon McVicker](#).

Speaking to ContractorCalculator, he explained: "Using talent on an 'as needed' basis is becoming a major competitive strategy, and technology is making it easier than ever to organise projects in flexible ways. Our aim is to ensure the talent tap is turned on for UK business. Contractors are Britain's Brain Gain that for many UK organisations is an untapped resource."

National coverage highlights benefit of using contractors

PCG's campaign includes adverts in The Times, the Sunday Times and the Financial Times, backed up by a high-profile PR campaign that has seen the PCG's managing director, John Brazier, being interviewed on Radio 4 and elsewhere.

The campaign makes a compelling case to business for using contractors who, McVicker points out, combine resource efficiency with expert knowledge, objectivity and a results-driven attitude. "Contractors are only as good as their last contract, which is a philosophy that leads to a focus on performance," says McVicker. "When you add the objectivity and external perspective a contractor brings, the business benefits are clear."

On top of that, McVicker points to PCG analysis, which suggests that contractors are an important source of continuity for their clients. That's because, unlike employees, maintaining a relationship post-contract benefits both contractor and client.

Contractors win in cost-benefit analysis

"When you examine the financial implications, contractors are a highly cost-effective alternative to an employee," continues McVicker. "The hidden costs of employment can be substantial, whereas contractors don't demand things like company cars, private healthcare and pensions; they pay for all that themselves."

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Simon McVicker, PCG

He continues: "Not only that, but you can buy decades of experience by the hour, which could enable a business to learn hard-won lessons from other organisations and avoid making costly mistakes."

Raising contractors' profile

In its new '[Freeing Up Growth](#)' report, based on interviews with business leaders, managers and freelance professionals, PCG has created five key messages to raise the profile of contractors with clients:

1. The benefits of using the skills and expertise contractors can bring to an organisation as a core element of competitive strategy
2. Technology enables collaboration and networking to organise projects in flexible ways
3. Managers who recognise the benefits contractors can bring are capitalising on these benefits, balancing core staff with external expertise
4. Contractors represent a talent pool of 1.4 million skilled workers, which can provide enormous choice and expertise
5. Contractors, freelancers, interims and consultants add value to the economy to the tune of £21 billion.

"We have developed a new strategy to engage with business leaders about the benefits of using contractors," continues McVicker. "This is supported by a body of evidence that business can recognise and which demonstrates how freelancers contribute positively to business objectives."

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