



REVIEW

June
2006

Review of Chamber Meetings + News Update

MEETING
DATES
2006

Public Relations on a Small Budget

- A thought-provoking presentation by Victoria Tomlinson, Northern Lights PR.
- Creating a PR Plan - What do you want to achieve and why?
- Writing a Press Release – key points to remember
- Handling media interviews – what are the key messages?
- Press photographs – ensure points of interest and “action”
- Generating media coverage – useful ideas for creating news stories

Harrogate District News

- Yorkshire Dales & Harrogate Area Tourism Partnership launched
- Proposed Harrogate Rail Line brochure – suggestions and offers needed
- Harrogate Rail Line station platforms and rolling stock are being upgraded.
- New Mayor & Cabinet elected – meeting arranged on Planning & Transport

Membership News

- 3rd Harrogate Business Market fixed for Monday 30th April 2007 at Pavilions
- Great Yorkshire Show 17-19th July – corporate bookings welcome
- Paul Berwin is tackling two marathon events to raise funds for charity

10 July

14 August

11 September

9 October

13 November

11 December

Future Meetings

**Monday 10th July - *Reducing the Impact of Crime & Fire on Business*
at Grants Hotel, Swan Road, Harrogate**

***Presentation by North Yorkshire Police Western Area Commander and North
Yorkshire Fire & Rescue Service Group Manager - Harrogate District
With displays and information from Chamber members in this sector***

***Monday, 14th August - Business Networking Safari
plus FREE Buffet - at Pavilions of Harrogate, Wetherby Road
Harrogate Chamber members only***

PROMOTING HARROGATE BUSINESS

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

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Public Relations on a small budget

Victoria Tomlinson of Northern Lights PR gave a thought provoking interactive presentation aimed at helping members to ask themselves the right questions when considering their PR. This is summarised below.

Before attempting to write a press release or think of ideas for a PR campaign, think about the following:

What do you want to achieve and why?

The headings for creating a PR plan are:

- Objectives
- Target audience
- Target media
- Messages
- The strategy
- Measurable objectives from PR activities
- Action plan
- Timetable

Once you have a timetable of the activities and press releases you will be sending out, you can build in preparation to make the most of every press release.

Writing a Press Release

The key points to remember with a press release are:

- Overall story contents - get the story right.
- The first paragraph should tell the whole story.
- The style should be crisp and factual
- Think about what response you want your reader to make to an article or release.
- Put a telephone number into the release.

Handling Media Interviews

Preparation is the key to handling press calls well. Have a system in place to monitor the response to an article and ensure it is followed up properly.

Think through three key messages, which you would like to get over about the project/issue. These should all be positive messages. Anyone who is likely to take journalist calls should ask the journalist two key questions:

- what is your deadline?
- what broad questions do you want to ask?

Taking Press Photographs

The picture should tell the story - avoid straight lines, give it a focus and structure by putting the main subject off-centre and secondary point of interest diametrically opposite. People should be "doing" whatever the story is about.

Generating Media Coverage

The following are typical PR ideas to create good quality news stories:

- **News story:** new, different, the first, launch etc.
- **Report:** report published today ...
- **Survey:** results of recent surveys

- **Piggy backing:** use topical events/stories
- **Speech:** warning/statement in form of a speech
- **Anticipating:** prepare a statement commenting on anticipated news and tell journalists you are prepared to comment on the issue.
- **Seasonal:** issue comment/advice/warnings to tie in with seasonal events such as Christmas, summer holidays etc.
- **Ten tips to...:** put together ten tips on almost any subject.

Victoria has provided a comprehensive six page document which elaborates on the above and more, which is designed to help all types of businesses make the best of their PR, with or without the help of professionals! If you would like to receive a FREE copy please e-mail Maggie Hall, Chamber Administrator at secretariat@harrogatechamber.org

To find out more about award winning PR Company, Northern Lights visit www.northernlightspr.com or e-mail: Victoria@northernlightspr.com

Harrogate District News

Soroptimists' campaign to see 'Harrogate in Lights'

Soroptimist International is a world-wide service organisation for women in business, management and the professions. They started a five year campaign in 2003 to re-light Harrogate town centre for the Christmas shopping period. The objective was to raise the profile of the Soroptimists, to bring some festive cheer to Harrogate's streets and also to improve trade for the shops and hotels in Harrogate during the Christmas period.

The first year of the campaign saw little more than a string of Christmas lights across Oxford Street. Last year's display was a great improvement and included the wonderful moving window displays provided by the Christmas and Gift Fair at the Conference Centre. The Soroptimist's also started the Christmas Market and Shop Window Competition, now in its third year.

Whether your company sponsor a full street, or simply buy one of the lamppost displays, your name will receive maximum publicity, including featuring in a Roll of Honour with publicity via Stray FM and Ackrills.

Ultimately it is businesses in the town that will benefit. Improvements to the town centre Christmas display are bound to attract more shoppers and build on the reputation that Harrogate has for looking wonderful all year round.

We congratulate the Soroptimists for their great efforts so far and urge you to support this campaign.

For further information contact either:

Tricia Doidge,
Tel: 01423 541307 tricia.doidge@ntlworld.com
OR Pat Shore,
Tel: 01423 526077 pandjshore@btinternet.com

Harrogate Tourism Re-launch

David Thompson, Tourism Promotion Manager of Harrogate International Centre (HIC) announced the re-launch of Harrogate District as a destination for leisure tourism, which will offer opportunities for companies to be included in the Visitor Guide.

Vice President, Martin Wilks, added that the promotion of Leisure Tourism in Harrogate has been on-going culminating in the new 'Yorkshire Dales & Harrogate Area Tourism Partnership' headed by David Thompson. Martin said the new image of Harrogate being portrayed in the campaign was innovative and a great opportunity to attract more business to the town.

Brian Dunsby said that Northern Rail were willing to produce a Harrogate Line promotion leaflet following their current promotion offering tourist attractions and discounts in and around the town. Members with ideas or offers for visitors should send details to:

secretariat@harrogatechamber.org

New Mayor and Cabinet for Harrogate

Councillor Geoff Webber has been appointed as the new Mayor of Harrogate and it is hoped that the Executive Officers will be able to meet with him in the next few months. There have also been changes to Harrogate Borough Council's Cabinet structure, with Councillor Richard Cooper undertaking a new role as Member for the Environment and Congestion.

Brian Dunsby reported that the new Cabinet Member for Planning and Transport, Councillor Julian Sturdy, had agreed to attend a Management Group Meeting. Members with any questions should submit them to the Secretariat by Friday, 10th August.

Harrogate District Local Development Framework

All households in the district should have received a copy of the consultation paper for future development in Harrogate, including planning strategy, proposed business and residential developments. Members are urged to complete and return the questionnaire as input to this strategy is vital and the Council use this feedback to formulate future development plans.

MEMBERSHIP BENEFITS

Thanks to The Kimberley Hotel

Many thanks to The Kimberley Hotel on Kings Road for hosting this month's meeting. Manager, Simon Shipway and his staff attended to our every need and made members very welcome. Further information on their facilities at: www.thekimberley.co.uk
Tel: 01423 505613 E-mail info@thekimberley.co.uk

Business Market Feedback

Brian Dunsby reported on the excellent coverage in Ackrills following the 2006 Business Market and that the feedback from most of the exhibitors had been positive, which was encouraging for 2007.

Giving advance notice of next year's event, Brian explained an earlier date of Monday, 30th April 2007 had been decided by the Management Group.

FOCUS GROUPS

New Focus Group - 2007 Business Market

At the recent Management Group Meeting, it was decided that the Business Development Focus Group had achieved its objectives and should be re-focused to promote the 2007 Business Market. If you wish to contribute to this group please contact the Secretariat.

Traffic & Transport

Focus Group Leader, Brian Dunsby, reported that the Harrogate Line (Leeds/Harrogate/York) will be running 4-coach trains from December onwards coinciding with the new timetables. Network Rail and North Yorkshire County Council are working towards upgrading Hornbeam Park and other stations on the line.

Promoting Harrogate

Focus Group Leader, Martin Wilks, said the objectives of this group would be reviewed in the light of the new 'Yorkshire Dales & Harrogate Area Tourism Partnership.'

He also announced that the HIC's new Head of Marketing & Sales, Alison Griffin will be taking over from Stuart Mackay and it was hoped to invite her to attend a meeting early in 2007 to find out more about her aspirations for promoting the town.

MEMBERS' FORUM

Great Yorkshire Show - 17-19 July

Don't forget the Great Yorkshire Show will be taking place from 17 to 19 July. For tickets and information visit: www.greatyorkshireshow.com Tel: 01423 541000
E-mail: info@yas.co.uk

Paul Berwin's Triathlon and Marathon endeavours!!

Intrepid solicitor, Paul Berwin is trying to surpass his last year's efforts to raise funds for charity by taking part in the Trentham Great Half Triathlon on 2 July (up to 6 hours of swimming, cycling and running!), followed by the Nottingham Marathon on 10 September. The beneficiary charity is Yorkshire Cancer Research so please support Paul in his tremendous efforts. You can contact Berwin's for a form Tel: 01423 509000 or donate on-line at www.justgiving.com/paulberwin-ycr

Little Red Bus Company secure £1 million

Lynne Costello and the team, which incorporate Harrogate Car Share, have been awarded a £1 million cash boost which will enable them to add 12 new buses to their fleet and expand their services.

Visit www.littleredbus.co.uk for more information on bus services or www.harrogatecarshare.com for more on the car sharing scheme.

NEW MEMBERS

Addingham Logistics Ltd

(Haulage, storage & distribution)

Tony Williams, Managing Director
Unit 5, Marrtree Business Park, Ryefield Way,
Silsden, BD20 0EF

Tel: 01535 655444

Fax: 01535 655694

Halifax Bank of Scotland (Bank)

Barry Dillon, Business Development Manager
11 Little Swinegate, York, YO1 8AX

Tel: 01904 881247 **Fax:** 01904 655620

E-mail: barrydillon@halifax.co.uk

Web site: www.halifax.co.uk

Henton & Co (Chartered Accountants)

Simon Gray, Partner

St Andrews House, St Andrews Street,
Leeds, LS3 1LF

Tel: 0113 247 7900 **Fax:** 0113 246 9200

E-mail: simon@hentons.com

Web site: www.hentons.com

Travelstar (Business & leisure travel)

David Shay, Partner

129 Cold Bath Road, Harrogate, HG2 0NU

Tel: 01423 704200 **Fax:** 01423 704204

E-mail: david@travel-star.co.uk

Web site: www.travel-star.co.uk

BUSINESS BRIEFINGS

Guide to Business Rates

My Business Rates is a Government-backed website aimed at small, independent businesses, put together by the Valuation Office Agency and the Office of the Deputy Prime Minister. It includes guides to rates for people starting a business, provides information on what to do when moving premises and answers rates questions for home-based firms. The service is available at:

www.mybusinessrates.gov.uk/index.html

Age discrimination law "challenges" firms

Legislation that outlaws discrimination at work on the grounds of age will be a challenge for many UK firms, according to advisory and conciliation service Acas. It says that 80% of firms are not informing their staff about the changes or offering training to implement the new rules. The Employment Equality (Age) Regulations 2006 come into force on 1 October. They mean that workers cannot be forced to retire before 65 if they do not want to; people will be able to work beyond 65 if their employer agrees, and employers must give staff six months' notice of their retirement date. Read more about this story at:

<http://www.acas.org.uk/index.aspx?articleid=1048>

More problems for Chip and PIN

Pubs and restaurants using Chip and PIN payment machines are vulnerable to hackers, according to a fraud consultant. Frank Abagnale - whose story was told in the Leonardo DiCaprio film 'Catch Me If You Can' - says that data transmitted by the wireless Chip and PIN machines taken to customers' tables can be easily hacked by fraudsters with snooping devices. It follows petrol giant Shell's decision to suspend Chip and PIN payments after a £1 million-plus scam was uncovered. Read more at:

http://www.thisismoney.co.uk/saving-and-banking/article.html?in_article_id=408939&in_page_id=7

Simple search for website owners

Who-is Search allows users to find out who owns websites, both in the UK and abroad. It includes a forum, frequently asked questions and a quick search facility. After the user has entered a website address, the search facility finds who has registered it and where the owner is based, and provides details of the firm's bricks and mortar address. People starting a new venture can also use the system to find out whether their preferred domain name is already taken.

To access the service, go to: www.whois-search.com

Firms need multiple passwords

Businesses should ensure that every employee with access to a PC uses "unique and multiple" passwords to protect data at work from hackers. Sophos, which provides antivirus and anti-spyware software, found that 41% of business PC users had the same password for everything they accessed online. Additionally, more than 70% of business owners admitted that their firms used "weak" passwords that are easy to crack. Sophos says cyber criminals are becoming adept at "exploiting vulnerable users and pilfering funds". Read more at:

www.sophos.com/pressoffice/news/articles/2006/04/passpoll06.html

Manual for firms using consultants

A new manual has been published to help small firms understand how to get the best out of freelance consultants and contractors. 'Talent on Tap' is aimed particularly at small firms that don't have sufficient resources to employ staff in-house. The book costs £24.99 and contains legal information, expert advice and case studies. It has been developed by recruitment agency Xchangeteam, in association with the Chartered Institute of Personnel and Development.

To find out more about the book, see:

www.cipd.co.uk/Bookstore/catalogue/HRPractice/1843981408.htm?IsSrchRes

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