



WARNING OVER DIRECTORY INVOICE

Some North Yorkshire businesses have received an order form for an entry in an Internet and CD-ROM directory from **International Yellow Pages & Fax Directories** of Albrechtická, Most, in the Czech Republic. The document looks very much like an invoice and does not make clear that it is an order form and not a demand for payment. The cost of an entry in the directories is £365 - they then offer the "incentive" of a 3% discount for payment within 21 days!

When you read the very faint print on the reverse you will find that acceptance of this insertion for one year will result in a continuation for the following year, unless cancelled.

In practical terms the directory is supposed to be published on a Czech web site and on a CD-ROM - but you will only be sent a copy on request!

Businesses can often find themselves unwittingly responding to documents like this when the directories of the business are separate from those who pay invoices. We would ask that you advise your payments section, if you have one, to be aware of invoices/order forms like these and to pass them to North Yorkshire Trading Standards for consideration. They can pass them to the Department of Trade and Industry who are liaising with their counterparts in the originating country.

If you need further advice please contact North Yorkshire Trading Standards (Note new contact numbers)

Tel: 01609 768606 Fax: 01609 768649 E-mail trading.standards@northyorks.gov.uk

NORTH YORKSHIRE COUNTY COUNCIL HANDBOOK ADVERTISING

Several Chamber members have been pestered by "**Rose Counties Publishing**" from Radcliffe, Manchester, who claim to be putting together a handbook for North Yorkshire County Council. They are looking for advertisers.

They gave a telephone number 0161 724 6436, but we had great difficulty getting any reply from this number. We did finally make contact, but they kept us hanging on the line for ages.

They agreed to send a sample of the previous publication so that we could inform our members accordingly. They sent us a 24-page brochure entitled "Student Support Section" detailing financial assistance and travel assistance to students attending schools and colleges in the area. The inside front cover states that, "*There is no cost to North Yorkshire County Council for producing this Student Guide. The cost is covered by advertising.*"

Looking through the publication, we have to question the relevance of a number of the advertisements to the target audience for this publication. There were a number of building companies and even an undertaker, which hardly seems appropriate for a Student Support Handbook.

Harrogate Chamber members report that this company are extremely persistent in their telephone sales effort. Therefore, before agreeing to any order over the telephone, we would urge all members to insist on receiving a copy of the previous year's publication for consideration as to whether advertising in the new edition is appropriate for your particular business.

If anyone has already been taken in by this advertising and wishes to challenge the validity of what they were told, then the official contact at North Yorkshire County Council is:

Ian Morris, Student Support Section Tel: 01689 780780, Ext. 2497 or Fax: 01609 780098