



REVIEW

March
2007

FUTURE MEETINGS

17.30 for
18.00 start

2 April
Safari

30 April
Business
Market 2007
(14.00-19.00)

14 May
AGM

11 June

9 July

13 August
Safari

10 September

8 October

12 November

10 December
Safari

Review of Chamber Meeting + News Update

HOW TO MAKE AN EXHIBITION OF YOURSELF!

- Ackrills offer 30% discount in the Harrogate Business Market supplement.
- Colour It In offer a FREE booklet of handy hints and tips for exhibitions.
- Display Techniques offer practical advice on design of stands and graphics.
- Sign-a-Rama offer advice on how to help people recognise and remember you.
- Harrogate Chamber offers Business Market display space for as little as £100.

HARROGATE BUSINESS NEWS

- European Commission VIP meets Harrogate Chamber to discuss SME policy.
- Business Link change contact and support arrangements for start-ups etc.
- Royal Mail postage rates go up again – how to get discounts for bulk mailing.
- Do you miss the last post – because your post-box does not display a tab?
- Business Waste disposal and recycling – exchange of information progressing.
- Shop front planning guidance out for consultation covering illuminated signs.
- Soroptimist International coming to Harrogate – sponsorship opportunities.

MEMBERSHIP BENEFITS

- Harrogate District Business Market – Monday 30th April - Pavilions of Harrogate.
- Please distribute the enclosed brochures and tickets – then ask for some more!
- Bulk mailing and e-mailing services now available for all Chamber Members.
- Leeds Chamber CONNECT CARD – a new benefit of our affiliation to Leeds.
- Chamber AGM will feature top speakers on the proposed Leeds City Region.
- Presenters needed for future meetings – help members and promote yourself.

Future Meetings

Monday, 2nd April - Business Networking Safari + Buffet – 17.30 start
Chamber members only - limited capacity – pre-booking essential
at the White Hart Hotel, Cold Bath Road, Harrogate HG2 0NF (Tel: 505681)

Monday 30th April - Harrogate District Business Market – 14.00-19.00
at Pavilions of Harrogate, Great Yorkshire Showground, Harrogate
FREE ENTRY for visitors plus FREE business seminars, networking and refreshments

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

EUROPEAN VISITOR

We were pleased to welcome two special guests to the meeting - Kirsi Ekroth-Manssila, Deputy Head of Unit, Entrepreneurship, Enterprise & Industry Directorate-General in the European Commission and Jane Hustwit, Director of Yorkshireurope*, part of Yorkshire Forward.

Kirsi's department deals with Entrepreneurship and SME Policy issues and she was spending a week in Yorkshire with **Northern Lights PR** to gain some experience of enterprise in action. Kirsi aimed to find out what it is like to be an entrepreneur, what the obstacles and issues are in the UK and what we think of the EU.

She said that over the past year, small and medium sized businesses have moved higher on the agenda at Brussels and are now a priority. The EU are trying to make sure their policies work for SMEs and are not too burdensome, in fact a recent Better Regulation Initiative aims to cut 25% of red tape for SMEs by 2012. This could save 150 billion euros.

Prior to the open meeting Kirsi and Jane had a brief private discussion with President, John Hart; Chief Executive, Brian Dunsby and Management Group members, Simon Cotton and Stuart Pearson. Topics discussed included the reduction of VAT burden on SME's as well as the impact of increasing minimum wage laws and working time directives.

HOW TO MAKE AN EXHIBITION OF YOURSELF!

Four Chamber members gave brief presentations offering hints and tips on how to be a successful exhibitor. This was very timely, given that the Harrogate District Business Market is being held on 30th April.

All four businesses are able to offer products and services for members who are planning to exhibit at the Business Market and other trade shows. If you wish to contact them for anything their details are:

Ackrill Media Group

Leonie van Rooyen

Tel: 01423 776451

E-mail: Leonie.Rooyen@ypn.co.uk

Website: www.harrogatetoday.co.uk

Colour It In Digital Print & Display

Mark Lancaster or Clare Webb

Tel: 01423 531565

E-mail: info@colouritin.co.uk

Website: www.colouritin.co.uk

Display Techniques Ltd

Roland Fawcett

Tel: 0845 230 0595

E-mail: roland@displaytechniques.co.uk

Website: www.displaytechniques.co.uk

Sign-A-Rama

Michael Webster

Tel: 01423 883700

E-mail: harrogate@sign-a-rama.co.uk

Website: www.sign-a-rama.co.uk

Leonie van Rooyen of Ackrill Media Group gave details of the special discounted advertisement supplement that will be published on Friday 27th April offering all Harrogate Chamber members a very generous **30% discount off their usual rates**.

The feature will be full colour and be carried in all seven papers in the Ackrill Series across North and West Yorkshire and for the first time will also be published on their website www.harrogatetoday.co.uk

Exhibitors at the Business Market will be offered space in the first instance. If you are interested in being included in the feature, please contact the Secretariat, or Leonie direct.

Mark Lancaster of Colour It In Digital Print & Display gave a practical presentation of their pop-up banner stands, showing just how quick and easy they are to set-up. Each one showed the heading of his main topics : **Think – Plan – Do's & Don'ts – What Next?**

Drawing from his 23 years experience of the exhibition industry, Mark said exhibiting was undoubtedly hard work and you need to do a lot of planning and research before you go to an exhibition to decide if it is the right one for your products or services. However, it is a unique way to test market your product, services or company.

You need to remember when the doors open the only people who matter are the visitors - your job is to get them on to your stand! Lighting is essential and creative graphics - but you should keep it simple - make sure your company identity is easily recognised. Remember, make eye contact - talk to people and be friendly, let them know you are there.

Mark then covered a few essential Do's and Don'ts:

- never sit down on the exhibition stand - chairs on your stand are for the visitors
- never use your mobile phone on the stand, if you have to make a call step away from the stand
- make sure you are at the front of your stand - utilise the space
- don't be intimidating

If visitors take a brochure, pens, etc. from your stand try to make sure you at least get a business card and when you return to the office follow up the contact by writing to them within 5 to 10 days.

If you would like a copy of Colour It In's helpful free booklet on How to Exhibit, contact Mark or Clare - or simply e-mail your full contact details to them!

Roland Fawcett of Display Techniques Ltd has been involved with exhibitions for 12 years and is a qualified professional photographer. Roland reiterated the need to plan ahead when exhibiting even if you only have a small display space. Measure out the area before you go to the exhibition and set-up your stand.

Don't try to fit too much into a small space as busy looking stands confuse the eye so try to keep all the elements with space around them. Minimalism can be effective, but don't go too far! Position things carefully. Consider what the most important messages of your

display are. Interactive products are attention-grabbers, so make sure these are at the front of your stand.

Some of Roland's suggested Do's and Don'ts are:

- If you have a table on your stand don't stand behind it.
- Place literature in stands at one side of your stand.
- De-clutter - keep coats, bags, boxes, etc., out of sight.

When preparing your display graphics here are a few things to remember:

- Ensure your company name and strap-line are visible
- Photographs should be easy to see from a distance
- Ensure all text is at least 60cm above the ground
- Think Large Format graphics - not small format
- Try to be different - it makes people remember you!

Displays should be consistent and you should buy the best your budget will allow. Start with one banner and build up to a complete system.

Finally, Roland advised exhibitors to check and erect all new equipment at least one week before the event so any faults are evident and can be rectified.

Michael Webster of Sign-A-Rama has many years' experience of exhibitions and runs the Harrogate franchise of Sign-A-Rama, which has 850 units world-wide of which 40 are in the UK. They offer a wide range of products including exhibition graphics.

Michael's advice was to think what your message is going to be and use the same message on all publications. If you use the discounted advertising in the Ackrill's supplement, your message should be consistent with other advertisements you have placed and this should be carried through onto your stand, so visitors can instantly recognise your products or services.

Banner stands are the easiest to use on your stands and can be linked together, as Mark had demonstrated earlier. The standard widths are 850 cm by 2m high and these can be adapted to your requirements.

Literature stands are a useful addition for your stand, especially if you are inundated with visitors, so they can at least pick up a brochure if they are unable to talk to you personally. If you do see someone about to pick up a brochure, try to excuse yourself briefly and ask for a business card.

Another useful way to gather business cards is to have a prize draw where visitors can drop their card in a box on your stand.

Small writing pads with your corporate logo and strap-line are useful to hand out to visitors. You could also devise a simple marketing form to which a business card can be stapled.

We hope these members' suggestions have been helpful and that you consider approaching them for help with your stand.

There are several other members who can help in this field - just visit the new on-line membership directory at www.harrogatechamber.org/directorysearch.php to find them using key words to search!

HARROGATE DISTRICT NEWS

New Business Link arrangements

Members with new or relatively young businesses need to know of the new Business Link York & North Yorkshire arrangements from 1st April. They will be providing their services centrally from the York Office, but will arrange a local delivery service for those who need it. FREE business support for small, new or growing businesses can be accessed by phone - 01904 686000, e-mail - info.centre@blyny.co.uk or via the website www.here4business.co.uk

Business Waste Disposal developments

Following a constructive meeting between Chamber officers and Harrogate Borough Council Waste Disposal representatives, a small working group has been formed. Any members with waste disposal problems or waste they wish to recycle please contact the Secretariat and we will keep you advised of developments in waste collection and recycling services.

Thanks to Simon Cotton of Cedar Court Hotel, we have made contact with a glass bottle collection firm who only charge £1.25 per container every time it is emptied. Ask the Secretariat if you would like contact details.

Save on Postage Costs

Royal Mail is advertising cost savings by using a Royal Mail approved franking machine, but the machine would cost at least £6 a week to rent. An alternative for larger mailings is the PPI franking, which the Chamber uses, where large savings can be made without paying a rent - providing your mailing volume is sufficient.

For details contact the Secretariat or the following members who offer various discounted mailing services:

Paperworks: Contact: Emma Holland - 01423 816999

Platinum Print: Contact: David Wyvill - 01423 881158

Spot On (da-y): Contact Paul Taylor - 01423 855420

Would any other suppliers please let us know?

Missed the last collection?

Does the post-box you use for business mail show the time of the last collection and whether it has been collected? It is frustrating to dash to your nearest post-box with urgent mail and not know if you have caught the last collection of the day.

Some post-boxes still do not have the tabs or dials with this information and we are trying to trace where they are in the town - please let the Secretariat know if yours is one of them.

We have been communicating with Royal Mail for several months with support from Judith Donovan, Chair of Postwatch North, in trying to rectify this situation.

Granville Simpson said he had experienced the post-box at the town Post Office being emptied very promptly at 7.00pm, so there is no leeway for a late posting, but there is one later collection at 7.30pm from Claro Road.

Shop Front Planning Changes

Members with shop fronts considering changes need to be aware of Harrogate Borough Council's Shop fronts Design Guide. In particular, we are being consulted on changes to the guidance sheet on Illuminated Signs. If this may affect you or you would like sight of the proposed changes, please contact the Secretariat and we can feed your comments back to the Council.

Chamber Meeting with LibDems

At a recent Management Group Meeting, three of the local Liberal Democrat representatives, Councillor Margaret-Ann de Courcey-Bayley, Leader of Harrogate LibDems; Councillor Bill Hoult, Leader of North Yorkshire County Council Lib Dems and Councillor John Fox, Chairman of Harrogate & Knaresborough LibDems joined us for frank off the record discussions.

Topics covered included Borough Council bureaucracy, improving communications, Unitary Status, Leeds City Region, NYCC Area Committee, Planning Consultation, Major Retail developments, etc.

This follows on from an earlier meeting with Conservative representatives at another off the record meeting last year. In this way we can inform politicians and keep members informed on business-related topics.

Leeds City representatives invited to AGM

We have formally invited Leeds City Council's Chief Executive and Leeds Chamber's Chief Executive to address Harrogate Chamber's Annual General Meeting on 14th May at Hotel du Vin on the **Leeds City Region**.

We have just received confirmation that Jean Dent, Director of City Development in Leeds will be able to attend and speak to the meeting about the impact of the Leeds City Region concept on the Leeds and Harrogate business community. A Director of Leeds Chamber of Commerce will also speak on the benefits they perceive for the Leeds business community.

Joint District Chambers Meeting

Harrogate Chamber President, John Hart and Chief Executive, Brian Dunsby recently attended a joint meeting of Harrogate District Chambers along with Harrogate Borough Council's Chief Executive, Mick Walsh plus the Director of Community Services, Director of Development Services and Director of Resources.

The Presidents/Chairs of Boroughbridge & District Chamber of Trade, Knaresborough Chamber of Trade & Commerce, Nidderdale Business Association and Ripon Area Business Association also attended.

A comprehensive agenda ensured a full and interesting debate including: Council Budget & Financial Strategy; Local Government Review; Unitary Authority proposals; Leeds City Region; Business Growth Incentive Scheme; Town Planning Policy, Civic Pride; Going Green, etc..

These quarterly meetings help to maintain a confidential, but frank and open discussion with the senior officers of Harrogate Council, which complement the discussions with elected Councillors at Management Group meeting.

MEMBERSHIP BENEFITS

Harrogate District Business Market Monday, 30th April 2007 - 14.00 to 19.00

Most of the space at the Business Market has been sold - don't delay if you wish to exhibit at this popular event!

As April approaches, all Members are urged to request a quantity of free entry tickets and brochures to distribute to every customer or potential customer and suppliers in Harrogate and surrounding area - including Bradford, Leeds, Northallerton, Selby, Thirsk, Wetherby, York, etc.

If you contact your clients electronically, we have a PDF file of the brochure and ticket which we will send to all members so you can send them to your contacts by e-mail. A Press Release is also available for members who publish newsletters. **YOUR HELP IS VITAL PLEASE!**

Full details of the FREE Business Seminars have now been included on the Chamber website at www.harrogatechamber.org/seminars.htm

A special feature on the Business Market appeared in Ackrills Business Pink on 23rd March, to be followed on 27th April with a special pull-out full colour supplement where exhibitors and members can advertise with a 30% discount - as promoted earlier by Leonie van Rooyen.

The Federation of Small Businesses has agreed to publicise the Business Market in their newsletter to 3,000 members in the Yorkshire Region. In return we are offering them a stand. If you are a member of a similar organisation that could promote the event to its members, we would be happy to make the same arrangements for reciprocal promotion.

Put the date in your diary and make sure you at least come along as a visitor to **Pavilions of Harrogate between 14.00 and 19.00 on Monday 30th April.**

The event is FREE to visitors – with four Business Seminars, a Business Clinic & FREE refreshments!

Business Networking Safari Monday, 2nd April 2007

Because of the Easter Holiday the next meeting is being held a week earlier than usual, on 2nd April from 17.30 - a Business Networking Safari at the White Hart Hotel.

To take part in this event you need to book in advance which ensures you will be able to meet all the other businesses attending and partake in the FREE BUFFET!

Following introductions the suggested topics for discussion for each table will be as follows:

- Business Promotion
- Promoting Harrogate
- Town Centre Improvements
- Traffic & Transport
- Business Waste Disposal & Recycling
- Chamber Meeting Topics, Speakers & Venues
- Membership Benefits

We have e-mailed all members to book a place. Don't forget to bring along a good supply of business cards!!

Presenters needed for future Meetings

Offers to present at meetings from June onwards are sought from members on the following topics:

Establishing and Growing a New Business - 11th June

Staff Training Opportunities and Funding - 9th July

Employment Law - protecting your business - 10th Sept

Finance for Business Growth - and how to get it - 8th Oct

Any members with experience of presenting and who are happy to share the stage with another member providing a complementary presentation, please send a few bullet points to the Secretariat and the Management Group will discuss and decide the most suitable.

Shared District Mailing

You should have received the shared mailing during March which is promoting the Harrogate District Business Market to **4,500 businesses** across the whole of the Harrogate District and adjoining areas. Our thanks to **Spot On** and **Platinum Print** for the very efficient collation and despatch of these packs, which also contained literature from ?? Chamber Members.

We are already receiving a good response with requests for more tickets and information on the Chamber.

Please pass on your own copy to colleagues and ask for extra copies of the brochure and tickets - or just ask them to click on www.harrogatechamber.org.

Mailing & E-mailing Services

We have started a new bulk e-mailing service to members and to other businesses in Harrogate District. Contact the Secretariat if you wish to use this service, which is restricted to one distribution per week maximum. Messages can be sent in plain text or you can provide an html file of your e-shot.

Members will have recently received a mailing from fellow member Victoria BMW, who recently utilised the Harrogate District Database built up by Perlex Associates. Self-adhesive labels for one time use are now available to members at a cost of 10p per address.

If you wish to opt out of such mailings or e-mailings in the future, just let the Secretariat know and we will ensure you only receive communications in connection with Chamber business.

Leeds Chamber Connect Card

Upon renewal of your Harrogate Chamber membership for the 2007/08 year, you will receive a new Chamber Connect Card, which is provided courtesy of Leeds Chamber as a result of our affiliation.

This card brings a string of benefits to your business offering discounts in Fuel, National Hotels, Stationery supplies, IT equipment, Office Furniture, Office Solutions and other benefits that Leeds Chamber are developing during the year.

Visit www.leedschamber.co.uk and click on the Chamber Connect link for more information and offers now available to Harrogate Chamber members.

MEMBERS' FORUM & NEWS

Soroptimist Event comes to Harrogate

Di Burton of Cicada PR thanked John Wood of Harrogate International Centre for securing the Soroptimists International Conference on 1-3 November 2007. This is a major event which will bring a large attendance of women in the 40+ age group with a high disposable income.

Sponsorship packages are available from £50 upwards offering corporate hospitality or exhibition opportunities.

Please contact Cicada PR on Tel: 01423 567111.

Mr Fawly's Dinner at Ascot House!

Ascot House Hotel are offering an evening of slapstick and hilarity with Basil, Sybil and Manuel (all played by professional actors) starting at 7.30 for 8pm on Saturday, 5th May 2007. A delicious four course dinner with coffee and half bottle of wine will be served between the comic moments, for £37 per person (£35 for groups of six or more) including service and VAT.

For bookings or details ring 01423 531005.

Congratulations to Spot On

Spot On, part of Disability Action Yorkshire, were formally presented with the '**Social Enterprise of the Year**' Award 2006 for the Yorkshire and Humber region, which was presented to them by Phil Willis MP. Spot On also became a fully fledged Social Firm in 2006, being the first social firm in North Yorkshire, only the third in Yorkshire and the 30th nationwide.

Further information from Paul Taylor, Manager, Spot On Tel: 01423 855420 E-mail: spoton@da-y.org.uk

SCAMS & SPAMS

Phishing Again

The e-mail phishing scam is evolving with the perpetrators trying harder to make you believe the e-mail is genuine. Usually if you scan your cursor over the link they invite you to click on, you can see it is a fraudulent link. As we have said before, banks and building societies will never contact their clients in this way to update details. DO NOT BE TEMPTED!

A comprehensive guide has been compiled by Business Link York and North Yorkshire that can be downloaded from their website at www.businesslink.gov.uk - click on IT & e-commerce; IT Security then Avoiding Scams for full details.

0870 telephone number rates

As you probably know, dialling any 0870 phone number actually costs the full national not local rate and these numbers do not qualify for the normal "FREE calls" packages. Furthermore the business using the number takes a cut out of the rate you pay! To avoid this just click on www.saynoto0870.com where you can find the geographical landline number for many 0870 numbers.

FOCUS GROUPS

Traffic & Transport News

Leeds Bradford Airport now has a new bus service to York which runs once an hour. Full details at www.yorkaircoach.com, Fares £12 single or £17 return with discounts offered for booking online.

Frequent flyers at Leeds Bradford Airport are requested to let Brian Dunsby know what delays or experiences you have had with the Security section - good or bad.

Following the submission of comments to the Government regarding the East Coast Mainline franchise, Brian Dunsby was pleased to report that our comments have been included in the Government's subsequent briefing document to the four bidders. The suggestions included a request for at least one return service between Harrogate and London Kings Cross.

ANNUAL GENERAL MEETING 14th May 2007

The following are the nominations for the AGM on 14th May at Hotel du Vin. Members with any objections, should contact the President or Chief Executive:

President: Granville Simpson, The Rocking Horse

Vice Presidents:

Martin Wilks, Lords & Courtyard Restaurants
Robert Whiteley, Pavilions of Harrogate
Stuart Pearson, The Trinity Foundation

Hon Treasurer: Mark Hunter, Bentley Jennison

Hon Legal Adviser: Chris Newton, Berwins Solicitors

Hon Secy/Chief Exec: Brian Dunsby, Perlex Associates

Administrator: Maggie Hall, Perlex Associates

Management Committee Members - continuing:

Michael Best, David Newton Accountants
Simon Cotton, Cedar Court Hotel
David Fisher, Fishers (Harrogate) Ltd
Fiona Gilbert, Prestige Relocation
Peter Jesper, The Jespers OFFICE

Nominations for the Committee vacancies:

Philip Broadbank, Enid Taylor
David Horth, Victoria Shopping Centre
Sharon Phillips, Brook Street (UK) Ltd
Graham Strugnell, Struggytax

Officers Retiring – with our sincere thanks:

Brian Haines, Esource Group - having served four years as Vice President, President and Past President
Keith Gaunt, NatWest - having served three years on the Management Committee
Jo Olnier, Graphic Design - having served two years on the Management Committee

Thanks to Cedar Court Hotel

Many thanks to Simon Cotton and his staff at the Cedar Court Hotel for the hospitality for the last meeting, which had a record attendance of 70 members and guests! (And thanks for the report in the Harrogate Advertiser!!)

For more information on facilities and events contact Simon Cotton, General Manager on 01423 858585
e-mail sc@cedarcourtharrogate.co.uk
website www.cedarcourthotels.co.uk

NEW MEMBERS

Andrew Wright Practice

(Estate & Will Planning)

Andrew Wright, Director

43 Tewit Well Road, Harrogate, HG2 8JJ

Tel: 01423 520873 **Fax:** 01423 549744

E-mail: andrew@awpractice.co.uk

Web site: www.awpractice.co.uk

Elevate Communications

(Marketing consultancy)

Fiona Movley, Director

PO Box 229, Ilkley, LS29 1AA

Tel: 01943 817555 **Fax:** 0870 855 5550

E-mail: fiona@elevateonline.co.uk

Web site: www.elevateonline.co.uk

Harrogate International Centre

(Conference & Exhibition venue)

John Wood, Business Development Manager

Kings Road, Harrogate, HG1 5LA

Tel: 01423 500500 **Fax:** 01423 537270

E-mail: john.wood@harrogate.gov.uk

Web site: www.harrogateinternationalcentre.co.uk

Harrogate-pa.co.uk

(Virtual assistant)

Caroline Shead, Owner

28 St Leonards Road, Harrogate, HG2 8NX

Tel: 01423 883645 **Fax:** 01422 883645

E-mail: harrogate-pa@hotmail.co.uk

Web site: www.harrogate-pa.co.uk

PayFocus Payroll Services

(Payroll Services)

Christine Calvert-Brown, Sole Proprietor

Unit 1, 2 Freemans Way, Harrogate, HG3 1DH

Tel: 01423 504344 **Fax:** 01423 504344

E-mail: christine@payfocus.co.uk

Web site: www.payfocus.co.uk

Trantel Limited

(Business Adviser)

Murray Trantor, Managing Director

17 Brinklow Way, Harrogate, HG2 9JW

Tel: 01423 872884

E-mail: trantorm@btinternet.com

Web site: www.trantel.co.uk

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