



REVIEW

January
2005

MEETING
DATES

2005

(Second Monday)

14 February

14 March

11 April

9 May

13 June

11 July

8 August

12 Sept

10 October

14 November

12 December

Review of Chamber Meeting + News Update

Harrogate District News

- Fire Service manning cuts proposed – express your views before it is too late
- Police introduce new contact number 0845 6060247 – in response to complaints
- Town Centre Public Convenience improvements still awaiting Council decision
- Major developments planned for Great Yorkshire Showground & Wetherby Road
- All change on local rail services! Several new Air Services start in the Spring

Membership Benefits

- New Meetings Calendar for 2005 enclosed – guests welcome at all events
- All Members are now listed on the Chamber web site – please check your details
- Member's Tour of the new HIC breakout facilities planned for early March
- Group visit to Theakston's Brewery planned for an evening in mid-April
- Numerous scam warnings on new e-mails and telephone confidence tricks

Retail News

- Rawcliffes InterSport merges with John Cheatle Group. Steve Wright stays on
- Shirley's of Harrogate can now deliver Champagne with a bouquet of flowers
- Royal Bank of Scotland services soon available from Halifax branches
- Chip and Pin causes some concern for international visitors and retailers

Next Meeting - 14th February 2005

NOTE CHANGE OF MEETING DAY AND VENUES FOR 2005 !!

Monday, 14th February 2005 - White Hart Hotel, Cold Bath Road, Harrogate

"Marketing Harrogate - brainstorming on proposed promotional forum"

How can we attract more business and leisure visitors to Harrogate?

As this meeting clashes with Valentine's Day and in an attempt to encourage your attendance, we aim to finish the meeting by 7.30pm so you can still fulfil your personal commitments!

As a further incentive, **Shirley's Florists** have kindly donated a **large bouquet of flowers** for one lucky member whose name is drawn out on the night. (See also page 4)

PROMOTING HARROGATE BUSINESS

Harrogate Chamber of Trade & Commerce, PO Box 8, Harrogate, HG2 8XB

Tel: 01423 879208 Fax: 01423 870025 E-mail: info@harrogatechamber.org Website: harrogatechamber.org

MEMBERS' UPDATE

Marketing & PR on a Small Budget

Carol Rees and Byron Lawton of PGK Advertising gave an interesting presentation outlining the essential aspects of marketing, particularly if you have a small company and a small budget.

According to the Chartered Institute of Marketing, marketing is defined as: **"The management process responsible for identifying, anticipating and satisfying customer requirements profitably."**

Every company should have a flexible Marketing Plan which: Identifies your target markets; sets your objectives and has a strategy covering the 4 P's:

- **Price: cost versus value + price points**
- **Product: how is it "packaged" or presented?**
- **Place: best routes to your target markets**
- **Promotion: alternatives to promote "USP"**

Marketing covers advertising, a website, using e-mail effectively, networking, PR, literature and direct mailing to promote your product/service to all target markets

To companies who say, *"We can't afford Marketing"* the answer is *"You can!"* and during a downturn it is as important as ever to maintain a minimum profile to underpin success in good times.

Ensure your expenditure is justified with acceptable results. Make sure you know where a customer has heard of you and use this information to plan future activity. This can be achieved by coding different activities - i.e. press, radio, direct mail, etc.

Don't forget customer retention, as existing customers hold the greatest potential for increasing business. It is much harder to win a new customer than to keep an old one. Your database can be your "life-blood" with database marketing and management the key. You should work on retention levels and reward customer loyalty.

An in-house marketing department needs the attention and support it deserves and you must ensure this is provided. Alternatively, you may find an Agency is an affordable option to provide solutions to your marketing problems - on a "part-time" but very experienced basis.

To conclude, the majority of marketing activity is common sense using simple principles and readily available skills and tools. You need to ensure they are applied to meet your company's objectives.

For further information or for a copy of the handout from the presentation please contact Carol or Byron:-

Carol Rees crees@pgkadvertising.co.uk
Byron Lawton blawton@pgkadvertising.co.uk
pgk advertising ltd,
Number One Park View,
Harrogate HG1 5LY
Tel: 01423 523000 Fax: 01423 523325

CHAMBER NEWS

Chamber supports Campaign to Fight Harrogate Fire Service Cuts

We highlighted the cuts proposed for Harrogate's Fire Service by the North Yorkshire Fire Brigade in the December REVIEW. The majority of members present at the January meeting overwhelmingly objected to these cuts and agreed that the Chamber should add its voice to the Campaign to Fight the Fire Cuts.

This resulted in a recent e-mail to all members asking for those who wished to support the Campaign to Fight the Fire Cuts to send in their name to the Harrogate Advertiser. Ackrills are trying to get together a petition to let the authorities know in no uncertain terms what the town's community feels about these proposals.

If you wish to support this Campaign please send your name by e-mail to: michael.molcher@ypn.co.uk with the words **"I Support the Campaign to Fight the Fire Cuts"**. Obviously more detailed comments would be welcomed by the newspaper. Please send a copy to secretariat@harrogatechamber.org so that we can count and speak on behalf of members with authority.

Names and comments need to be received before the end of January, which is the deadline for submitting objections.

New Police Telephone Number: 0845 60 60 24 7

A new number for non-emergency calls to the local Police has been announced, as above. This can be remembered easily being:

0845 +
60 - seconds in a minute
60 - minutes in an hour
24 - hours in a day
7 - days a week

The Police say the response to this number will be more effective than the old Harrogate telephone numbers. Obviously, for an emergency or crime in progress 999 should be used.

2005 Meetings Calendar

An updated list of Meetings and Topics for 2005 is enclosed. It is also available on the Chamber's website under "Meetings Schedule". NB Second Mondays!

The first meeting of the year at the Cedar Court Hotel had a record attendance of almost 50. We hope this will continue as the year progresses and as we move around the different venues being offered by members.

A Matter of Convenience?

The Chamber has recently received a 'Forward Plan of Key Decisions' from Harrogate Council, which is *still* reviewing the Public Conveniences. This is now to be considered in January/February 2005, even though, representations were first invited about this key decision in November 2003!

Proposed Re-development at Great Yorkshire Showground

The Chamber has been consulted on the proposals for re-development at the Great Yorkshire Showground.

Robert Whiteley of The Pavilions of Harrogate based at the Showground, confirmed that several proposals were under consideration as part of a five-year plan. One suggestion is that **traffic to the Showground** is taken off the Wetherby Road before it reaches the Sainsbury's junction and is taken down Rudding Lane and across a **new access road**.

Brian Dunsby confirmed that the Chamber had **responded positively** to the Council about the proposals as follows: *"We believe that the commercial development of the Great Yorkshire Showground offers tremendous benefits to Harrogate in terms of attracting both business and leisure visitors to the town and maintaining high profile publicity for Harrogate in an agricultural and rural setting.*

This specific application is strongly supported as it will help to alleviate the serious traffic problems which occur at the Railway Road junction with Wetherby Road. We also support the creation of a roundabout at the junction of Wetherby Road and Rudding Lane, as proposed in this plan."

The Chamber also **expressed concern** about the Wetherby Road junction by Sainsburys and the Refuse Tip, which also required urgent attention. A roundabout has been suggested to help alleviate these problems.

Comments and feedback to the Secretariat please.

More details from Richard Whiteley Tel: 544544.

Proposed introduction of calming measures - Rayleigh Road

The recent Forward Plan also included notification of a proposal for a Traffic Calming scheme on Rayleigh Road, which would include the introduction of "**speed platforms**". It has also been suggested that Rayleigh Road could be made one way. These proposals could affect members on the Hornbeam Park site and the related traffic congestion on Hookstone Road.

Representations should be sent in writing **by 25th January** to the Group Engineer (Fax 556510). More information available from the Secretariat on request.

City Region

Reporting on their active participation in the Economic Development Forum and Harrogate District Strategic Partnership, Vice-President, Brian Haines and Chief Executive, Brian Dunsby, said the most significant step forward is the concept of a 'City Region' where Leeds would be looked at as the focal point for a much wider West/North Yorkshire access of development and planning. It is important that the Chamber is able to express opinions and influence any decisions made by these bodies that could affect the business community of Harrogate - such as a proposed new Conference Centre in Leeds which Harrogate should oppose.

Chip & Pin

Menwith Hill expressed concern that many of their American staff and visitors had been told they would not be able to use their credit cards from 1st January 2005 unless they were Chip and Pin cards. In response to their query, we e-mailed all our Bank and Retail members asking them what their policy was.

We had an excellent response from members, with the majority saying they **would not have a problem** accepting non-chip & pin cards as their card terminals equipment would recognise either type of card.

Some UK card issuers have still not finished issuing their chip & pin cards, so no specific deadline date has been set for full compliance.

However, problems could arise in time as **Retailers may become liable for fraudulent transactions** if they do not use the pin option.

To find out more go to the Association for Payment Clearing Services website: www.apacs.org.uk or www.chipandpin.co.uk

MEMBERSHIP BENEFITS

Membership List on website

As reported in the Stop Press on the front of the December Review, all Chamber members are now listed on the website including their company name, with a link to their website, where available, a contact name, telephone number, e-mail address and a description of the business activity.

Please make sure you have checked your entry and let us know if you would like any amendments.

This extra benefit is FREE to all current members as part of their membership subscription.

Theakston's Brewery Tour & Supper

It is proposed to take a group of members, along with their guests, on a visit to **Theakston's Brewery** in Masham during week commencing 18th April.

Transport would be arranged to leave Harrogate at around 6.30pm, returning about 10.00pm, following a tour of the brewery, a hearty supper and, of course, much sampling of the beer - and plenty of networking!

The costs have yet to be finalised, but we expect it to be around £15-£20 each. Anyone interested in joining this trip should **notify the Secretariat** as soon as possible so we can get an indication of the likely numbers of members and guests.

Harrogate International Centre visit

HIC have agreed to a tour of their new Breakout facilities for a small group of Chamber Members around a lunchtime in week commencing 7th March

Members interested in joining this group should notify the Secretariat so we can finalise numbers and a date during that week.

MEMBERS' NEWS

Rawcliffes merger

Long-standing Chamber member Rawcliffes is pleased to announce their **merger** with the John Cheatele Group. Managing Director, Steve Wright, said, *"I am very pleased at this development in Rawcliffes' history and delighted that Rawcliffes will continue to thrive as part of the UK's largest independent specialist schoolwear supplier. I am also pleased that I will continue to work with the Company.*

In order to build on our excellent reputation for fulfilling the needs of schools and parents, we shall now be operating solely as schoolwear specialists. As part of our major campaign of improvements we will be closing our sports departments this spring. This will enable us to focus on providing the best possible value, service and choice to our schoolwear customers.

I would like to thank everyone for their custom in the past and look forward to being of continued service in the future." Contact No: 01943-463875 Fax: 850705

Champagne with your flowers?

Shirley's of Harrogate is the first florist in Harrogate to have been granted an Alcohol Licence, to enable them to deliver a bottle of champagne along with a bouquet of flowers! This new service is available at two price levels, and is available for both local deliveries and deliveries within the UK via Interflora.

Shirley's are very kindly donating a bouquet of flowers for our **Valentine's Day draw** for members attending the Chamber meeting on Monday 14th February.

For more information contact Past President David Durrant at Shirley's of Harrogate Tel: 01423 565574

HBOS facilities at Halifax Bank

As part of the HBOS continuing merger developments, Royal Bank of Scotland have announced that HBOS facilities will soon be available from the Halifax Branch.

For more information contact:
Keith Smith, Business Banking Manager,
Bank of Scotland Business Banking,
Tel: 07789 650529 Fax: 0113-215-5831
E-mail: keith_smith@bankofscotland.co.uk

ACAS Seminars

New member ACAS are running a series of useful seminars for employers during January and February in and near Leeds. Including "I'm an Employer ... Get Me out of here!" on 10th February; "Information & Consultation: Are you prepared?" on 22nd February and "High Performance Workplaces" on 23rd February.

For more information contact James Ward at ACAS
Tel: 0113 205 3800 E-mail: jward@acas.org.uk

FOCUS GROUPS

PROMOTING HARROGATE

This Focus Group has evolved from initially promoting support for Entente Florale into a group to further promote Harrogate, particularly to **help the smaller hotels, restaurants and shops.**

Whereas business is normally brisk whilst conferences are running in the town, trade often takes a dip during quiet periods with respect to conferences. This Focus Group will lead a brainstorming session on marketing Harrogate at the Chamber Meeting on 14th February.

TRAFFIC & TRANSPORT

Rail News

Arriva's franchise has now been taken over by Serco's **Northern Rail**, marked by a final glossy brochure extolling Arriva's achievements over the past 4 years!

Brian Dunsby has made contact with Northern Rail's Commercial Director, Chris Kimberley, who has said that the Strategic Rail Authority's brief to Northern Rail was to optimise the current timetables within the current fleet, but there would be **no new funds available from the SRA for future investment on the York-Harrogate-Leeds line.**

In contrast, the TransPennine Express service, now run by **First Group** are improving their rolling stock and timetabling and have cut out some of the fringe destinations in order to increase the frequency of the main services. Hugh Clancy their Commercial Director is quite interested in the prospects of Harrogate having a direct TransPennine Express in the future.

The East Coast Main Line franchise is currently up for re-bidding, with **GNER** by no means guaranteed of a renewal. Harrogate Chamber have supported GNER's bid, provided they maintain the Harrogate to London services, which they have undertaken to do if they are successful in their bid.

Airport Services

At Leeds Bradford Airport there will be new scheduled services soon to Bristol, Exeter, Newquay, Plymouth & Southampton – good for business and tourist visitors!

There are also good prospects for the long-awaited **Harrogate-Airport Bus Service** that we have been campaigning for as part of the improved surface access to the Airport. We still need easier drop-off and pick-up facilities for private hire and chauffeur services.

Atkins Travel Questionnaire

Members will shortly be receiving a questionnaire from Atkins Travel that we would urge members to complete and return in order to have your opinions heard on how best to resolve Harrogate's **serious traffic congestion.**

Failure to do so could result in changes being made to the transport infrastructure that could affect all motorists adversely. They may even say *on your bike!*

SCAM UPDATE

We have been notified of several serious scams as summarised below. Remember if you receive anything by phone, post, fax or e-mail that appears "**too good to be true**" - **it probably is** - so do not respond!!

Increase in 'Phishing'

'Phishing' is the name given to a scam which involves an e-mail purporting to be from a bank, building society or Amazon or EBay, which asks you to click on a link in order to check they have your information correct.

Following this link and providing the information gives the 'Phishers' full access to your accounts with whichever organisation they are pretending to be.

It is easy to ignore these when you know you do not have an account with them, but when the e-mail arrives with what looks like the correct logo and style of your own Bank or Society, it can be difficult to spot.

None of the organisations would e-mail you to ask for this information, because they already know it.

Trojan 'Phishers'

A new 'phishing' scam is using techniques commonly employed by virus writers to reel in victims. The scam is activated simply by opening an infected e-mail, rather than by clicking on a particular link within an e-mail, as described above.

Security experts are warning that this dangerous new trend may represent the future of phishing. The current scam has been dubbed JS/Qhosts21-A, and uses a Trojan horse to install itself on a computer invisibly and without warning to the user.

PC World has an in-depth analysis of the scam, plus advice on how to spot it, how to repair infected computers and how to avoid future phishing attacks at: www.pcworld.com/news/article/0,aid,118489,tk,wb110804x,00.asp

Tsunami e-mail scam warning

The Trading Standards Institute (TSI) has warned people to beware of 'sick' scams taking advantage of the public's generosity following the tsunami disaster in Asia. There are reports around the country of attempts to play on the sympathy of people and trick them into handing over bank account details - or money - on the pretext of it being used to help the tsunami victims. We have even received such scams from overseas.

TSI advises anyone wishing to donate to the aid effort to contribute through the official Disasters Emergency Committee website www.dec.org.uk or Helpline 0870 60 60 900. Anyone wishing to donate clothing is advised to take it directly to a charity shop.

Telephone Scams

We have had three serious telephone scams reported to us by members. The first one involves someone calling at your premises saying their car has broken

down and **they need to telephone someone for assistance.**

Once they have the use of your phone they ring their spouse or colleague, who is at first busy, so they wait a while for them to come to the phone. They then explain their situation to the person on the other end of the line. This person agrees to collect them in about 20 minutes and the visitor leaves your premises.

When your next telephone bill turns up there is an extortionate amount charged to a special rate number. The person who called at your premises will have set up a Premium Rate number, meaning that calls to that number are charged at very high rates - and they gain!

The second scam involves you being rung or sent a fax or e-mail, telling you that **you have won a competition** and asking you to ring a number to claim your prize. Again, this number involves a Premium Rate number that will result in a large amount being charged to your next telephone bill.

The third scam involves an unexpected caller asking you to press a series of keys on your telephone keypad. This again results in a charge appearing on your phone bill. **DON'T BE TEMPTED!!**

NEW MEMBERS

A D Bell Sign Systems (*Sign writer, graphic display*)
Jonathan Robson, Sales Manager
Unit 5, 2 Freemans Way, HARROGATE, HG3 1DH
Tel: 01423 885045 **Fax:** 01423 885046
E-mail: info@adbellsigns.com
Web site: www.adbellsigns.com

Custom PC Designs Ltd (*Computer services/supply*)
Steve Nolan-Holderness, Managing Director
55 Grantley Drive, HARROGATE, HG3 2XU
Tel: 01423 546707 **Fax:** 01423 542085
E-mail: custompcdesigns@ntlworld.com
Web site: www.custompcdesigns.co.uk

Display Techniques Ltd (*Exhibition display services*)
Roland Fawcett, Managing Director
Rivendell, 20 Westminster Drive, Burn Bridge,
Harrogate, HG3 1LW
Tel: 0845 230 0595 **Fax:** 0845 2300596
E-mail: roland@displaytechniques.co.uk
Web site: www.displaytechniques.co.uk

John Archbold Security Consultancy (*Security*)
John Archbold, Principal Consultant
3 Elm Tree Rise, Bishop Monkton,
Harrogate, HG3 3QS
Tel: 01765 677834 **Fax:** -
E-mail: john@archboldsecurity.co.uk
Web site: www.archboldsecurity.co.uk

Nihao Asia Ltd (*UK-China business liaison*)
Jenny (Qiuying) Ren, Managing Director
Roselea House, 23 Brunswick Drive,
Harrogate, HG1 2QW
Tel: 01423 528588 **Fax:** 01423 502447
E-mail: qiuying.ren@nihaoasia.com
Web site: www.nihaoasia.com

BUSINESS BRIEFINGS

Self-assessment deadline approaches

With the 31 January deadline looming for the completion of self-assessment tax returns, accountants PricewaterhouseCoopers (PwC) are warning self-employed taxpayers to get their returns in on time. According to PwC, just under a million self-employed taxpayers missed the deadline last year. The fine for late submission is - potentially - £100.

PwC offers a list of dos and don'ts for those who have still to complete their forms at:

www.ukmediacentre.pwc.com/content/detail.asp?ReleaseID=1188&NewsAreaID=2

Tax unit to represent small businesses

A new unit that will represent the tax needs of small businesses has been established as part of the revamped HM Revenue and Customs (HMRC).

The Government says the new unit will work on improving the experience small businesses have of the tax system, as well as raising compliance levels and cutting costs. It will also ensure that future development of the tax system will take into account the requirements of small firms. Meanwhile, the Government has announced a major consultation into the remit of powers for the new HMRC department.

To read more about this, go to:

www.inlandrevenue.gov.uk/pbr2004/small-business.htm

To find out more about the consultation, see:

www.wired.gov.net/WGLaunch.aspx?ARTCL=28617

Late payment interest increases

The amount of interest small businesses can charge late-paying commercial customers increased on 1 January from 12.5% to 12.75%.

The rate is set twice a year and is calculated by adding 8% to the current Bank of England base rate.

It will be reviewed again on 1 July 2005.

To find out more about late payment and how to calculate interest, go to:

www.payontime.co.uk/news/interest_rise.html

Training guide for entrepreneurs

The Learning and Skills Council (LSC) has launched a new guide to training providers for business owners. Firms will be able to use the online tool to search for certain types of training or specific providers in their area. The guide also offers advice on choosing the right training provider.

To access the guide, go to:

www.lsc.gov.uk/national/employer/goodtraining.htm

New employment contract advice

A training tool to help employers develop contracts of employment has been launched by the Advisory, Conciliation and Arbitration Service (ACAS), in a further addition to the new package of web-based tools. The latest tool provides guidance on what should be included in a written statement of employment, understanding contractual issues, employee pay rights and avoiding misunderstandings. The launch is part of a series of online advice services that attracted more than 5,000 users in the last two months.

The tool is available at the following website - new users will need to register their details free of charge before accessing the information:

www.acas.org.uk/elearning

Royal Mail website helps save postage

Royal Mail has launched an online service to help small businesses save time and money on their postage. The new website provides tips on how to manage ongoing postage costs, along with explanations of the discounts available to small firms, including savings on bulk mailings. Postage rates will go up in April but there will be new discounts for PPI users. To access the new site, go to:

www.royalmail.com/smallbusiness

CTPS compliance services

The Corporate Telephone Preference Service (CTPS), which exists so businesses that don't want to receive unsolicited marketing calls can register their details, provides several additional services to help businesses comply with the law on cold calling.

These include a pay-as-you-go service that allows businesses to check whether individual numbers are listed on the CTPS, and a call-barring service that stops calls to CTPS numbers connecting.

Find out more about the services at:

<http://corporate.mpsonline.org.uk/CTPSC/html/AdditionaServices.asp>

Britain's roads fail small businesses

'Better Transport 2005' is a report published by the Federation of Small Businesses (FSB) aiming to highlight the reliance of small businesses on a good road infrastructure. The FSB report calls for adequate parking and better public transport, criticises the low amount the Government spends on transport, and concludes that Britain's road network is failing and small businesses are being undermined as a result.

A summary of the findings is online at:

www.fsb.org.uk/news.asp?REC=2232

To download the full report, scroll to the bottom of the following web page and click on the report icon:

www.fsb.org.uk/policy/main.asp

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Printed by Enid Taylor Ltd, Harrogate Tel: 01423 567764 Fax: 01423 567765 E-mail: info@enidtaylor.co.uk