



**FUTURE  
MEETINGS**

17.30 networking  
for 18.15 start

**10 August**

*Harrogate  
International  
Centre  
(Safari)*

**14 September**

*Cedar Court*

**12 October**

*St George Hotel*

**9 November**

*Crown Hotel*

**14 December**

*Holiday Inn  
(Safari)*

# REVIEW

**July  
2009**

## Review of Chamber Meeting + News Update

### **GOING GLOBAL – how to start exporting**

- UKTI Y&H offers extensive support for local companies to export world-wide
- Enterprise Europe Yorkshire offers access to new markets & business contacts
- Regional Language Network Y&H highlights need to sell in foreign languages
- Alexika stresses need for professional translators working into mother tongue
- HSBC+UKTI joint initiative assists UK exporters with advice and guidance

### **HARROGATE DISTRICT DEVELOPMENTS**

- North Yorkshire statistical reports now available to help market research
- HBC gain extra funding for transport improvements in the Town Centre
- TESCO have submitted a new Planning Application – Comments needed!
- Harrogate Employment & Skills Partnership welcomes Chamber representative

### **FOCUS GROUPS VERY ACTIVE!**

- Harrogate at Christmas raise £10,000 in StrayFM phone-in to secure the lights
- Harrogate Retailers Forum planning a BIG RAFFLE for extra Christmas events
- National Express East Coast problems gives some hope for Harrogate Trains
- Traffic Study Group compiles list of Harrogate Traffic Blackspots and Causes
- Yorkshire Business Market 26/04/10 – discounted booking form now available

## Future Meetings

**Monday, 10<sup>th</sup> August** - Queen's Suite, Harrogate International Centre - 17.30 for 18.00

***Business Networking Safari: "hunting for sales leads"***  
***Chamber members only - limited capacity – pre-booking essential***

**Attendance FREE for one representative per company; £10 for second representative**

**Monday, 14<sup>th</sup> September** - Cedar Court Hotel, Park Parade, Harrogate - 17.30 for 18.15

***ELECTION CALL - main Parliamentary Candidates answer  
key questions from local businesses and the media***

**Claire Kelley, LibDem + Andrew Jones, Conservative**

## 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

### Opportunities and Support for International Business

Philip Kelly, International Trade Manager, UKTI Y&H, gave an overview of the services offered to help companies export and break into new markets overseas. They also work with Yorkshire Forward to attract inward investment to the region.

#### Objective of UKTI:

**To enhance the competitiveness of companies in the UK through overseas trade and investments; and attract a continuing high level of quality foreign direct investment**

#### What does UKTI Do?

- Business advice and support
- Research and information
- Training and development
- International business visits
- Practical in-market assistance

#### The Network

- UK Trade & Investment is a global organisation with headquarters in London and Glasgow
- Their network comprises 2,400 staff and advisers - 400 in the UK and 1,300 overseas

#### Regional Support

- 16 International Trade Advisers (ITAs)
- 7 Regional Sector Specialists
- 3 Market Research Advisers
- Customer Service Team
- Funding Support Team

#### Key Sector Focus - Sector Specialists

- Financial and Professional Services
- Healthcare
- Creative / ICT
- Environmental / Bio
- Food and Drink
- Advanced Engineering and Manufacturing
- Overseas Investments / Joint Ventures

#### Why Internationalise?

- Improve business performance
- Minimise business risk
- Develop new products and services
- Enhance business profile
- Benefit from UK reputation

#### UK Trade Destinations- 2008 top 10 export markets

- USA £34.6bn
- Germany £28.3bn
- Netherlands £19.0bn
- France £18.5bn
- Ireland £18.4bn
- Belgium £12.6bn
- Spain £9.9bn
- Italy £9.2bn
- Sweden £5.0bn
- China £4.8bn

#### High Growth Markets

Brazil; Mexico; Qatar; Saudi Arabia; Russia; South Africa; Turkey; UAE; China; India; Indonesia; Malaysia; Singapore; South Korea; Thailand; Vietnam

#### Desk Research

- Access to specialist team of research advisers
- Diagnosis of research requirements
- Provision of comparable statistics and pre-published market reports
- Guidance on prioritising markets
- UKTI portal and business opportunity alerts

#### Field Research

- Access to team of specialist researchers worldwide
- Overseas Market Introduction Service

#### Support Services

- Passport to Export
- Gateway to Global Growth
- Exhibition Support
- Commercial Team support
- Communications Review
- Targeted Export Support Scheme (TESS)

#### Summary

- Worldwide network
- Advice and support
- Market research
- Market visit assistance
- Financial assistance

#### Plus support from other organisations including:

- Enterprise Europe Yorkshire
- HM Revenue & Customs
- Chambers of Commerce
- Business Link Yorkshire
- British Council
- Trade Organisations
- Banks / Solicitors / Accountants
- Credit Insurance Companies
- Professional Organisations

For further information call UKTI on 08456 048048  
[info@uktiyorkshire.co.uk](mailto:info@uktiyorkshire.co.uk); [www.uktiyorkshire.co.uk](http://www.uktiyorkshire.co.uk)

### The advantages of the European market and the support available

Jenny Lawson, Manager, Enterprise Europe Yorkshire explained what her organisation offers to businesses.

*"We help Yorkshire and Humber firms to compete by accessing new markets, opportunities and business contacts, using our network throughout the UK and the rest of Europe"*

#### What is Enterprise Europe Yorkshire?

- Local gateway to a wealth of support
- Supported by the European Commission and Yorkshire Forward
- Majority of services are free to organisations based in the Yorkshire & Humber region

#### What is the Enterprise Europe Network?

- Network of almost 600 organisations
- Aims to deliver an integrated European business and innovation support service across the EU
- Operations in over 40+ European countries & beyond

#### Why trade in Europe?

- c. 500 million potential customers
- Single Market: less barriers to trade
- Proximity
- Business culture

## How can Enterprise Europe Yorkshire help?

- Doing your research
- Finding opportunities
- Finding partners
- Accessing funding

## Helping with your research

### Enquiry service

- Available via freephone, e-mail and website
- 9am – 5pm, 5 days a week
- Staffed by information professionals
- Covering a full range of subjects, from products standards to sending staff overseas

### News service

- Via website, e-zine and articles

## Finding opportunities

- Latest information on public sector contract opportunities from UK and beyond
- Tailored search service, delivered direct to client's PC
- Unique mix: personalised service, additional local tendering opportunities, back-up information & advice

## Finding partners

### Why work with partners?

- Tap into local market knowledge and contacts
- Language skills
- Tap into wider technology / knowledge base
- Essential for most EU funding schemes

### For commercial, technical and R&D cooperation

- Initial diagnosis of clients' needs
- Searches of partnership offers received from Europe
- Drawing up & dissemination of partnership requests
- Brokering contacts and support
- Facilitating visits to b2b events (matchmaking)

## Our partnership services

- Commercial
  - Distribution agreements
  - Agency agreements
  - Joint ventures
  - Reciprocal marketing arrangements

## Our partnership services: technology brokerage

- Technology Auditing
  - what have you got? what do you need?
- Partner searches
  - generating offer and requests with local clients
  - Managing the process confidentially
- Proactive database searching
  - "New technology has appeared that you might be interested in"
- Automatic profile matching

## Partnership: Sector Focus

Aerospace; Agrofood; Automotive; Biotechnology; Chemical; Construction; Environment; Healthcare; ICT; Maritime; Materials; Nano/Micro; Renewable; Retail; Security; Textiles; Tourism; Wood.

## Accessing EU funding

### Erasmus for Entrepreneurs

- Exchange programme for new entrepreneurs
- opportunity to learn from an experienced entrepreneur who is running a small or medium-sized enterprise (SME) in another EU country
- Facilitates access to new markets and the search for potential business partners

## Framework Programme 7:

- EU funding for collaborative research

### Our FP7 services:

- Awareness raising (EurAlerts, targeted mailings, presentations etc)
- Identifying needs and finding partners
- Proposal support

## Conclusions

- A specialist service dedicated to helping Y&H firms develop their business in Europe
- Practical help to find potential business partners for commercial, technical and research cooperation
- Linked into a 600-strong network spanning the EU and beyond

**Contact for further information: Tel: 0800 052 8156**

**E-mail: [info@ee-yorkshire.com](mailto:info@ee-yorkshire.com)**

**Website: [www.ee-yorkshire.com](http://www.ee-yorkshire.com)**

## Languages and Culture in International Business

Liz Littler, Business Manager, Regional Language Network Yorkshire & Humber explained:

### Are languages important when trading overseas?

- 98% of those with no knowledge of English want to buy in their own language as do 75% of those who speak fluent English as a foreign language
- More than 7 out of 10 (71%) respondents are more likely to purchase the same brand again if the after-sales care is in their mother tongue
- Buying in their own language is an expectation of 8 out of 10 customers

### The Big Picture

- 75% of the world's population don't speak English
- Only 6% of the population of the world speak English as a first language – your European contact is likely to be one of the 94%
- Only 31% of Western Europeans speak English as a foreign language
- 60% of British Trade is with non-English speaking countries

### General tips for clearer communication

- Use email where possible
- Use short sentences
- Speak clearly and slowly and repeat phrases
- Check for understanding
- When using technical terms you may need to explain them – glossary
- Avoid complex sentence structures – use single verbs
- Avoid irony and be careful with jokes – they often do NOT translate well!

### Examples in everyday language

- I will come back to you
- Close of play
- Can you give me a ring
- Knocked for six, stumped

### What happens when you get it wrong?

- European restaurant – "Our wines leave you nothing to hope for"
- Hotel, Vienna – "In case of fire, do your utmost to alarm the hotel porter"

## Languages make a difference

- British Chambers of Commerce: non-proactive companies saw business declining by £50,000 per annum
- Proactive companies that placed a high value on languages skills were seeing increased turnover of £290,000 per annum
- ELAN data: Businesses that are proactive in their use of foreign languages achieve on average 45% more export sales

## Languages and culture – exploring the myths

- Are they important in my business – which markets are you targeting?
- Websites and internet marketing
- I hated languages at school

## Language training – general tips

- Think about which language & why
- A little and often
- Never too old
- It's fun but it's not easy
- Be realistic about time and expectations

## Enhancement fund training

60% subsidy available for customised language and cultural training for your company

Range of seminars on international communication available – visit: [www.rlnyh.com/trainingevents](http://www.rlnyh.com/trainingevents)

Subjects include – Selling and Marketing to Europe, Website localisation, Doing Business in Emerging Markets etc

## Practical cultural considerations –

- Working hours differ (e.g. French lunch from 12 to 2)
- Different time zones
- Many European countries take August off
- Public holidays differ from country to country
- A smile doesn't signify agreement!

RLNYH actively promotes its wide network of business support contacts. **If we can't, we know a person who can...and we'll find them for you!**

**Liz Littler, Business Manager, Regional Language Network Yorkshire & Humber Tel: 07918 659190**  
[liz.littler@rlnyh.com](mailto:liz.littler@rlnyh.com) / [www.rlnyh.com](http://www.rlnyh.com)

## *But they speak English don't they?*

### Why Translation helps you sell more overseas

Mark Robinson, Director, Alexika outlined why it was essential to use a translator for overseas sales and the golden rules to follow when purchasing translations.

### Percentage who can hold a conversation in English:

Holland:	87%	(72%)
Denmark:	86%	(68%)
Germany:	56%	(35%)
Spain:	27%	(13%)

SOURCE: Wikipedia 2009 (Eurobarometer survey 1994)  
– treat both with caution!

## But will they buy in English?

### IDENTIFY AND SEGMENT YOUR EXPORT MARKET

- But who are the 56% of people who speak English in Germany – and would they really buy your product in English....

- Survey by 'Common Sense Advisory':
  - 351 companies surveyed worldwide in non-anglophone countries, high correlation between purchasing likelihood and localised products
  - 9 out of 10 buyers prefer products and information to be available in their native language and adapted to local requirements
- Helmut Schmidt said (allegedly!)...*"if I am selling to you, then I speak English – if I am buying, sprechen Sie Deutsch!"*

## The Golden Rules when purchasing translations

- Translators must be qualified professional linguists
- Professional translators work into their mother tongue
- Professional Translators work with their own specialist subjects and constantly update their knowledge

## Role of the Translation Company

- Quality in selection process, then correct selection of translator for job
- Project management (multilingual ? Web formats?)
- Checking and proof reading
- Professionalism e.g. ATC professional code of conduct

## Technology & Translation – the Quality Continuum

- MT (e.g. Google [www.google.co.uk/language\\_tools](http://www.google.co.uk/language_tools)) – ideal for fast rough translation, gist translation, improving
- TM/CAT – translation memory and glossary management tools for professional translators

## But please don't forget....exporting is fun!

...and now the pound is weak...do it!!!!

For more information Tel: 0800 917 9589

E-mail: [mail@alexika.com](mailto:mail@alexika.com) Web: [www.alexika.com](http://www.alexika.com)

## HSBC/UKTI Initiative

Tom Barton, Commercial Manager at HSBC in Harrogate, drew members' attention to the joint HSBC/UKTI initiative to assist UK exporters of all sizes through training events and trade assistance. It offers:

- Specific industry and/or geographical region programme focus
- Comprehensive support for outward trade missions
- Advice and guidance on key issues on financing international trade from UKTI trade advisors and HSBC managers
- Guidance for business owners, leaders and finance managers

The recent weakness of the pound against other major international currencies such as the dollar and euro, mean that UK goods and services are even more competitively priced. This coupled with the greater penetration of the internet has served as a catalyst, encouraging an even greater number of businesses to transcend from being domestic to international businesses.

One area that can be particularly problematic for businesses is the administration involved in chasing invoices and accepting payments in multiple currencies across different time zones and a range of languages.

It's also important for companies that do business internationally to protect themselves against risk. Exporters can consider specialist international trade services such as documentary credits to reduce the risk of non-payment and delivery of goods and international invoice finance for collection of overseas invoices. And to protect against currency exchange rate fluctuations, FX solutions – such as forward contracts and currency options – can help safeguard international traders.

HSBC is encouraging our new and existing customers to make the most of the opportunities that exist for them by exporting. Lisa Williams, the Regional International Commercial Manager for Yorkshire is able to support international business growth by providing advice and guidance on a wide variety of topics.

With branches in nearly 90 countries HSBC are well placed to support businesses with a range of specialist products and expertise required to export successfully.

**If you require any further information contact:  
Tom Barton at HSBC Harrogate on 08455 849124 or  
[thomas.m.barton@hsbc.com](mailto:thomas.m.barton@hsbc.com).**

## **DISTRICT DEVELOPMENTS**

### **North Yorkshire Neighbourhood Profiles**

The Chamber has recently received two interesting reports, which members who are undertaking market research may like to have sight of. The North Yorkshire Neighbourhood Profiles includes statistics on the characteristics of various aspects of Harrogate.

The second report is a provided by the York and North Yorkshire Partnership Unit offering a Monthly Economic Report with useful information on the local labour market vacancies, job losses, claimant to vacancy ratios, etc.

Send an e-mail to the Secretariat if you would like to receive copies of these Reports by e-mail.

### **Harrogate Borough Council EDU**

The quarterly meeting between Harrogate Chamber Officers and Harrogate Borough Council's Director of Development Services, Head of Highways and Head of Planning, took place recently. This meeting covers a comprehensive agenda as to what is happening in and around the town, including for example Planning, Property Vacancies, Road Works, Traffic Congestion, Rail Services, Concessionary Bus Travel, Convention Bureau Service, Council Procurement Policy, etc.

One piece of good news is that HBC has been allocated £3 million towards transport improvements, which will go mainly towards helping the flow of traffic through the town centre and prepare the way for the re-development of the Harrogate Bus and Rail Interchange.

Harrogate Chamber is supporting Harrogate Council in their policy of opposing a proposed residential planning application on Penny Pot Lane. We supported the preservation of greenfield land with only brown field land being used for any possible developments in this area.

The Council are now working on the third review of the Local Development Scheme including a Sites and Policies Development Plan. Members' views are very welcome on these and any other Council topics.

## **Planning Applications**

New plans have been submitted by **Tesco** for the proposed site off Ripon Road and Skipton Road. The Chamber has until now supported the bid in principle, provided it does not cause traffic congestion or hazards. Please let us have your views on the revised Plans.

Revised plans have been submitted for a proposed budget **Hotel on Tower Street** to add 69 rooms to the town's low-cost accommodation.

## **Cheltenham Parade problems**

Retailers on and around Cheltenham Parade have suffered serious obstructions due to lengthy road works due to gas leaks in the area. The Council are trying to alleviate any problems by working with the utility company. Any members experiencing problems as a result of this work should contact the Secretariat as some modest compensation is being offered.

## **NYCC Procurement Policy**

Following concerns expressed at last month's meeting about the tendering process undertaken by North Yorkshire County Council and HBC for products and services, we would like to hear from any members who have had experience of the open tender process, which currently does not appear to favour local businesses.

## **Harrogate Employment & Skills Partnership**

The overall aim of the Harrogate Employment & Skills Partnership (HESP) is to promote economic prosperity by raising the skill levels of the local population. The Partnership is chaired by Emily MacDowell of HBC EDU. Harrogate Chamber has nominated Marian Farrar, Business Liaison Officer at St Aidan's, to attend on behalf of the Chamber. Members with an interest in this subject should contact the Secretariat.

## **BENEFITS OF MEMBERSHIP**

### **Leeds, York and North Yorkshire Chamber**

The new Leeds, York and North Yorkshire Chamber of Commerce's magazine 'Business Focus' was shown. Under the new arrangements with LYNCC this is no longer sent to Harrogate Chamber members. However, a 20% discount is available for fully paid-up Harrogate Chamber members wishing to join LYNCC. Ask for the special application form from Harrogate Chamber Sect.

## **FUTURE MEETINGS**

### **10<sup>th</sup> August – HIC Queen's Suite**

The 17<sup>th</sup> **Business Networking Safari**, to be held in the Queen's Suite of the Harrogate International Centre is already over half full. Space is limited for this Members only meeting, which must be booked in advance, with preference given to newer members. A limited number of second representatives may attend for a nominal £10 charge, but both representatives must move around the tables as a pair with only one speaking per round.

A FREE buffet will be provided for members from 17.30 with top-up breaks as the evening progresses. This is always a popular event, so please **BOOK NOW** by sending an e-mail to [info@harrogatechamber.org](mailto:info@harrogatechamber.org)

## 14<sup>th</sup> September - Cedar Court Hotel

The September meeting will be an “**Election Call**” featuring the main Parliamentary Candidates for Harrogate & Knaresborough - Claire Kelley, Lib Dem and Andrew Jones, Conservative, who will be answering key questions from local businesses and the media.

Members may put key questions directly to Claire Kelley (LibDem) and Andrew Jones, (Conservative) on matters that are of a concern to their businesses.

## 12th October – St George Hotel

This meeting will be an opportunity for our Charity members to explain the benefits local businesses can gain from supporting a Charity. It is not intended to be an appeal for donations, as the work these Charities undertake is already well known in the area.

There are many ways that your company's support for a charity can help raise your profile as well as the obvious benefits your donation will give to your chosen Charity, i.e. PR, brand name, logo, team building, special events, VIP introductions, etc. Find out more at this meeting.

## FOCUS GROUPS

### Business Promotion

The Business Promotion Focus Group co-ordinates plans for the Yorkshire Business Market. The date for next year will be **Monday, 26<sup>th</sup> April 2010** at the Pavilions of Harrogate.

Harrogate Chamber members can have priority booking with 25% discount for bookings paid in full by 31<sup>st</sup> December 2009. **The 2010 booking form is available now on [www.yorkshirebusinessmarket.org](http://www.yorkshirebusinessmarket.org)** - with discounted prices starting at £180 (VAT not applicable).

Members who are able to display or distribute posters should contact the Secretariat to indicate the number and size required - A4, A3 or A2 size.

### Promoting Harrogate

Brian Dunsby complimented the efforts of **Welcome to Yorkshire** at the recent Great Yorkshire Show to attract both leisure and business visitors to Yorkshire. Their new website is [www.welcometoyorkshire.net](http://www.welcometoyorkshire.net). They have produced a series of excellent videos and TV adverts.

Harrogate International Centre has produced a booklet of **discount vouchers for Conference and Exhibition delegates** which they are hoping to expand upon later this year. Members interested in making an offer to visitors should contact the Secretariat and we will pass your details on to the relevant person at HIC.

### Harrogate at Christmas

Simon Cotton of Cedar Court Hotel reported on the recent fund-raising day on Stray FM where he was joined by Councillor John Fox for a live phone-in when companies rang in to pledge their money for the Christmas Lights. During the day over £10,000 was pledged, including earlier offers from local businesses.

This means that Harrogate Borough Council will now match-fund this with £10,000 giving a total of £20,000, ensuring the same lights can be erected as last year.

David Horth added that fundraising is continuing with the Retailers Forum putting together a Big Raffle with prizes to the value of £10,000 to be launched in conjunction with the Harrogate Advertiser mid-September. Tickets will be sold in retail outlets and this extra funding will be put towards street entertainment and if possible additional street lighting.

Members wishing to donate cash or prizes should contact the Secretariat and they will then receive one of the “We Support Harrogate at Christmas” baubles to display in their business premises.

More at [www.harrogatechamber.org/christmas.htm](http://www.harrogatechamber.org/christmas.htm)

## Traffic & Transport

North Yorkshire County Council recently circulated the Local Transport Plan Survey asking for feedback on their various objectives for maintaining and improving all aspects of local transport. You can download a copy at [www.northyorks.gov.uk/index.aspx?articleid=10494](http://www.northyorks.gov.uk/index.aspx?articleid=10494)

### Rail Services

National Express convened a meeting of stakeholders to report their achievements in timekeeping performance and customer satisfaction, etc. Unfortunately they are now unable to pay the Government the premium they were committed to pay. Hence it is likely that by the end of the year the East Coast Mainline will be nationalised.

This could potentially offer an opportunity for the new operator to run extra services Harrogate if they can find a way through the timetables and congestion problems at Leeds City Station – or otherwise via York. Currently Harrogate Chamber is working together with North Yorkshire County Council, Harrogate Borough Council, Harrogate Area Tourism Partnership, Welcome to Yorkshire and Yorkshire Forward to persuade the Government to include Harrogate in the new franchise to be offered next year.

Any comments from members who are regular users of these rail services to London would be appreciated.

We are also pleased to see that Northern Rail are now promoting Day Tripper discounted rail tickets to Harrogate from Cattal, Horsforth and other local stations

### Bus Services

Following the termination of the 653 Harrogate to Bradford bus service, we are pleased to see that Harrogate Coach Travel have set up an hourly service for part of the route from Harrogate to both Ilkley and Guiseley to connect with buses to Bradford.

### Roads

The Chamber has initiated discussions with the new NYCC Acting Head of Highways for Harrogate District, James Malcolm, on the need for action to alleviate traffic congestion on the main radial roads into Harrogate. The local Bus and Taxi organisations are also helping to identify the worst blackspots and underlying causes.

Members who have regular problems with blackspots when travelling around Harrogate, please send details to the Secretariat so they can be added to the current summary of issues for discussion with the Borough and County Council to find solutions and reduce congestion.

## SCAMS & SPAMS

### HMRC e-mail scam

A bogus e-mail is being sent to businesses in North Yorkshire, purporting to be from HM Revenue and Customs. The e-mail is notifying traders of a tax rebate that they are due, and to obtain the refund are asked to complete an application form, containing bank details!

HMRC have said that they do not send correspondence out in this format via email. They are aware of these bogus E mails and advise that they are just deleted

For further advice visit the following link at the HMRC website: [www.hmrc.gov.uk/security/examples.htm](http://www.hmrc.gov.uk/security/examples.htm)

### World Business Guide

The World Business Guide scam is again doing the rounds with an official looking order which appears to be simply asking for your business information for inclusion on their database. However, in the small print is a commitment to pay 995 Euros for a minimum of 3 years!

### Coca Cola E-mail Draw

This is another scam where you can be contacted by e-mail or text message indicating you have won £500,000 in the Coca Cola International Draw. This is a scam to obtain your personal details.

### Ad-Plaz TV Ltd prosecuted

Last year we warned members about a telephone sales campaign for advertising in Hospital waiting areas. The Ad-Plaz TV Company has recently been taken to court and prosecuted for their sales teams giving out false and misleading information in an attempt to sell advertising on TV screens in hospital entrance halls. The company has collapsed and the directors disqualified from being company directors for 12 years.

### Health & Safety at Work Manual

A member has had two persistent phone calls purporting to be from the Chief Safety Officer at North Yorkshire County Council, wanting to sell advertising space in a Health & Safety at Work manual for distribution to local businesses. This has now been confirmed to be a scam.

### Mobile Phone Directory

After several warning e-mails have been circulated, we investigated the mobile phone directory and discovered that numbers will not be given out to people ringing the directory enquiries number, but callers will be connected to a number at a cost of £1 a time, plus the normal call charge. You would be contacted first to indicate who the caller is and to check if you wish to accept the call.

You can opt to be removed from this directory at [www.118800.co.uk/removeme/remove-me.html](http://www.118800.co.uk/removeme/remove-me.html)

### Ofcom review of 0870 numbers

Following many complaints, Ofcom are reviewing the pricing policy for 0870 numbers which have been an increasing source of confusion amongst consumers, often leaving them open to being over-charged. We would recommend members using the 0870 number change to the less controversial 03 numbers which are closely aligned to the geographical 01 and 02 numbers.

## MEMBERS' FORUM

### Betty's 90<sup>th</sup> Anniversary

Betty's Tearooms celebrated their 90<sup>th</sup> Anniversary on 19<sup>th</sup> July with some of their original cakes being re-created to mark the anniversary. The recent opening of the refurbished Imperial Room and the new Montpellier Café Bar are the latest expansions of this successful local company known collectively as the Betty's and Taylor's Group. To book a table phone: 01423 502746

### Music on a Summers Evening -16/08/09

Kings Catering are organising another evening social event in aid of St Michaels Hospice on Sunday 16<sup>th</sup> August at Pavilions of Harrogate from 6.30pm onwards. Last year they raised over £8,000. This year's event will have a "Smooth Jazz" theme with reception drinks and canapé reception followed by a sumptuous dinner and entertainment. Contact Patsy King on 01423 546290

### Berwins become Limited Company

Berwins Solicitors has unveiled a major restructuring which sees it change from a limited liability partnership to a limited company and appoint new directors.

"We are one of the first law firms in the country to switch to operating as a limited company," said managing director Paul Berwin, who founded the Harrogate-based business in the mid-1990s.

The other existing LLP partners who become directors are Sue Blake, Carolyn Peace and Stephen Root. They are joined by four newly appointed directors: private client lawyer Julie Jewers, family lawyer Sarah Smith, employment lawyer Natalie Saunders and practice manager Caroline Davison. The firm will still be known as Berwins - see [www.berwin.co.uk](http://www.berwin.co.uk)

### Win a FREE Serviced Office

The Executive Centre Harrogate is holding a Dragons Den style competition for all local businesses. All successful applicants will pitch their business and business plan to the panel in a three minute slot.

Based on various factors such as drive and determination, innovativeness, strong business plans and a positive business attitude filled with inspiration in the face of the current economic downturn, the panel will decide who wins a free serviced office for 6 months.

If you would like to apply for a chance to take part, please send a brief description of your business or business plan and a summary of your contact details to [ksmall@cecoffices.com](mailto:ksmall@cecoffices.com) or post them to Kristy Small, The Executive Centre, Copthall Bridge House, Station Bridge, Harrogate, HG1 1SP - **by 21<sup>st</sup> August 2009.**

## THANKS TO WHITE HART HOTEL

Many thanks to Simon Shipway, General Manager and the staff of the White Hart Hotel for hosting this month's meeting in their splendid function rooms.

The hotel can cater for all types of events with 15 meeting rooms for 2 to 100 delegates, together with parking for 90 cars and 53 en-suite bedrooms - for information call 01423 505681 or visit [www.whitehart.net](http://www.whitehart.net)

## EXTERNAL ORGANISATIONS

### Starting a Business Workshops

Business Link Yorkshire have launched their quarterly programme of workshops for people who are thinking of starting a business and who would like to gain the essential skills needed to make their future business a success. These workshops are FREE and comprise four modules each lasting half a day covering Producing Your Business Plan; Marketing Your New Business; Financial Forecasting; Practical Selling Skills.

The nearest centre is Conyngham Hall, Knaresborough. These workshops will be held on 8,9,15,16 September.

There will also be a workshop entitled Exploring Self Employment for anyone thinking about starting their own business. The next one in Harrogate is on 29<sup>th</sup> Sept.

For more information and booking call 08456 048 048 or e-mail: [events@businesslinkyorkshire.co.uk](mailto:events@businesslinkyorkshire.co.uk) or click on [www.businesslinkyorkshire.co.uk](http://www.businesslinkyorkshire.co.uk)

### Meet the Buyer

Attend one of Business Link's FREE Meet the Buyer events and find out how you could be winning council business. The events will be held from 8.30am to 12 noon as follows:

**Wednesday 23 September - Ripon Racecourse**

**Monday 28 September - Marriott Hotel, York**

#### What to expect:

- Presentation on 'How to do Business with the Council'; with a focus upon 'what to do' and 'what not to do' when completing Pre-Qualification Questionnaires, Tenders and Quotations.
- Meet the strategic buyers from the County, District and Borough Councils of North Yorkshire and the City of York who are responsible for procuring council goods and services
- Speak to the departmental experts giving specialist trading advice
- Network with other organisations and find out how you could be winning business.

#### Find out how:

- The public sector procures its goods and services for areas such as education, social care, construction, social housing, and leisure services.
- Public procurement rules and regulations work.
- To prepare an effective tender and access tender opportunities.
- To register on the regional Supplier Contract Management System (SCMS).

To register for any of these events ring 08456 048 048 or visit [www.businesslinkyorkshire.co.uk/events](http://www.businesslinkyorkshire.co.uk/events) (type 'meet the buyer' in the title box to search and book online) **These events are free of charge.**

## NEW MEMBERS

### Cardale Asset Management Ltd

(Investment Management)

Jeremy Elder, Investment Manager

2 Greengate, Cardale Park, Harrogate HG3 1GY

**Tel:** 01423 534100 **Fax:** 04123 534123

**E-mail:** [jeremy.elder@cardale-am.co.uk](mailto:jeremy.elder@cardale-am.co.uk)

**Website:** [www.cardale-asset.co.uk](http://www.cardale-asset.co.uk)

### CityLocal Harrogate (Business Directory)

David Moscardini, Local Business Promoter

5 Salamanca Crescent, New Forest Village, Leeds LS10 4GJ

**Tel:** 08443 574823

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

**Website:** [www.citylocal.co.uk/harrogate](http://www.citylocal.co.uk/harrogate)

### Consoltis Ltd (E-commerce and website design)

Andrew Chapman, Director

8 Hurstleigh Terrace, Harrogate HG1 4TF

**Tel:** 01423 740041 **Fax:** 01423 740051

**E-mail:** [andrew.chapman@consoltis.com](mailto:andrew.chapman@consoltis.com)

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

### Impact Outsource Credit Control Solutions

(Financial)

Iain Mackay, Managing Director

30A Market Place West, Ripon HG4 1BN

**Tel:** 01765 607125

**E-mail:** [iain@solutionswithimpact.co.uk](mailto:iain@solutionswithimpact.co.uk)

**Website:** [www.solutionswithimpact.co.uk](http://www.solutionswithimpact.co.uk)

## BUSINESS BRIEFINGS

### Swine Flu Guidance for Businesses

A useful booklet has been produced to help businesses to follow best practice during the current Swine Flu pandemic, including how to avoid it spreading through employees and what to do if an employee is showing symptoms. To download the brochure go to: [www.cabinetoffice.gov.uk/media/187638/flu\\_businesses\\_risk\\_guidance.pdf](http://www.cabinetoffice.gov.uk/media/187638/flu_businesses_risk_guidance.pdf)

Business Link is also offering information via a regularly updated page on their website - go to:

[www.businesslink.gov.uk/bdotg/action/detail?type=ONEOFFPAGE&itemId=1082470688&atom\\_id=0.PR270942](http://www.businesslink.gov.uk/bdotg/action/detail?type=ONEOFFPAGE&itemId=1082470688&atom_id=0.PR270942)

### Business City Guide for firms looking to trade overseas

The Business City Guide, which is published by research firm ICIS in association with The Times newspaper, is a resource for anyone looking to trade or expand abroad. It has a directory of countries, each with information on the economy, workforce and infrastructure.

The guide also provides contact information for organisations such as development agencies and trade bodies in that country.

For more details go to: [www.bcglocations.com](http://www.bcglocations.com)

**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)

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