



**FUTURE
MEETINGS**

17.30 for
18.00 start

2008

10 November
Crown Hotel

8 December
Holiday Inn

2009

12 January
*Pavilions of
Harrogate*

9 February
Old Swan Hotel

9 March
*Cedar Court
Hotel*

REVIEW

October
2008

Review of Chamber Meeting + News Update

HARROGATE DISTRICT - "GOOD NEWS"

- Harrogate International Centre redevelopment gains planning permission
- RHS Harlow Carr Gardens proposed sustainable "Eco Centre" is going ahead
- Rudding Park Hotel are submitting plans for £10 million Extension and Spa
- Harrogate College merger with Hull College improves employer engagement
- Tesco Planning Application Round 2 – looking at our proposals for access

MEMBERSHIP BENEFITS

- Ackrill Business Awards 2008 just launched – nominations by 31st December
- Leeds Chamber of Commerce merges with York & North Yorkshire Chamber
- Destination Harrogate & HIC are progressing well with a new Town Map
- Christmas Lights secured and enhanced with Council and Chamber funding
- Traffic & Transport – good news on all fronts – A1, NRR, LBIA, Trains & Buses

MEMBERS' NEWS

- FREE 1 hour Website promotion consultation offered by Optima Semper
- 10% discount for Chamber Members offered at Nidd Hall's new Brasserie
- 15% discount for Harrogate residents offered at Hotel du Vin's new spa.
- Hampden House win the first ever Residential Care Home Certificate
- Solicitors Davidson Webber LLP re-branded as Davidson Large LLP

Future Meetings

Monday, 10th November - Crown Hotel, Crown Place, Harrogate - 17.30 for 18.00

Coaching & Mentoring

- growing your business with the benefit of experience

Presentations by: **Rob Northfield** of 2inspire and **Jo Murphy** of Catalyst PM Ltd

Monday, 8th December - Holiday Inn, Kings Road, Harrogate - 17.30 for 18.00

Christmas Business Networking Safari & Buffet

Chamber members only - limited capacity – pre-booking essential

FREE for one representative per Company. Second Reps £10

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

WEBSITE DEVELOPMENT & INTERNET MARKETING

Website Development & Internet Marketing is a huge, often complex and ever changing subject. Chamber members Peter van Zelst and Leigh Woolard guided a large audience through the procedures of setting up, maintaining, promoting and monitoring a website.

Marketing your business on the internet is more than building a website - 97% of websites are a waste of time and money so you need to make sure your website is one of the 3% that work.

What makes good web design?

Brainstorm:

- List everything your existing customer wants to know before making a purchase.
- What are YOUR USP's???
- DO NOT – start at the homepage

Information Groups:

- Next organise this information into local groups.
- Location, Ladies, Price, Nutrition...etc
- These 'Information Groups' become web pages.
- What are all of your Information groups?
- Map these groups out in a workflow diagram

Example: Sales Process

- Look at your Sales Process.
- Visualise how customers proceed to next objective.
- Ask yourself & existing customers
 - When is each information group likely to arise?
 - List in order of Importance. (USP's)
 - Make sure your navigation is simple & obvious.

What is your website navigation like???

Design:

- Start with a hand drawn layout.
- Include Hot Spots for relevant content and images.
- Mark obvious links to other relevant groups.
- Each web-page MUST directly relate to objectives.
- What is your design like??
 - Is it Creative or Clever?
 - Does it have a structure to make/create a sale?

Content:

- Content – 'Is King' – only if it is relevant
- Challenging and time consuming.
- Absolute Key to interacting with your audience online.
- What is YOUR objective???
 - Build Trust
 - Share Information
 - Make a Sale
 - Capture details
- What is YOUR content like???

Design – Web Designer:

Designers should only be called in when:

- Content is set
- Architectural elements are clearly laid out
- The look, feel, content delivery, and position of graphics utilise eye tracking and support key messages.

Launch, Monitor & Refine:

- Launch your website
- Monitor the website traffic

- Set conversion goals
- Gather feedback from customers
- Feedback from prospects
- Feedback from website statistics

How do you get people to your website?

Sources of web traffic:

- Natural/Organic Search
- Paid (PPC) Search
- Directories and Portals
- Web 2.0 – Blogs/Social Media etc.
- Article writing
- Email
- Affiliates
- Offline

Search Engines – Some Facts:

Over 90% of visits to a website start from a Search Engine and 88% of searches for the top 2,000 search terms in the UK were branded. The search engine has now replaced the address bar as the primary way of navigating the web, even when people know the address they wish to get to. If you or your company/organisation can't be found in a search you probably won't be found!

Google is the 'UK's top consumer brand'. In less than 10 years Google has grown from 2 men with an idea to the world's largest search engine - an easy-to-use free service that usually returns relevant results in a fraction of a second.

Google has grown by delivering a better user experience and has achieved Search Engine Dominance over rivals like Yahoo! and Microsoft by Delivering Better, MORE RELEVANT search results.

Google runs a FREE Search Engine which naturally (organically or algorithmically) returns results for a user search query.

In addition Google offers paid advertising listings on their pages, called Pay Per Click (PPC) or Cost Per Click (CPC) ads.

Google's mission is to organize the world's information and make it universally accessible and useful.

Things you should know:

- Google is not a directory
- Rankings change according to the search query
- Every Search is different
- Every Search Engine Results Page is different
- Google Ranks Pages not Sites

What is Search Engine Optimisation???

Search Engine Optimisation (SEO) is the skill of raising your websites to 'The Top' of the search engines to increase leads to your business. SEO improves natural or 'organic' listings in Search Engine Results Pages.

Phase 1: SEO Planning - Where YOU must start!

- SEO is NOT complicated if you plan.
- Set your Goals and constantly work to achieve them. (Monthly, Weekly, Daily)
- Identify ALL keywords for YOUR product / service
- Identify your online competitors and the keywords they are targeting. Why are they successful???
- Match them to EVERY page of your website
- Create Your Own Website Flowchart

Phase 2: Your Website MUST contain:

- Content – ‘Is King’ – Only if it has a relevance.
- Keywords throughout the webpage(s)
- Search Engine friendly design & layout.
- Calls to Action. Basic and Advanced
Basic – Your Contact Telephone & Email
Advanced – Offer that requires sign-up
- Correct & specific ‘Meta Tags’

Phase 3: SEO – Search Engine Optimisation:

- Link Building – Highest Importance
- Quality vs Quantity (ongoing)
- Internal Linking & External Linking
- Refine SEO on Homepage & Keypages
- Update your URL to contain keywords

Using Paid (PPC) Search to promote your business:

The 10 Best Uses of PPC Search Marketing:

- Starting out with a new website
- Competition, around your name/in general
- Testing
- Low volume/high conversion search terms
- Sales push or demand/workload control
- Perishable Products/Services
- Promotions/Special Offers
- Time Specific Advertising
- Geographic targeting
- Short Term Campaigns

Monitoring effectiveness of your internet marketing

- YOUR most important tool.
- What tools can you use?
- Acquire, Measure, Analyse & Test.
- How to use Google Analytics.
- What does it mean for YOUR business?
- Tracking & Monitoring your website traffic???

Tracking & Monitoring Tools:

Tracking software:

- Included from your hosting
- Setup by your web developer
- Setup by your SEO Consultant
- Setup by you
- Google Analytics

Acquire, Measure, Analyse & Test:

- Acquire – Google, Yahoo, MSN, P.R....
- Measure – Google Analytics
- Analyse – Google Analytics
- Test – Make changes to your website
- Headlines; Calls to action; Offers etc....

Google Analytics

- Some of the essential elements
- Ease of use
- Can provide a wealth of information
- Export reports in a range of formats
- Google Analyticscontinued
- Website Optimiser
- Free.
- Increase your websites conversion rate by testing different web pages. Images, Headlines, Calls to action...
- Google use this themselves.

How does it work??

- Choose the pages and content to test.
- Test these changes over 2 months or more.
- Learn what changes drive the most conversions.

For further advice contact:

Peter Van Zelst

Specialist Online Marketing Tel: 07866 696911

peter@specialistonline.com

Leigh Woolard (See Special Offer on page 5)

Optima Semper Tel: 01423 870 100

leigh@optimasemper.com

HARROGATE DISTRICT NEWS

Chief Executive Brian Dunsby reported on several items of good news in terms of long term investment in the infrastructure of Harrogate & District.

Support for HIC Development

Radical improvements to exhibition facilities at Harrogate International Centre (HIC) have received unanimous support and approval for the first phase plans of the £50m redevelopment scheme from the planning committee at Harrogate Borough Council.

This would see work commencing in Spring 2009 with completion by Summer 2010. This phase will create a new exhibition hall, lorry park and additional car parking.

This development will mean that the HIC can remain at the forefront of the national conference and exhibition business on which so many local businesses depend.

RHS Harlow Carr Eco Centre

RHS Harlow Carr Gardens has been granted planning permission to build a sustainable eco centre with construction beginning in January 2009.

This major development will mean more than 10,000 schoolchildren a year will be able to use the centre, which is three times the current number.

The RHS also plans to use it as a base for outreach programmes, as it aims to engage with “hard-to-reach” communities and schools in and around Yorkshire.

Major development at Rudding Park

Harrogate Chamber has endorsed the plans for a £10m development at Rudding Park for a new luxury spa facility and block of 34 hotel rooms. Their aspiration is to become the first 5 star hotel in Harrogate.

Hull College / Harrogate College

Management at Hull College, Harrogate College and Harrogate Chamber are meeting to formulate a plan to work together to maximise the benefits for business and to maximise the business opportunities for their students. Volunteers are needed to help the College.

Tesco Planning Application

Further to last month’s report expressing concerns that the revised plans submitted by Tesco had not taken into consideration the Chamber’s objections about access to the site, an undertaking has been received from Tesco that they will look closely at the detailed proposals submitted by the Chamber for them to access the site for their service vehicles off Ripon Way, rather than breaking through the existing stone wall on Ripon Road and putting in traffic lights opposite the Infants School.

MEMBERSHIP BENEFITS

Ackrill Business Awards 2008

Ackrills have announced the launch of the 2008 Ackrill Media Group Business Awards with nominations for the 13 categories invited from businesses of all sizes across their whole circulation area. The fourth annual business awards will be held at the Harrogate International Centre on 26th March 2009.

Harrogate Chamber will again be sponsoring the Best Small Company (1-10 employees). This is an excellent opportunity for many of our members to achieve recognition for their successful growth and profitability. It also enables the Chamber to promote the support that we offer to local businesses – e.g. the Business Market.

Detailed descriptions of all the categories and category criteria can be viewed on the Business Awards website accessed via www.harrogateadvertiser.net

Nominations close on 31st December 2008 and entries can be made online or telephone 01423 564321 to request an entry form. You can also e-mail a request to ackrill.news@ypn.co.uk

Leeds Chamber merge with York & North Yorkshire Chamber

Leeds Chamber has merged with York & North Yorkshire Chamber to create a Chamber with more than 3,000 members and affiliates across West and North Yorkshire. Harrogate Chamber is affiliated to Leeds.

The new Chief Executive, Gary Williamson, has written to Harrogate Chamber saying he believes the merger will mean they can work more closely with Harrogate Chamber in particular in their support of the Yorkshire Business Market. He has been invited to address Harrogate members at our next meeting on 10th November. Suggestions and questions are welcome.

YORKSHIRE BUSINESS MARKET 27TH APRIL 2009

Harrogate Chamber members have been offered a **25% discount** if they book and pay by 31st December. A copy of the booking form has previously been sent to all members in REVIEW, but a copy can be e-mailed on request. From January 2009 booking will be open to all companies across Yorkshire - so don't delay!!

Business Link has confirmed they will support the 2009 Yorkshire Business Market and provide an "Ask the Expert Clinic" on a one-to-one basis, supported by Harrogate Borough Council Economic Development Unit. We expect that this will also be supported by the Institute of Directors, Chartered Institute of Marketing and other professional institutes, together with the LSC.

There will also be a series of seminars on various aspects of business management - including surviving in a recession and recovering from the credit crunch!

A special guest at the meeting was Kristina Grimes of BBC 'Apprentice' fame, who is discussing the possibility of being involved with the Yorkshire Business Market with her new venture the KGJC Partnership - see www.kgjcp.com for more information.

FOCUS GROUPS

Promoting Harrogate Group + Town Centre Improvements

Robert Whiteley said the new tourist map of Harrogate is nearing completion with Destination Harrogate and HIC staff putting in a lot of time and effort to its compilation.

January 2009 will be the 60th year of the Toy Fair coming to Harrogate, now called the 'First Fair'. Harrogate Council are looking for members in a position to make special offers or discounts for First Fair visitors in recognition of the event's support for the town over the last 60 years. If you are able to help in this please contact Councillor Marsh on randp.marsh@ntlworld.com

Robert Whiteley thanked all contributors to Christmas Lights for 2008 namely Debenhams, Destination Harrogate, Hooper's, Marks & Spencer, Waitrose, and Victoria Shopping Centre plus the Traders in Beulah Street, Commercial Street and the Montpellier Quarter.

In order to secure installation of the lights, the Chamber has under-written the balance to meet Harrogate Borough Council's commitment to match-fund to the sum of £7,500. Any other Members who would like to support this year's Christmas Lights should contact the Secretariat as soon as possible for more details. The lights promise to be bigger and more colourful than last year incorporating more energy saving components.

For several years, Past President, Granville Simpson of The Rocking Horse, has been lobbying for improvements to town centre 'fingerpost' signage to places of interest around the town centre which finally seem to have borne fruit with some action being promised by Harrogate Council in the next few months.

The current Chamber Management Group's policy is to invest funds in the above-mentioned town-based projects, such as Christmas Lights and the Town Map and possibly for the new pedestrian signage.

Brian Dunsby explained that Harrogate Chamber now finds itself in the pleasant position of being able to contribute to these schemes, on a matched basis, due to a surplus being generated from the Yorkshire Business Market. Other projects or schemes of a similar nature that would be of a wide value and benefit to the town can be considered by the Management Group.

Traffic & Transport

Brian Dunsby announced more good news on several fronts. Firstly the government has launched the upgrade of the A1, effectively completing the link between Dishforth and Catterick up to motorway standard. This demonstrates that a full motorway ultimately to Edinburgh will be maintained by the government, which can only benefit this region. This again highlights the importance of an upgraded A59 link through Knaresborough and the southern by-pass to the A1.

During discussions with Harrogate Borough Council Leader and Cabinet Member for Transport, Brian Dunsby was advised that North Yorkshire County Council has been prompted into making a bid to the Yorkshire Humber Regional Transport Board to finally push forward for a Northern relief road and possibly a Western by-pass to complete Harrogate's Ring Road.

Leeds Bradford International Airport's (LBIA) expansion is well under way with greatly improved bus and car access plus a new extension across the forecourt to be completed in the next 12-18 months. This shows confidence in the future of air services out of Leeds Bradford, which is also supported by the air operators frequently adding new routes including Ryanair to Girona Barcelona and Jet2.com to Dalaman, Turkey.

Harrogate & District Travel have recently upgraded the buses that provide the airport bus service and we are optimistic that the frequency will be increased from 90 minutes in the not too distant future.

Brian Dunsby outlined the competing presentations made by National Express, Northern Rail and First Trains at the July meeting and reported in REVIEW. He urged members to make their views heard on the new proposals for services between Harrogate and London.

The three bids in summary are:

National Express, current operators, who propose to extend more of their Leeds services to Harrogate and Bradford. However problems may arise getting through Leeds City Station, which can be very congested.

First Trains have floated a new business called 'First Harrogate Trains' who propose to operate new services from Harrogate through Starbeck, Knaresborough to York and down the East Coast Mainline. That is a less congested route which would also improve the local services between Harrogate and York.

Grand Central who currently operate services from Sunderland on the East Coast Mainline, propose to offer services from Bradford through Huddersfield, down to London - or alternatively via the West Coast Mainline. That would mean the slots we need for Harrogate would be denied, because Bradford would claim them.

Brian stressed that it is important that members write to express their views on these alternative proposals and to stress the needs of Harrogate for rail services to be improved both for business executives living and working in Harrogate and for conference, business and leisure visitors to Harrogate. The contact information is:

Brian Hopkinson, Track Access Manager,
Office of Rail Regulation, One Kemble Street, London, WC2B 4AN. E-mail: Brian.Hopkinson@orr.gsi.gov.uk
Website: <http://www.rail-reg.gov.uk>

SCAMS & SPAMS

Russian e-mail Scam

A particularly nasty virus is being spread in an e-mail coming from Russia which opens a website and downloads a file BEFORE you get chance to delete this e-mail! Keep eyes out for these e-mails from Russia ending in ".ru" that can carry this virus. The only way to stop the file downloading is to unplug the Ethernet cable - it does not respond to the 'Stop' button.

Hotmail Account e-mail scam

A member recently forwarded to us an e-mail from Hotmail asking for them to complete their username, password, date of birth and country and return if they did not wish their account to be closed. This is not a genuine e-mail as Hotmail would not ask account holders to submit information in this way.

Meter Registration Services

Another member who had recently moved premises began to receive phone calls ostensibly from a company called Meter Registration Services, who stated that because they had moved, they were obliged to register their new premises with this service company in order to secure their energy supplies, etc.

The official advice from the Office of Fair Trading is that it is a scam. Do not act on any cold calls purporting to be from a utility service - ask them to put it in writing!

Tax Rebate Scam

HM Revenue and Customs are warning that a large number of e-mails are being sent out offering tax rebates if the recipients complete an online tax rebate form. The form asks for details of a credit card where repayment can be sent to.

HMRC would not inform customers of tax rebates by e-mail and they are urging anyone who has received one of these e-mails not to visit the website or disclose personal information.

More information on existing fraud attempts is available at www.hmrc.gov.uk/security/fraud-attempts.htm

Report a Scam

If you receive anything suspicious you can report it to the Office of Fair Trading via their website. Go to www.consumerdirect.gov.uk and select the 'watch out' box on the home page, which then brings up the 'report a scam' section where you can pass your concerns on to the scam busters team at OFT.

If you have doubts whether an unsolicited approach is a scam you may ask the Chamber Secretariat for FREE advice. *If it sounds too good to be true – it usually is!*

MEMBERS' FORUM

Free 1hr Website Promotion Consultation

Do you want more prospects to find your website in Google? Optima Semper – Search Engine Marketing would like to offer members a FREE 1hr Website Optimisation Consultation for November only for Harrogate Chamber Members. In this time we can explore your business's options of promoting your existing website online.

Optima Semper is a specialist search engine optimisation company that has helped many local and national businesses increase the volume of prospects through their website. Backed by our '100% Money Back Guarantee' - a full refund if it does not work!

Contact Leigh by e-mail at hcc@optimasemper.com or call **01423 870100** for a non pressurised discussion about your business's search engine marketing.

New Brasserie at Nidd Hall Hotel offering 10% discount to members!

Nidd Hall Hotel are celebrating winning the Hotel Chain of the Year Award and have recently opened The Terrace, a new Brassiere style restaurant set in a sumptuous panelled room in the main part of Nidd Hall Hotel. It overlooks the beautiful grounds and provides a

relaxed dining experience offering the best of modern British cuisine such as griddled rib-eye steak with hand cut chips and the classic dessert of apple crumble.

It is open Thursday through to Monday evening from 7pm and is also open during the day for private lunches.

To enable Harrogate Chamber members get their discount of 10% off their food bill, please contact Julie Bracken at Nidd Hall Hotel on 01423 771598 with your details and she will send you a member's card.

Special Award for Hampden House

Hampden House has become the first care home in the country to be awarded the RCC Certificate of Commitment to Resident Centred Care. Amanda Waring, actress, director and producer, presented it to Lynda Cooper, General Manager, in September.

The award was based on the home meeting the specific Resident Care Home Standards in three key areas. These were the residents, relatives and staff's perception of the care. The assessors were impressed from the start by the commitment of the staff to delivering exceptional care.

For further information contact Lynda Cooper, General Manager at Hampden House: lynda.cooper@efhl.co.uk or telephone 01423 566964. Mobile 07830 319227.

Hotel du Vin celebrate 5 years

To add to their 5th birthday celebrations, Hotel du Vin have recently been awarded two awards - a second AA rosette for their food quality and the AA Small Hotel Group of the year.

They would like members to think of them for Sunday lunch or Christmas and New Year parties. They are offering 15% off spa treatments for Harrogate residents.

More details on www.hotelduvin.com or 01423 856800

Davidson Webber rebrands

Harrogate law firm Davidson Webber LLP has rebranded as Davidson Large LLP, reflecting the increased role partner Neil Large is taking in the practice alongside founder Russell Davidson, the managing partner. The practice remains focused on commercial property, corporate work, employment law, and intellectual property and IT work.

If you need their expertise in these areas, contact: Russell Davidson, Davidson Large, Tel: 01423 727272
E-mail rdavidson@davidsonlarge.com
Website: www.davidsonlarge.com

FUTURE MEETINGS

8th December - Networking Safari

The popular Christmas Business Networking Safari will be held at the Holiday Inn from 17.30 on Monday, 8th December. The will include a superb Christmas Buffet – FREE for one representative from each company with second representatives being charged £10 per head.

Capacity is limited to 49 member companies and some bookings have already been received, so please e-mail the Secretariat to secure a place. Chamber Members only – guests are not admitted to Business Safaris.

10th November - Coaching & Mentoring

The Crown Hotel, Crown Place, Harrogate, is the venue for the November meeting, returning to the popular Coaching & Mentoring topic focussing on "growing your business with the benefit of experience".

Presentations will be made firstly by **Rob Northfield of 2Inspire** covering:

- Leadership in the 22nd Century
- What will be different?
- How much must we change?
- What is important now that will still hold true then?

This will be followed by an interactive session with **Jo Murphy of Catalyst PM Ltd** who has asked attendees to have in mind one or two issues that they would like to change - a problem they want to resolve, a skill they wish to develop or an issue they want to improve. It can be business or personal, providing it is something they are comfortable discussing openly in this forum.

EXTERNAL ORGANISATIONS

FREE Resource Efficiency Seminars

The York & North Yorkshire Business Environmental Forum offer a FREE seminar in Harrogate on Friday 21st November to help businesses save money:

- Tips on how to become energy efficient
- How to employ smarter driving techniques
- Waste services available in your area
- Business Environmental Forum membership

See www.here4greenbusiness.co.uk Tel: 01904 554541

Rapid Response to Redundancy Fund.

As part of the new Enhancement Fund, the Learning and Skills Council for Yorkshire & Humber and Yorkshire Forward have identified the need for intervention before actual redundancies take place to improve the rates of employability for those being made redundant.

Skills training will ensure that employees can optimise their opportunities to gain new employment, either in their industrial sector or another sector. This training can range from soft skills such as CV-writing and job search to technical training, depending upon the employment opportunities in the particular sector.

Participants need to be employed in the Yorkshire & Humber area, facing redundancy. Employees of both SMEs and larger organisations are included. There is no employer contribution required for the support package, however, large employers redundancy and job search packages as part of their employment and union agreements will not be covered.

For further information on the Enhancement Fund, please visit <http://www.enhancementfund.co.uk>

If you would like further information on the Rapid Response to Redundancy Fund or would like to apply to become a preferred provider then please visit their website <http://www.lct.ac.uk/rapidresponse>

**The Rapid Response to Redundancy Fund Team
Room 808, Leeds College of Technology,
Cookridge Street, Leeds, LS2 8BL**

Tel. 0113 297 6443 or e-mail rapidresponse@lct.ac.uk

Christmas Party Pitfalls for your business

The Institute of Directors are holding a Business Breakfast on Wednesday, 5th November at Pavilions of Harrogate on "Heading for Christmas - Party Pitfalls for your Business". Sue Stone of alcohol management consultancy Fresh Knowledge will be guiding you through the potential pitfalls.

Tickets are £20 for members or £25 for non-members. Call Susanne Foxley at the IoD on 0113 243 0152 or visit www.iod.com/yorkshire and follow the Events link.

NEW MEMBERS

Badenoch & Clark (*Recruitment Consultancy*)
Sharon Phillips, Manager, Public Sector C&I
5th Floor, West Riding House, 67 Albion Street,
Leeds, LS1 5AA
Tel: 0113 288 5882 **Fax:** 0113 231 4531
E-mail: sharon.phillips@badenochandclark.com
Web site: www.badenochandclark.com

Carleton Risk Management Ltd (*Risk Assessment*)
Tony Greenstone, Chief Executive Officer
Unit 4 Slaid Hill Court, Wike Ridge Lane,
Shadwell, LS17 8TJ
Tel: 0113 269 5454 **Fax:** 0113 269 5464
E-mail: tony@carletonriskmanagement.co.uk
Web site: www.carletonriskmanagement.co.uk

Steve Pepper Training Associates
(*Training Organisation*)
Steve Pepper, Proprietor
42 Charles Avenue, Harrogate, HG1 4PE
Tel: 01423 524840
E-mail: mail@StevePepper.net
Web site: www.StevePepper.net

THANKS TO ST GEORGE HOTEL

The President, Robert Whiteley, thanked Val Calabrese, General Manager and the St George Hotel for hosting the meeting. For further details on their facilities contact:

Val Calabrese, General Manager,
St George Hotel, Ripon Road, Harrogate
Tel: 01423 561431 / 707600
E-mail: gm.stgeorge@crerarmgmt.com

BUSINESS BRIEFINGS

New guidance on consumer protection regulations

The Government has issued guidance for traders to help them comply with the Consumer Protection from Unfair Trading Regulations 2008. The guidance concerns invitations to purchase. The examples of invitations to purchase include "a price on a product in a shop", "a page or pages on a website where consumers can place an order", and a "text message promotion to which consumers can directly respond in order to purchase the promoted product". The guidance also states that failing to disclose limited stock used in promotions breaches regulations - traders must make it clear in their promotional material that they are using limited stock.

Read more at: www.out-law.com/page-9328

How licensing intellectual property can help business

A booklet from the UK Intellectual Property Office provides information on how licensing intellectual property can help businesses gain financial benefits and other rewards. Read more at:

www.ipo.gov.uk/press/press-release/press-release-2008/press-release-20080801.htm

Small Businesses given advice to avoid tribunal costs

Acas, the employment relations service, is urging small businesses to avoid the risk of facing an employment tribunal by considering mediation to solve workplace disputes. A research paper, commissioned by Acas, found that only 7% of small business had used mediation services, and that 52% thought mediation was only suitable for large organisations. Acas polled 500 decision makers from small businesses to assess their awareness of mediation, for the research. Read more at: www.acas.org.uk/index.aspx?articleid=2091

To download the research paper 'Knowledge and use of mediation in SMEs', go to:

www.acas.org.uk/index.aspx?articleid=2056

Small Businesses could be breaking copyright law

The Performing Rights Society (PRS) is writing to thousands of small businesses to warn them that they may be breaking copyright law by playing music without a licence. Keith Gilbert, managing director of PRS Public Performance Sales, said that while 300,000 organisations are currently operating within the law by obtaining a licence to play music, many more are not, and must be made to adhere to copyright law.

More at: www.freshbusinessstinking.com

For more information about PRS visit: www.prs.co.uk

Pre-nuptial guide for small business partnerships

According to figures released by O2 and The Law Society, owners and partners in the majority of small businesses in the UK have no legal protection against the break up of a partnership. In response O2 and The Law Society have combined to provide access to a free legal advice guide, including the basis of a SME-nup agreement.

Download the SME-nuptial Agreement from:

www.o2blueroom.co.uk/Business/SME/SmePreNup.aspx

Law firm warns businesses about new immigration rules

Businesses intending to employ workers from outside the EU should sign up to the UK Border Agency's register of sponsors in good time in order to comply with the new rules replacing the current work permit system. That's according to law firm Dundas Wilson, which is advising employers to register or face lengthy delays in gaining permits for their workers. Under the new laws, businesses that intend to bring in a worker from outside the EU must apply to sponsor the employee.

More from: www.onrec.com/newsstories/22491.asp

MEETINGS PLANNER 2009

NOTE: Most meetings in 2009 will be held on the second Monday of each month at varying locations. All evening meetings will begin with networking from 17.30 and the formal business will start at 18.00.

Members who would like to make a presentation on one of the topics listed should contact the Secretariat with their proposals, which will be considered by the Management Group.

| Month | Date | Proposed Theme or Format | Location |
|-------|------|--|--|
| Jan | 12 | How to make an exhibition of yourself – practical hints, products and services to help you make the most of Yorkshire Business Market and other Trade Shows | Pavilions of Harrogate Great Yorkshire Showground Tel: 544544 Fax: 551234 |
| Feb | 9 | Financial Management after the Credit Crunch - and How to survive in a Recession – action plans + open debate led by two expert Chamber members | Old Swan Hotel Swan Road Tel: 500055 Fax: 501154 |
| Mar | 9 | Promoting Harrogate for Business & Leisure – an update from the Chamber Focus Group & Area Tourism Partnership plus HIC, YEC & Destination Harrogate | Cedar Court Park Parade, York Place. Tel: 858585 Fax: 504950 |
| Apr | 6 | Business Safari 14 – intensive business-to-business networking + with Buffet – Chamber Members only | Cairn Hotel Ripon Road Tel: 504005 Fax: 500056 |
| Apr | 27 | Yorkshire Business Market - Exhibition, Seminars & Open Networking Event - FREE admission 12.00-18.00 | Pavilions of Harrogate Great Yorkshire Showground Tel: 544544 Fax: 551234 |
| May | 11 | Keynote Speakers: Harrogate Borough Council + Annual General Meeting | Hotel du Vin & Bistro Prospect Place. Tel: 856800 Fax: 856801 |
| June | 8 | How to succeed starting & growing a new Business by Ackrills Award Winner, their Bank & Business Adviser | Barceló Majestic Hotel Ripon Road Tel: 700300 Fax: 502283 |
| July | 13 | Going Global – how to start exporting your products and services <i>(To be confirmed)</i> Presentations by UKTI & British Chambers of Commerce | White Hart Hotel Cold Bath Road. Tel: 505681 Fax: 568354 |
| Aug | 10 | Business Safari 15 – intensive business-to-business networking + with Buffet – Chamber Members only | Queen's Suite, Harrogate Intl. Centre Kings Road. (FREE parking in HIC) Tel: 537277 Fax: 537270 |
| Sep | 14 | Charity Evening – offering benefits for business opportunities for promotion by Chamber Members | Cedar Court, Park Parade Tel: 858585 Fax: 504950 |
| Oct | 12 | The green revolution and global climate change - threats or opportunity for SMEs <i>(To be confirmed)</i> Presentations by Chamber Members and Guests | St George Hotel, Ripon Road Tel: 561431 Fax: 530037 |
| Nov | 9 | Coaching & Mentoring 4 – growing your business with the benefit of experience – by two Chamber Members | Crown Hotel Crown Place Tel: 567755 Fax: 502284 |
| Dec | 14 | Business Safari 16 – intensive business-to-business networking + with Buffet – Chamber Members only | Holiday Inn, Kings Road. Tel: 01423 849988 Fax: 524435 |

Any feedback on past meetings or suggestions for future meeting topics, speakers and venues are welcome.

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