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SOME ASPECTS OF REGULATION OF PROFESSIONAL LEGAL SERVICES MARKETS IN THE UK

The theoretical and methodological principles of regulation of self-employed persons are exposed. The main characteristics of services provided by the liberal professions are defined, namely: unique intangible service, which by its nature is intelligent and is based on the considerable experience; social significance; economic independence of activities; provision of services is based on self-employment; personal professional liability of provider; presence of the special relationship of trust between the client and the service provider; priority to quality of service, and not to profit maximization; compliance with codes of ethics.

In the early 2000s considerable differences were found in regulation of the professional services markets between Member States of the European Union. Following the adoption of the Lisbon Strategy the intensive formation of new requirements for regulatory policy of professional services markets began. The basic indicators (value added, employment) that characterize the development of the sector of professional services in the UK are analyzed, as well as its place in the economy of other Member States of the European Union. It was found that, for example, in 2010 the UK

has been a leader in the development of markets of legal, engineering, accounting, architectural and other professional services. The basic directions of reforming professional legal services sector in UK are analyzed: market entry barriers, imperfection of regulatory framework, including the process of handling complaints. The UK Office of Fair Trading played the key role in reforming.

According to the Legal Services Act which was adopted in 2007, licensing of the so-called alternative business structures has become one of the major innovations. Appearance of the alternative business structures should have enhanced the existing competition between service providers and potential competition between new providers. The new structure of complaints and new organization (Office for Legal Complaints) was created according to adoption of the Legal Services Act. Taking into account the experience of reforming of the professional services sector in the European Union, it is proposed to elaborate in Ukraine the strategic document, the Charter of the liberal professions, where key principles of activities of self-employed persons should be enshrined.