



**FUTURE  
MEETINGS**

17.30 for  
18.00 start

11 February  
*Old Swan Hotel*

10 March  
*Cedar Court  
Hotel*

14 April  
*Cairn Hotel*

28 April  
Yorkshire  
Business Market  
*Pavilions of  
Harrogate*

12 May  
AGM  
*Hotel Du Vin*

9 June  
*Majestic Hotel*

# REVIEW

January  
2008

## Review of Chamber Meeting + News Update

### **HOW TO MAKE AN EXHIBITION OF YOURSELF!**

- Practical hints and tips on all aspects of exhibiting at Yorkshire Business Market
- Planning all the details is essential – FREE “how to” booklet offered to Members
- Do’s and Don’ts – how to attract more visitors – and capture their details
- Printed literature must reflect the image of your Company, products & services
- Read the Organiser’s instructions – and keep within the space you booked
- Take advantage of all available mailings and advertising support for the event

### **HARROGATE DISTRICT DEVELOPMENTS**

- “Plan the Future with us” Local Development Framework needs YOUR views
- Dunlopillo Site redevelopment in Pannal should go for business not houses
- Post Office closures – small businesses need them as well as residents
- Royal Mail later delivery times blamed on EU vehicle speed regulations
- Harrogate Transport interchange moving ahead. What about Station Parade?

### **MEMBERS’ NEWS & BENEFITS**

- Menwith Hill Mystery – another opportunity to see what is in those golf balls!
- Management Group will have several vacancies for election at the AGM
- 150<sup>th</sup> Great Yorkshire Show offers sponsorship and hospitality opportunities
- Promoting Harrogate Group meets on 29th January at the new Harrogate Grille
- Ackrills Business Awards Dinner is on Thursday 6th March. Book early!

## Future Meetings

**Monday, 11th February at Old Swan Hotel, Swan Road, Harrogate**

### **Improving your Business Performance**

Presentations by Simon Pease of DSC Chartered Accountants  
and Mike Smith of Ripley Training Ltd

**Monday, 10th March at Cedar Court Hotel, Park Parade, York Place, Harrogate**

### **Promoting Harrogate & Yorkshire Dales**

An update from the Area Tourism Partnership, Harrogate International Centre,  
Yorkshire Event Centre, Destination Harrogate, et al.

## 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](mailto:info@harrogatechamber.org) Website: [harrogatechamber.org](http://harrogatechamber.org)

## HOW TO MAKE AN EXHIBITION OF YOURSELF

In a bid to make the most of exhibiting at the Yorkshire Business Market and other trade shows, experienced Chamber Members offered practical hints and tips on all aspects of exhibiting, including essential preparation and promotion before the event, plus follow-up of leads after.

### Mark Lancaster, Colour It In

Mark's dynamic presentation covered these headings:

#### Think – Plan – Do's & Don'ts – What Next?

A lot of planning and research is essential 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! Creative graphics are essential, but you should keep it simple, make sure your company identity is apparent in one second from thirty feet. Remember to make eye contact, don't be afraid to 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 stand - chairs are for visitors
- never use your mobile phone on the stand
- make sure you are at the front of your stand
- 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 make an Exhibition of Yourself', contact **Colour It In** Tel: 01423 531565 E-mail: [info@colouritin.co.uk](mailto:info@colouritin.co.uk) Website: [www.colouritin.co.uk](http://www.colouritin.co.uk)

### Andy Hudson, Platinum Print Ltd

Andy's tips covered the preparation of printed documents, both for use on your exhibition stand and in any direct mail promotion either before or after the event. As Royal Mail have now brought in different pricing rates for different sized envelopes, more companies are opting for A5 sized flyers that can fit within the lowest postal rates.

Designing promotion literature for an exhibition you need to consider what your objectives are. Do you want to achieve more sales, make more contacts and carry out market research or launch a new product? You also need to consider what your marketing budget will cover.

Corporate Identity is important - your literature conveys your company's image, so you need to ensure it reflects the quality of your company and what you are trying to sell. Remember that first impressions count, so the right look, colours and design really do matter, so potential customers can instantly recognise your stand and remember what you do.

Printed documents are portable and easy to distribute, including business cards, postcards, or small leaflets.

They should include a telephone number and website address to ensure the recipient doesn't have to rely on writing it down or remembering it.

Items regularly printed for use at exhibitions include: Business Cards, Folders, Brochures, Leaflets, Flyers, Vouchers, Price Lists, Questionnaires, Invitations, Note Pads and Post-It Notes.

To ensure you obtain the best value out of your budget, opt for items that can still be used after the exhibition, for example folders can carry quotations, letters, samples, price lists, etc. Business cards can be printed on the reverse with bullet points or special offers.

In summary, the benefits of using creative printed promotional literature as part of your marketing mix are:-

- Helps create and maintain brand awareness
- Print is 3D – size, shape, colour, material, language
- Can react with the five senses - touch, vision, smell, sound, even taste!
- Portable, Flexible AND Cost Effective

If you would like to discuss your print requirements with Platinum for the Yorkshire Business Market, or any other event you may be attending, then contact Andy Hudson on 01423 881158 or visit [www.platinumprint.com](http://www.platinumprint.com)

### Robert Whiteley, Pavilions of Harrogate

Robert offered five helpful tips for exhibitors:

**Read the information you are sent by exhibition organisers, and plan accordingly** - Know what to expect. The more you plan ahead the smoother the experience will be, and the more relaxed you will feel when you are set up and ready.

Please ensure your pop-up stand or other equipment will fit within the space you have booked!

**Go to another exhibition as a visitor** - look at each stand. Ask yourself: Is it clear what the exhibitor is trying to sell? If it is, is it effective?

Are they doing something that you could adapt for your own business? As you visit the stands, can the exhibitors answer your questions?

Are they knowledgeable and interesting, or do they just want to get your business card so that they can put you on their mailing list?

**Don't just rely on the organiser to promote the event** - Use your own contacts - let your potential customers know that you will be there.

Consider taking advantage of other promotion opportunities prior to the event. In the case of the Business Market, take space in the Ackrills feature, or Chamber's promotional mailing, or both!

**Follow up your contacts** - Turn your leads into orders but don't expect instant results. Exhibiting is about building relationships for the future.

**Don't pack up before closing time!** Resist the temptation to pack up because you see other exhibitors doing so. The biggest single piece of business Robert has secured at an exhibition was in the last five minutes!

Tel: 544544 or see [www.pavilionsofharrogate.com](http://www.pavilionsofharrogate.com)

## **Business to Business Promotion**

Brian Dunsby announced the opportunity to include a flyer in the Business to Business Promotion mailing that will carry the Yorkshire Business Market brochure along with inserts from local companies wishing to promote their products or services to over 5,000 companies in Harrogate and the surrounding areas.

An information sheet on this opportunity has already been e-mailed to all members to take up the first option to be included in this low-cost promotion from £300 (VAT not applicable). The number of inserts is restricted so don't delay - let us know by the end of January, with leaflets required by early March. Please send a single sample by post to the Secretariat for confirmation of price. (Information sheet enclosed.)

If you are exhibiting at the Business Market it will be a useful means of letting people know you will be there and you may like to make a special offer for businesses who visit your stand on the day.

A further opportunity the Chamber can offer is to include a leaflet in the Visitor Bags for the Yorkshire Business Market. If you are having leaflets printed in the near future, or for the Business to Business Promotion, why not add an extra 1,000 to the print run and include an item for distribution on 28<sup>th</sup> April, from as little as £40, dependent on weight.

E-mail to [info@harrogatechamber.org](mailto:info@harrogatechamber.org) for more details.

If you are looking for a printer there are several in Harrogate Chamber's membership - you can search the Membership Directory on the website at [www.harrogatechamber.org](http://www.harrogatechamber.org) - click on "Directory" at the right hand side and then select S for services.

## **Ackrill Full Colour Supplement**

An important part of the preparation for exhibiting at any trade show is the promotion of the event and in particular your own promotion to current and potential customers. Do not just leave it to the Organisers!

Anna Kendal-Greene of Ackrill Media Group outlined the plans Ackrills have to promote the Yorkshire Business Market to their readers over the coming months, culminating in an 8-page full-colour supplement being printed on 25<sup>th</sup> April, to be inserted in their full series of newspapers with an average readership of 102,000.

In addition exhibitors and advertisers in this supplement will be featured on Ackrills' Harrogate Today website, which averages 70,000 hits per month.

Space in this feature will be offered to exhibitors at the Business Market, and then any remaining space will be available for non-exhibitors to utilise.

As last year, Ackrills are offering exceptionally discounted advertising space from £50 for a 5 x 1 full colour text advert up to £250 for a 10 x 4 graphic advert. All exhibitors will also feature in an expanded Exhibitor Listing which will include their website.

**The deadline for receipt of copy is 17<sup>th</sup> April.**

**Contact Anna Kendal-Green at Ackrill Media Group on 707426 or e-mail [anna.kendalgreene@ypn.co.uk](mailto:anna.kendalgreene@ypn.co.uk)**

## **Yorkshire Business Market**

Vice President, Stuart Pearson of The Trinity Foundation thanked Anna and the Ackrill Media Group for again supporting the Business Market so generously and for offering the exceptionally priced advertising opportunity for members to take advantage of.

Stuart urged members to take action now to prepare copy for their adverts and make early contact with Anna to ensure being included in the promotion of this important event. He also stressed the importance of making contact with your existing and potential clients and inviting them to attend the Yorkshire Business Market. FREE admission tickets will be provided soon.

Brian Dunsby announced that over 50 companies had already booked to exhibit at the Yorkshire Business Market and encouraged members to submit their booking form sooner, rather than later, if they had been thinking about exhibiting. Non-members are now able to book, with Members' priority ending on 31st December.

Visit [www.yorkshirebusinessmarket.org](http://www.yorkshirebusinessmarket.org)  
or e-mail [info@yorkshirebusinessmarket.org](mailto:info@yorkshirebusinessmarket.org)

## **HARROGATE DISTRICT NEWS**

### **Plan the Future with us**

Harrogate Council is delivering copies of "Plan the Future with us" Local Development Framework newspaper to all properties in the Harrogate District. This displays on a map where the Council would prefer new housing and jobs development. Also available at [www.harrogatetoday.co.uk](http://www.harrogatetoday.co.uk) - click on "Development on Your Doorstep".

Members may like to comment on the need for more business property in Harrogate, because currently the Council has preferred only small areas at Hornbeam Park and Jackland House Farm (next to Cardale Park). On the other hand several existing employment sites have been allocated for housing developments.

A potential development of 875 homes is proposed to the west of Cardale Park off Otley Road. Brian Dunsby expressed concern particularly for the transport infrastructure of such a site, following the abandonment of the Western By-pass.

We propose to invite the Council's Senior Planning Officer to attend the next Chamber meeting and answer member's questions on their land allocation proposals before the closing of the consultation on 29<sup>th</sup> February.

### **Meetings with HBC Executive Director**

Following the item in November REVIEW announcing the appointment of Nigel Avison as the new Executive Director of Development Services at Harrogate Borough Council, the President confirmed that a regular channel of communication has been re-opened with all the Heads of Sections. The first meeting will take place in February together with the Heads of Highways, Planning and Economic Development.

Members with any issues affecting their business that they would like raised should contact the Secretariat.

## **Dunlopillo Site Developments**

The Planning Application for 200 houses and a few retail shops has been rejected by the Planning Committee. Harrogate Chamber had objected to the large number of houses proposed and suggested the area should be mainly utilised for commercial properties. Local residents had also objected to the plans. We will keep you advised of any future proposals for this site.

## **Post Office Closures**

Following recent Post Office proposals to close several local Post Offices in Harrogate, Brian Dunsby attended the NYCC public meeting and spoke out on behalf of the business community, saying that local Post Offices were not only a vital link for local residents, they are also essential for the many small businesses operating from home or small premises.

It is hoped that at least the Cold Bath Road Post Office can be saved, as the Harlow Hill Post Office was closed down a few years ago with customers redirected there.

Granville Simpson said the town centre Main Post Office in Cambridge Road was already too busy during working hours and these extra closures would impact on small town centre businesses who wish to simply post a parcel, as queuing time would increase dramatically.

Anyone with specific examples of these closures affecting their business should contact the Secretariat.

## **Royal Mail Delivery Times**

Brian Dunsby has also been in touch with the Royal Mail Delivery Office in Claro Road, complaining about later mail delivery following the recent restructuring and industrial disputes. A reply from the Delivery Office Manager explained that the changes were a result of EU regulations which put speed restrictions on their fleet carrying overnight mail, meaning that mail arrives later.

Anyone whose business is affected by these changes should contact the Secretariat.

## **Proposed Transfer of Harrogate College**

Responding to a recent consultation from the Learning & Skills Council on the proposed transfer of Harrogate College from Leeds Metropolitan to merge with Hull College, Harrogate Chamber raised objections. After consultation with members in the education sector, the Chamber responded that Hull College would not appear to recognise the needs of our area and asked why Leeds Metropolitan had pulled out after they were going to invest in new premises. A reply is awaited.

## **Retail Study Review**

A copy of Harrogate Borough Council's Retail Study Review has been received, which includes an intensive analysis of the retail capacity of Harrogate, what is needed, etc. Any members in the retail trade are welcome to request a copy - by e-mail please.

## **Free Bus Travel added to Council Tax**

The cost of free Bus Travel for those who qualify for a free bus pass will be added onto the Council Tax. This includes national as well as local travel on buses. The cost for Harrogate alone will be £1.3 million.

## **MEMBERSHIP BENEFITS**

### **Management Group Vacancies 2008/09**

Members interested in being elected to the Management Group for 2008/09 please contact the Secretariat as some vacancies will be arising.

Quarterly meetings take place at noon over a working lunch discussing all aspects of the Chamber and occasionally including off-the-record meetings with VIPs.

### **Menwith Hill Visit**

Members are invited to find out what is really inside those large "golf balls" near the A65 Skipton Road. We have again been invited to tour of one of the Satellite Communications rooms and a Radome followed by a briefing and carvery buffet dinner or snacks hosted in the club on base by an RAF Menwith Hill representative. This will be followed by time for questions. .

The full buffet will cost £9.50; coffee/tea/cookies/pastries will cost £2.50 - payable on the night. Places are limited

If you are interested in attending this social event please e-mail the Secretariat for a booking form.

## **MEMBERS' NEWS**

### **150<sup>th</sup> Great Yorkshire Show**

The Yorkshire Agricultural Society will hold the 150<sup>th</sup> Great Yorkshire Show in July 2008 and are looking for companies who wish to take advantage of the varied sponsorship opportunities and corporate hospitality packages offered in this special year.

**For further information contact:**  
**Deborah Goodall, Marketing Manager**  
**Yorkshire Agricultural Society Tel: 01423 541000**

### **DSC FREE Breakfast Seminars**

DSC's next FREE breakfast seminars take place on Friday 25<sup>th</sup> and Wednesday 30<sup>th</sup> January, at the White Hart Hotel, Cold Bath Road, Harrogate between 8 and 10 am. The presentation is "Turning Objections into Sales Opportunities".

**To book a place contact:**  
**Jenny Purdy at DSC Tel: 01423 560547**  
**E-mail: [j.purdy@dscga.com](mailto:j.purdy@dscga.com) Website: [www.dscga.com](http://www.dscga.com)**

### **Ascot Hotel Events**

The Ascot House Hotel is holding a special Mothers' Day Lunch on Sunday 2<sup>nd</sup> March as well as two themed dinners - Mr Fawley's Gourmet Dinner Night on 7<sup>th</sup> March and a Murder Mystery Dinner at Castle Doon on 12<sup>th</sup> April. **More details from Stephen Johnson on 01423 531005 or visit [www.ascotouse.com](http://www.ascotouse.com)**

### **Harrogate Business Enterprises**

Several Business, Food Hygiene and Health & Safety and IT Courses are being offered at Harrogate College to improve your own or your staff's skills.

**For more details visit [www.leedsmet.ac.uk/harrogate](http://www.leedsmet.ac.uk/harrogate)**

### **Saint Michael's Hospice expansion plans**

Saint Michael's Hospice plans to substantially increase all aspects of patient care over the next 5 years, so that more help is available to more local people. Besides a Patrons' scheme being set up, there are many sponsorship opportunities for fundraising events.

Fundraising Manager, Christine Norton, will be happy to come to your premises and make a presentation about the plans, and would also be pleased to show Chamber Members round the hospice so they can learn more about what they do. Any support you may be able to offer will be appreciated. For further details contact:

**Christine Norton, Saint Michael's Hospice**

**Tel: 01423 878190**

**E-mail [cnorton@saintmichaelsospice.org](mailto:cnorton@saintmichaelsospice.org)**

**Website [www.saintmichaelsospice.org](http://www.saintmichaelsospice.org)**

### **10% Discount Offer - Ripley Training**

Ripley Training is offering 10% discount off all bookings received for their **Customer Care and Appraisal Skills Open Courses** by Monday 25th February 2008.

**For more details contact: Michael Smith,**

**Events Management Team,**

**Ripley Training Limited [www.ripleytraining.co.uk](http://www.ripleytraining.co.uk)**

**Tel/Fax: 01423 861122 Mobile: 07835 473225**

### **Grants available to members to increase sales**

New members, CHM Sales and Marketing Consultants have won funding to deliver sales consultancy worth £500 to Harrogate Chamber members.

They have 10 slots available to deliver two half-day consulting sessions on winning new customers and increasing sales. The actual content/agenda of the consultancy is down to you and the needs of your business. Apply before end of January for delivery in February. For further details:

**Tim Leleux, CHM Sales and Marketing Consultants**

**Tel: 01756 770336 Mobile: 07770 960095**

**E-mail: [tim@coachhouse.co.uk](mailto:tim@coachhouse.co.uk)**

**Website: [www.chmsalesandmarketing.com](http://www.chmsalesandmarketing.com)**

### **Discount on Harewood House Card**

From 15<sup>th</sup> March visitors to Harewood House will be able to view a superb 1760s Chinese Wallpaper now fully restored and re-hung after being discovered in an outbuilding after over 150 years!

Harrogate Chamber members are offered the opportunity of a discount on the Harewood Card for the new season commencing 8<sup>th</sup> February (for Half Term week), saving up to £15 off the price. Closing date for this offer is 30<sup>th</sup> April 2008.

**Call 0113 218 1000 for further details quoting "Harrogate Chamber"**

Visit [www.harewood.org](http://www.harewood.org) for information on this popular visitor attraction, which also offers venues for business meetings in their grounds.

### **Harrogate Town Sporting Dinner**

Pavilions of Harrogate is the venue for the Harrogate Town Sporting Dinner on Thursday 28<sup>th</sup> February, 7pm for 7.45pm until 12.30am, with the chance to hear sporting legend Gordon Banks MBE, World Cup winning goalkeeper and have your photo taken with him.

Tickets cost £35.00 per ticket; £350.00 for tables of 10.

**To book contact Dave Callaghan, Tel: 07789 908031**

**or e-mail [dbc-associates@supanet.com](mailto:dbc-associates@supanet.com)**

### **Berwins Solicitors Seminars**

Berwins are running two FREE seminars in February, the "Statutory Dismissal & Grievance procedures" will be held on 5<sup>th</sup> and 14<sup>th</sup> February and a joint Intellectual Property Forum with Patent Attorneys, Appleyard Leeds, will be held on 6<sup>th</sup> March.

**For further details contact Luke Barton on 01423**

**542779 or e-mail [LukeBarton@berwin.co.uk](mailto:LukeBarton@berwin.co.uk)**

## **EXTERNAL ORGANISATIONS**

### **Ackrill Media Group Business Awards 2007**

Entries have closed for the Ackrill Media Group Business Awards with a record number of entries. The Small Business Category, sponsored by Harrogate Chamber, received the most with 19 entries.

The Awards will be presented at a Gala Dinner at the Majestic Hotel on 6<sup>th</sup> March. Contact the Secretariat by 11<sup>th</sup> February if you wish to join the Chamber Table. The tickets cost £60 each payable to Ackrill Media Group.

**Visit [www.harrogatetoday.co.uk](http://www.harrogatetoday.co.uk) for further details.**

### **Harrogate District Green Business Club**

Members should have recently received in the post an invitation from the York and North Yorkshire Business Environmental Forum to the free launch of the Harrogate District Green Business Club on 30<sup>th</sup> January from 10.00 to 13.00 at Pavilions of Harrogate.

The event will outline how environmental and cost savings can be achieved with advice and information.

**For more information or to register visit [www.here4greenbusiness.co.uk](http://www.here4greenbusiness.co.uk) and click on Events or contact Therese Hamill on 01904 554541.**

### **Harrogate Business Luncheon Club**

The next Harrogate Business Luncheon Club will be held on 8<sup>th</sup> February at Pavilions of Harrogate from 11.45 until 14.30. Tickets are £21 and can be booked via the Howard Matthews Partnership by 30<sup>th</sup> January. Tel: 01423 524322 e-mail [mail@howardmatthews.co.uk](mailto:mail@howardmatthews.co.uk)

### **North Yorkshire Police Consultation**

We have recently received documents on the Police Precept Consultation asking for views on the police element of the 2008/09 council tax. A 1% increase would add £1.85 per year for a Band D property.

You can add your own comments by visiting [www.nypa.org.uk](http://www.nypa.org.uk) and click on the link in "2008/09 Police Precept - Council Tax Consultation".

### **Small Claims Mediation Service**

A low-cost or free Small Claims Mediator has been introduced via Harrogate Chamber's Affiliate membership of Leeds Chamber.

This service endeavours to settle cases without the need of a formal hearing, with mediation often carried out by telephone. For further information or to contact the mediator direct contact:

Mr Peter Dodd, Chambers 15, Leeds Combined Court Centre, Oxford Row, Leeds LS13BG Tel: 0113 306 2735  
E-mail: [peter.dodd@hmcourts-service.gsi.gov.uk](mailto:peter.dodd@hmcourts-service.gsi.gov.uk)

## **FOCUS GROUPS**

### **Business Promotion**

Stuart Pearson told members there will be the usual free business seminars at the Yorkshire Business Market. More information will follow as soon as it is available, so keep an eye on [www.yorkshirebusinessmarket.org](http://www.yorkshirebusinessmarket.org)

Brian Dunsby added that a VIP networking buffet lunch would also be held after the official opening of the Business Market and members now have the opportunity to put forward names for VIP clients, etc whom they feel would appreciate this invitation.

### **Promoting Harrogate**

A supply of the new brochure "Explore & Indulge - The Yorkshire Dales & Harrogate 2008" produced by the Yorkshire Dales & Harrogate Tourism Partnership was available for members. This 84 page brochure, with a publication of 80,000, covers where to go, where to eat and where to stay in the area. Copies are available from the Tourist Information Office in Harrogate Town Centre.

Brian stressed the importance of keeping a high profile for Harrogate, especially after the recent announcement in the trade press about Conference Leeds joining with venues across West Yorkshire to create a new super convention bureau.

The next Promoting Harrogate meeting will take place on 29<sup>th</sup> January at Harrogate Grille from 10.30. Anyone interested please contact Martin Wilks – Tel: 530708.

### **Town Centre**

President, Granville Simpson and Chief Executive, Brian Dunsby had an "off-the-record" meeting with Council Officers and Property Developers concerned with the Harrogate Transport Interchange. We would ask any members with business interests in the area to contact the Secretariat with any views on where they feel the A61 trunk road traffic flow could be diverted in order to facilitate a better connection between the new Bus and Rail Interchange and the main shopping streets.

### **Traffic & Transport**

Harrogate Council's new Strategic Plan hardly mentions relieving Harrogate's traffic congestion, but seems to focus more on cyclists and pedestrians. Brian Dunsby challenged the Council's Officers on this apparent oversight, to be told that the County Council dictate that safety is the top priority, being six times more important than the local economy.

North Yorkshire County Council was challenged at the first opportunity at the NYCC Area Committee Meeting on 17<sup>th</sup> January when Highway Capital Schemes for Harrogate and Knaresborough were on the agenda.

Brian Dunsby had a recent meeting with the Officers of Metro and Northern Rail and learned that there is still hope for further improvements to the service between York, Harrogate and Leeds.

Brian is also in contact with Leeds Bradford International Airport, pressing to improve ease of access for business travellers, particularly because LBIA has been excluded from the list of airports permitted to have two pieces of hand baggage. The security equipment will have to be re-arranged to facilitate it and development is planned.

Members with issues regarding any aspect of Traffic & Transport are requested to contact the Secretariat, so we can take action on your behalf.

## **SCAMS & SPAMS**

### **E-mail Scam**

Members may have recently received an e-mail via the Chamber's website e-mail contact facility, offering them to take a share in \$19 million in a savings account. This is obviously a scam, and thanks the members who alerted us of this. We advise you to delete these e-mails and never reply as that provides them with your e-mail.

We have taken action to make it difficult for anyone to contact members en masse via the website and all e-mails are invisible to all but the most determined hackers. Members have agreed that the whole point of having the website with an e-mail link is that you can be contacted easily by genuine enquirers, however if you wish to have your e-mail contact facility on the website removed this can be done on request.

### **Microsoft Lottery Scam**

Should you receive an e-mail supposedly from the Microsoft Lottery do not fall for it - it is a scam. Microsoft does not run a lottery and this recent phishing scam is trying to get you to divulge your bank details.

### **Yellow Pages Scam**

A new scam is going around purporting to be Yellow Pages, sending you a bill for £147 on yellow paper headed "Yellow Pages World Family" with symbols similar to the genuine Yellow Pages trademarks. Please advise your accounts departments to avoid falling for it.

### **Do you leave your car running unattended?**

A timely reminder from North Yorkshire Police has been received to ask people not be tempted to leave their car running unattended in order to remove ice and snow deposits. The exhaust condensation is an open invitation to opportunist car thieves to take advantage.

Helen Dickinson of HDDT Driver Training Consultancy advised that it is illegal to leave your car unattended with the engine running and you risk a fine for doing so. Stuart Pearson added that it also renders your car uninsured should it be stolen.

## Membership Renewal due 1st April

As renewal time will shortly be upon us, may we remind those members who require a Purchase Order number for invoices, to send your **Purchase Order to the Chamber Secretariat by the end of February.**

The Management Group have decided upon a small increase in subscriptions from 1<sup>st</sup> April 2008 as follows:

1-9 employees	£80	(from £78)
10-49 employees	£120	(from £115)
50+ employees	£160	(from £150)

The new rates will be held for the 2008/09 and 2009/10. Please tell us if the number of employees has changed.

Please check your own entry on the Chamber website at [www.harrogatechamber.org](http://www.harrogatechamber.org) to ensure your company description is current and includes the relevant key words for searches.

## THANKS TO PAVILIONS OF HARROGATE

Many thanks to Robert Whiteley, General Manager, and the staff at Pavilions of Harrogate for hosting this month's Chamber meeting and especially for the unexpected buffet, which was a pleasant surprise for members and guests, prepared by Chamber member **Kings Catering Company.** Tel: 01423 526401

For further information on events facilities contact:

**Robert Whiteley or Karen Sweeney**  
at Pavilions of Harrogate Tel: 01423 544544  
Website: [www.pavilionsofharrogate.com](http://www.pavilionsofharrogate.com)

## FEBRUARY MEETING

The next Members' meeting will be held on Monday, 11<sup>th</sup> February at the Old Swan Hotel, Swan Road, Harrogate.

The topic will be **"Improving your Business Performance"** and will include presentations and debate led by two chamber members, Simon Pease of DSC Chartered Accountants and Business Advisers and Mike Smith of Ripley Training Ltd.

The aspects they will cover are:

- How to create a high achievement culture
- What we mean by a high achievement culture
- How creating such a culture will lead to financial improvement
- What key issues will guarantee success?
- Who should be responsible for individual and team skills, behaviours & contributions in business?

Don't forget if you are unable to attend personally, a colleague is welcome to come along in your place.

Also business guests are welcome if you have a client whom you feel would benefit from membership please bring them along to find out how the meetings are run and to meet other members. If you would like us to contact and personally invite them, just let us have their details and we will follow this up. Guests need to be booked in advance so we can prepare name badges.

## NEW MEMBERS

### The Best of Harrogate (Marketing services)

Michelle Neale, Business owner  
14 Lakeside Approach, Barkston Ash,  
Tadcaster, LS24 9PH

Tel: 0845 643 2280

E-mail: [harrogate@thebestof.co.uk](mailto:harrogate@thebestof.co.uk)

Web site: [www.thebestof.co.uk/harrogate](http://www.thebestof.co.uk/harrogate)

### CHM Sales and Marketing Consultants

(New business generation)

Tim Leleux, Partner

Green Farm, Arncliffe, Skipton, BD23 5QD

Tel: 01756 770336

E-mail: [tim@coachhouse.co.uk](mailto:tim@coachhouse.co.uk)

Web site: [www.chmsalesandmarketing.com](http://www.chmsalesandmarketing.com)

### ES Recruitment (Northern) Ltd (Employment Agency)

Emma Shackleton, Managing Director

West House, 44 Otley Road, Harrogate, HG2 0DP

Tel: 01423 790000

E-mail: [emma@esrecruitment.com](mailto:emma@esrecruitment.com)

Web site: [www.esrecruitment.com](http://www.esrecruitment.com)

### Harrogate Grille (Restaurant and Bar)

Madelyn Clarke, Reception & Events Manager

16-18 Franklin Mount, Harrogate, HG1 5EJ

Tel: 01423 790010

E-mail: [harrogatereception@grilleresaurants.com](mailto:harrogatereception@grilleresaurants.com)

Web site: [www.grilleresaurants.com](http://www.grilleresaurants.com)

### Invigorate Recruitment (Recruitment consultancy)

Debbie Bissett, Director

1 Princes Square, Harrogate, HG1 1ND

Tel: 0845 833 0707 Fax: 0845 833 0708

E-mail: [DB@invigorate.com](mailto:DB@invigorate.com)

Web site: [www.invigorate.com](http://www.invigorate.com)

### Keystrokes Ltd (Learning & Development)

Sue Palin, Director

Conyngnam Hall, Knaresborough, HG5 9AY

Tel: 01423 799164 Fax: 01423 799160

E-mail: [sue@keystrokes.co.uk](mailto:sue@keystrokes.co.uk)

Web site: [www.keystrokes.co.uk](http://www.keystrokes.co.uk)

### Office Admin Services (Business admin support)

Julie-Ann Duffield, Owner

Jamose House, Hutton Conyers, Ripon, HG4 5DX

Tel: 0845 472 3733

E-mail: [jules@officeadmins.com](mailto:jules@officeadmins.com)

Web site: [www.officeadmins.com](http://www.officeadmins.com)

### PMC Copywriting Services Ltd (Copywriting Services)

Philip McCumskey, Copywriter

48 Knaresborough Road, Harrogate, HG2 7LU

Tel: 01423 550492 E-mail: [phil@philcopywriter.co.uk](mailto:phil@philcopywriter.co.uk)

Web site: [www.philcopywriter.co.uk](http://www.philcopywriter.co.uk)

### West End Training (Training and Development)

Mick Prescott, Principal

York Science Park, Innovation Park,

Heslington, York, YO30 2TF

Tel: 01904 567624

E-mail: [mprescott@westendtraining.co.uk](mailto:mprescott@westendtraining.co.uk)

Web site: [www.westendtraining.co.uk](http://www.westendtraining.co.uk)

# BUSINESS BRIEFINGS

## ***New Numbers for Trading Standards***

North Yorkshire County Council Trading Standards have new phone numbers for their Business and Consumer Advice Lines, as follows:

Business Advice: 01609 534868  
[business.advice@northyorks.gov.uk](mailto:business.advice@northyorks.gov.uk)

Consumer Advice: 0845 404 0506  
Emergency Out of Hours: 0845 2008641

## ***OFT publishes consumer credit guidance***

The Office of Fair Trading has published revised guidelines on the suitability of consumer credit licence holders and applicants. The revised guidance follows the reform of the Consumer Credit Act, which will come into force from 6 April, 2008. The guidance explains how the OFT will work with local authority trading standards services to check licences, issue more standard licences, and put measures in place to identify those who pose more risk to consumers.

More at: [www.offt.gov.uk/news/press/2008/2-08](http://www.offt.gov.uk/news/press/2008/2-08)

## ***Firms not aware of new waste rules***

There are concerns that small firms are not aware of new waste disposal legislation that applies to them. The European Union Landfill Directive, which came into force on 30 October in England and Wales (it was already law in Scotland), dictates that waste sent to landfill must have been treated. Firms will be responsible for sorting through their rubbish and removing anything recyclable or paying a contractor to do so.

According to a report by waste and recycling business Taylor Intelligence, 80% of small businesses are not aware of these new requirements.

More at: [www.taylor-ch.co.uk/pdf/taylor\\_report.pdf](http://www.taylor-ch.co.uk/pdf/taylor_report.pdf)

## ***Business information websites guide***

Produced by Scottish Enterprise, this comprehensive document lists a huge number of websites that can provide help and information for businesses. They range from a directory of search engines, to business organisations, trading information and business magazines and newspapers.

Go to: [www.scottish-enterprise.com/publications/book5.pdf](http://www.scottish-enterprise.com/publications/book5.pdf)

## ***Pipeline card for cut-price fuel***

This website will be of interest to anyone who needs to drive for their business or has to use their car to reach their premises. It is aiming to sign up sufficient people so it can negotiate cut-price petrol for members with a major retailer. The group currently has more than 500,000 members.

The website is at: [www.pipelinecard.org](http://www.pipelinecard.org)

## ***Podcast advises on avoiding data leakage***

Businesses are being given advice on how they can protect themselves against data leakage - how important information can be lost by e-mail, either deliberately or accidentally. Around 95% of data is lost accidentally rather than purposefully, according to computer security business Sophos. It has put together a podcast containing advice on dealing with a data leakage and how it can be prevented. Read more on this story at: [www.sophos.com/pressoffice/news/articles/2007/10/data-leak-prevention.html](http://www.sophos.com/pressoffice/news/articles/2007/10/data-leak-prevention.html)

You can download the podcast at:

[www.sophos.com/security/podcasts/](http://www.sophos.com/security/podcasts/)

## ***Health and safety microsite***

The Institute of Directors' website has launched a 'microsite' to help businesses put together effective health and safety policies. It includes facts, figures and links to fact-sheets to help businesses plan, deliver, monitor and review their health and safety strategies.

To visit the microsite go to: [www.iod.com](http://www.iod.com) Click on the "Policy, Information & Advice" tab, then the "Regulation, Health & Safety" link on the left, then follow the link to the "New Health and Safety at Work Microsite"

## ***New Money Laundering Regulations***

The new Money Laundering Regulations came into force on 15th December 2007. The Regulations affect Money Service Businesses, Trust or Company Service Providers, High Value Dealers and Accountancy Service Providers. The new Regulations revoke and replace the 2003 Regulations. From 15<sup>th</sup> December, businesses are expected to put anti-money laundering controls in place.

For further guidance go to: [www.hmrc.gov.uk/mlr/regs.htm](http://www.hmrc.gov.uk/mlr/regs.htm)

## ***Tools to make work safer***

The Institution of Occupational Safety and Health has launched free online tools to help small businesses carry out their health and safety obligations. Safe-start-up, a basic health, safety and environmental guide, has been produced specifically for small businesses.

It includes information on hazards and basic control measures for 60 different types of business. IOSH has also produced a risk management toolkit designed to help small businesses tackle risks in their workplaces, and an occupational health toolkit to help them identify health risks. There is more on this story at:

[www.iosh.co.uk/index.cfm?go=news.release&id=471](http://www.iosh.co.uk/index.cfm?go=news.release&id=471)

Access the Safe-start-up website at: [www.safestartup.org](http://www.safestartup.org) the Occupational Health Toolkit at: [www.ohtoolkit.co.uk](http://www.ohtoolkit.co.uk) and the Risk Management Toolkit at:

[www.iosh.co.uk/index.cfm?go=technical.details&scid=13](http://www.iosh.co.uk/index.cfm?go=technical.details&scid=13)

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