



**FUTURE
MEETINGS**

17.30 networking
for 18.15 start

14 December

Holiday Inn
(Safari)

2010

11 January

Pavilions of
Harrogate

8 February

Old Swan Hotel

8 March

Rudding Park
Hotel

12 April

Cairn Hotel
(Safari)

26 April

YORKSHIRE
BUSINESS
MARKET

(11.00-18.00)

Pavilions of
Harrogate

REVIEW

November
2009

Review of Chamber Meeting + News Update

NETWORKING TECHNIQUES

- How to overcome the fear of networking with a room full of strangers
- Have you devised an effective "elevator pitch"? (*If you know what it means!*)
- How can you remember the names of the people you meet at network events?
- How and when should you follow up the contact made?
- What can you expect to achieve through networking - £3 million perhaps??

DISTRICT DEVELOPMENTS

- Harrogate Borough Council's economic strategy out for business comment
- Harrogate Conservation Area Character Appraisal out for public consultation
- TESCO Management and Consultants hear Chamber Officers' concerns
- Economic Bulletin and Property Report show a few signs of improvement

BENEFITS FOR MEMBERS

- Yorkshire Business Market 2010 – 25% discount for members up to 31/01/10
- Ackrill Media Group Business Awards – nominations close on 8th January
- Meetings Planner 2010 now available – including new venue Rudding Park
- BEWARE of several new e-mail and telephone scams reported by members

Future Meetings

Monday, 14th December - Holiday Inn, Kings Road, Harrogate - 17.30 for 18.00

***Business-to-Business Safari: "hunting for sales leads"
including FREE Christmas Buffet***

B2B Chamber members only - limited capacity – pre-booking essential

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

Monday, 11th January 2010 - Pavilions of Harrogate 17.30 for 18.15

How to make an exhibition of yourself

Practical hints, products and services to help you make the most of the Yorkshire Business Market and other trade shows.

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

NETWORKING TECHNIQUES

Networking - A marathon not a sprint

Christine Norton of Saint Michael's Hospice emphasised that Networking is a long-term commitment and a very effective way to expand your circle of influence – the world is your oyster. It is the most effective way of meeting people - 'eyeball to eyeball' and complements cold calling, mail shots etc – giving the opportunity to meet people you've not reached through other methods.

The thing that stops or discourages people from networking is **FEAR**, whether it's the thought of walking into a room full of strangers, lack of confidence or thinking you will not meet the right people and will be wasting your time. It is helpful to remember that beneath business suits/professional image, everyone is human and has probably made a fool of themselves at some point! They are not 'strangers' but potential clients/customers, suppliers, advisors, connectors, allies and maybe even friends.

Whoever you speak to it is never a waste of time as you don't know who they know. Everyone has a story – people are full of surprises – so don't pre-judge!

Get yourself a dynamic and memorable 'elevator pitch' – 20 seconds to introduce yourself and summarise what you do. E.g. **'I present opportunities to local companies to raise their profile and feel good about themselves by helping us to support people at the most difficult time of their lives.'**

Christine offered tips for meeting new people at a networking session. Firstly, tell the host you are new and ask who else is new? Look at the guest list and ask to be introduced to people you'd like to meet. Smile, and if all else fails, head to the bar, get a drink and strike up a conversation with nearest person!

Remember that networking is a two-way street - establish trust and link up with new people. Ask questions and above all, **LISTEN**. Help them to meet the right people and give referrals. Invite them to another event you will be attending.

FOLLOW UP! When you leave, make notes - what have you offered to do, and who do you want to meet again?

Christine's personal networking has achieved:

- Setting up a Guild of Patrons with 22 members
- Becoming well established and recognised in the local business community
- Developing a great contact list and receiving many referrals and recommendations
- Success for Saint Michael's – they support community, and the community supports them.
- Success is the progressive realisation of a worthy ideal – **PROGRESSIVE** being the key word, so once you've achieved 'success' don't stop doing what got you there – keep working at it! And keep networking!

To find out more about how you or your company can work together with Saint Michael's Hospice, contact:

**Christine Norton, Development Manager,
Saint Michael's Hospice Tel: 01423 878190
E- mail: cnorton@saintmichaelsospice.org
Website: www.saintmichaelsospice.org**

If you are not on the dance floor, you won't get a dance

Ian Bergel of Auditel gave his experiences of Networking, saying it is just another route to market so why would anyone in B2B ignore it? It's usually more successful to be referred to a potential client than to cold call them, and nicer too.

It's important to remember that you are not just making new contacts but potentially creating a route into their contacts as well. It also gives the opportunity to practice talking about your business in an interesting way!

There are now a host of networking opportunities available including specific Networking Groups, Trade Associations and seminars run by Accountants, Lawyers and Banks – it's up to you to try a few and see which work best for you.

Importantly you need to approach such events with an open mind remembering that everyone else is there for the Networking, so they are open to talking to you. It's all about getting to know people and you will, in time, identify others that you like and trust. People tend to do business with those they like and/or do favours for them.

So go networking with a view of helping others rather than just trying to 'sell' to those in the room.

A game plan is important e.g. make a point of speaking to (say) five people you do not know, get their cards, do what you say and **FOLLOW UP**, perhaps arranging to meet for coffee to spend time getting to know about each others business.

'It's not just who you know, it's who knows you'

Ian recommended the following books: **'The Jelly Effect'** by Andy Bounds and **'Little Black Book of Connections'** by Jeffrey Gitomer.

Ian's company, Auditel, specialises in cost and purchase management particularly Communications and Utilities. If you would like to find out where Ian networks or need any further information contact:

**Ian Bergel, Manager, Auditel
Tel: 01423 810168 Mobile: 07983 913745
E-mail: ian.bergel@auditel.co.uk**

***"It's the people we know, that help us
help the people we know..."***

Paul Parkinson, Managing Director of Synergy Automotive, said of all the sources of business, 88% of his company's business is generated by referral, and approximately 70% of all jobs are achieved through networking.

Sources of business:

- Sit and Wait
- Cold Calling
- Advertise
- Networking
- Referrals

Of these five sources, Cold Calling and Advertising give the most grief, with Networking and Referrals coming out on top as being the most rewarding.

There are many different ways to network, both face to face at specific networking events and business

gatherings, or “virtually” on the internet with the many online networking groups - some of the options are:

- Chamber of Commerce
- Institute of Directors
- BNI, Business Network International
- The Met Club
- Business 4 Breakfast
- Networking Direct
- 4 Networking
- Round Table, Rotary, Free Masons
- Sports Clubs, Golf, Rugby, Squash, Football, Gym
- The Pub, Social Club
- Family and Friends
- Online - LinkedIn, Facebook, Twitter

You need to find out which works best for you and your company and then overcome any fears you may have about perceptions, experiences of others, fear, mindset, feeling you are not good at meeting strangers, commitment, etc.

Paul offered some useful tips for remembering someone's name when you first meet them. Firstly, when you meet them, be ready when they tell you their name, repeat it and use it frequently in your conversation. In a nutshell:

- Be Ready
- Repeat
- Use
- Say

Paul's Top Networking Tips are:

- Have a go...
- Don't sit next to your pal
- Don't sell
- Follow up
- Coffee

Paul finished by saying: ***“The two most important requirements for success are: first, being in the right place at the right time, and second, doing something about it.”***

He reinforced this by relating how he once secured £3 million worth of business following advising a contact how to secure major finance they were having difficulty in obtaining. That contact recommended Paul to someone else, who in turn contacted Paul and the rest is history!

If you would like to contact Paul to discuss his networking experiences or agree a £3 million contract with his Vehicle Finance & Fleet Management company (!), his contact details are:

**Paul Parkinson, Managing Director,
Synergy Automotive
Tel: 01423 813538
E-mail: paul@synergyautomotive.co.uk**

DISTRICT DEVELOPMENTS

Schools link to property prices

A recent survey by Savills revealed that Harrogate tied with Tunbridge Wells with property prices being 20% above county averages. This is due to Harrogate's top secondary schools which means homes in the vicinity can command higher than average prices.

Harrogate Borough Council's Economic Vision for Harrogate

At a recent meeting of the Economic Development Unit, which Chamber Executive Members attended, six key objectives for their economic vision for the short and long term were revealed:

- Invest in infrastructure
- Embrace innovation and enterprise
- Capitalise on education and skills
- Ensure equality of wealth and prosperity
- Build on sectoral strengths
- Preserve and promote assets

The Council's suggested points for discussion include:

- What are the key economic and employment growth sectors of the future?
- How can the district best take advantage of these?
- What are the issues, threats and opportunities for the district's businesses?
- How far can the district be a leader in the future knowledge economy?
- What skills will mostly be needed by businesses in the future?
- How can we embed recovery from the recession?
- How can we make our economy more resilient against future downturns?

Harrogate Borough Council is keen to involve businesses in the consultation on this key policy document later in the year. Any members with thoughts on these key objectives should contact Harrogate Chamber's Chief Executive, Brian Dunsby.

Winning Ways Business Event

Business Link Yorkshire, Harrogate Borough Council and Craven District are joining forces to deliver a FREE “Winning Ways Business Event” in the Queen's Suite at HIC from **09.30 on Monday, 30th November 2009**.

Find out how to:

- understand financials
- turn your website into a customer magnet
- get the most out of your people
- win new customers and enter new markets
- win Public Sector Business

As well as networking with other organisations, delegates can meet the business development and procurement officers from the three host organisations.

For more information and to book your place, go to www.harrogate.gov.uk/business

Tesco agree to discussions on plans

Tesco representatives met Chamber representatives to discuss our concerns over their plans for a new store at New Park. Harrogate Chamber does not dispute Tesco's right to build a store in Harrogate, but their current plans for road access would potentially bring traffic to a standstill on the A61 Ripon Road. Our proposals include an alternative access to the site off Ripon Road for delivery vehicles only using the current junction into Ripon Way. They agreed to study these proposals.

The Tesco Representatives also agreed to our further proposal to offer free Park & Ride Services utilising the No. 36 Bus Service into the town centre for shopping.

Conservation Area Consultation

Harrogate Borough Council is asking for feedback on a Public Consultation on the 'Harrogate Conservation Area Character Appraisal'. A copy of this very detailed report was displayed at the Chamber meeting.

Everyone who lives, visits and works in the Conservation Areas is encouraged to comment on the draft document, which can be viewed at www.harrogate.gov.uk/harrogate-971. The closing date for comments is 11th December 2009.

Harrogate Property Report

Harrogate Council's quarterly report on Business Property Vacancies, Lettings and Enquiries is now available at www.harrogate.gov.uk/business. Shop vacancies are up from 7.3% to 11.3% over the year, but the level of new premises enquiries in Harrogate Town is up 11% on previous Quarter, though down on 2008.

York & North Yorkshire Economic Bulletin

The Economic Bulletin for September 2009 has been received including statistics on trends in the economy in York and North Yorkshire. This is a useful market research tool showing the rise and fall in the Labour Market, Housing Market, number of Planning Decisions, Tourism, etc. Members can request a copy by e-mail from info@harrogatechamber.org

ACKRILL MEDIA GROUP 2009-10 BUSINESS AWARDS

The 2009-10 Ackrill Media Group Business Awards are open for nominations and all members are strongly encouraged to nominate themselves for appropriate Awards. The resulting publicity and goodwill from being nominated, short-listed and hopefully winning one of these prestigious awards is invaluable.

The glittering Gala Award Dinner will be held at the Harrogate International Centre on 25th March 2010. For tickets contact Ginny Long at Ackrills by phone on 01423 707402 or e-mail gabby.long@yppn.co.uk

Harrogate Chamber is again sponsoring the 'Best Small Company' (1-10 employees) and would be delighted if one of our members was crowned the winner! A free small stand at the Yorkshire Business Market is also offered to the winner of this category.

There are 12 categories in which you can nominate:

- Young Entrepreneur of the Year
- Best Rural Business
- Tourism Award
- Employee of the Year
- Employer of the Year
- Best Small Company (1-10 employees)
- Best Medium-sized Company (11-50 employees)
- Best Large Company (over 50 employees)
- Best Company website
- Harrogate Borough Council Award
- Business Personality of the Year
- Lifetime Achievement Award

Nominations close on 8th January 2010. Make your entries online at www.harrogateadvertiser.co.uk and click on the Business Awards tile.

MEMBERSHIP BENEFITS

Meetings Planner 2010

Next year's Meetings Planner was circulated with October REVIEW showing the dates, venues and topics. We have one **new venue in 2010**, namely **Rudding Park**, who will be hosting the 8th March meeting.

2010 starts with what has become a regular January opener for the year – *How to make an exhibition of yourself*. Some **speakers are still required** - see Next Meeting section. February will have demonstrations on how to use **Social Internet Networks for business**.

How to do business with the Councils in North Yorkshire

We have an electronic copy of a 30 page Guide for Suppliers and Contractors entitled 'How to do business with the Councils in North Yorkshire'. The booklets covers all aspects of tendering, explains the rules that Councils have to abide by and how to navigate your way through the process. Request by e-mail from info@harrogatechamber.org

Harrogate Maps

Have you got a supply of the FREE Harrogate Maps that were printed and distributed earlier this year? The maps, which are provided on pads of 100, have a Harrogate District map on one side and a large scale town centre map on the other.

A supply can be collected by prior arrangement from meetings. Contact the Secretariat if you would like some

Member of Harrogate Chamber logo

If you would like to display a Harrogate Chamber logo declaring you are a member of Harrogate Chamber, either on your website or other publications, please request a copy from the Secretariat by e-mail.

Attending Business Yorkshire?

We would be interested to hear from any members who attended Business Yorkshire in Doncaster on 25-26 November. How does it compare with Business Market?

MEMBERS' FORUM

FREE Meeting Room offer - Take 2!

Due to a misprint in October REVIEW where we erroneously extended Forsyth@Southfield's offer of a FREE room for 12 months, we are giving a second mention of their offer to Harrogate Chamber members to book a meeting room, holding up to 10 people, at Southfield completely FREE! (*We incorrectly said that the offer would be available until the end of November 2010, instead of November 2009!*)

Peter Whiteley, Financial Director of Forsyth @ Southfield has kindly offered to extend the FREE meeting room offer up to the end of December 2009.

Southfield is situated at the corner of York Place and Station Parade, adjacent to The Stray. Members are welcome to drop in at any time between 08.30 and 17.30 to have a look round, or contact **Centre Manager, Helen Long on 01423 704100.**

Award for Ripley Castle

Congratulations to Chamber member Ripley Castle for being named **Visitor Attraction of the Year** (under 50,000 visitors) at the recent Welcome to Yorkshire White Rose Awards for Tourism 2009.

Ripley Castle has also beaten off stiff competition, to bring the Golden Oldies World Cricket Festival to Ripley in August 2010. Already 800 participants have registered from six different countries and 39 teams have signed up to play. Festival Chairman and Nidderdale Cricket League President, Sir Thomas Ingilby is expecting the week-long event will provide a significant boost to the local economy.

Sir Thomas is looking for 11-a-side teams in the local area to play against the visiting international sides. Players have to be over 40 years old on the day of the match. Visit www.goldenoldiessports.com for more.

New Chairman for Destination Harrogate

Simon Cotton of Cedar Court Hotel recently handed over the Chairmanship of Destination Harrogate to David Ritson, General Manager of the Old Swan Hotel.

We wish David all the best in his new position as Chair of Destination Harrogate, which is an association of the top hotels and hoteliers in Harrogate who are working together to promote Harrogate as a tourist and conference destination coupled with the promotion of high standards within the local hotel industry.

Find out more at www.destinationharrogate.co.uk

Design Awards for Chamber Members

Congratulations to two Chamber members who recently received accolades in the Inaugural Harrogate Civic Society Design Awards.

Bettys Tea Rooms (Bettys & Taylors Ltd) won an 'Alteration' award for the skilful way in which the alteration works to their Café on Parliament Street have been carried out. The **Royal Baths Chinese Restaurant** won the 'Conservation' award for their outstanding conversion of the Royal Baths which succeeded in bringing the building back into use without damaging any of the historic features.

Two associated member companies also won awards - **Rudding Park Golf Academy** for 'Landscaping' and the **Yorkshire Agricultural Society's new Headquarters and FODDER Café and Shop** on the Great Yorkshire Showground for 'New Build'. Well done to them all.

Can this garden make your business grow?

If you're looking for a project that could promote your business and aid the local community, then one of our members might have the answer.

Amanda Hodges, who runs Wordsmith PR, a small business based in Harrogate, has joined a team of students who are designing a competition garden for the Harrogate Spring Flower Show in April 2010.

The students are studying for a foundation degree in garden design at Craven College at Skipton. College students won a gold medal with their design last year. This time around they have been asked to design an imaginary garden for BBC personality, Christa Ackroyd.

Christa and BBC colleagues have agreed to work with the flower show which attracts thousands of visitors.

Amanda and her fellow designers are looking for a local business that might like to sponsor the creation of the garden. Amanda is hoping to work with the sponsor so that all or part of the finished garden can be donated to a local community organisation after the show.

If you'd like to find out more about how the students could help promote your business through a sponsorship deal, please **contact Amanda Hodges on 01423 873800 or email amanda@wordsmithpr.co.uk**

Thanksgiving Carol Service - Ripon

Yorkshire Cancer Research is holding a Thanksgiving Carol Service at Ripon Cathedral on **Thursday, 3rd December from 7.00 to 8.30 pm**, featuring soprano Lynne Dawson with guest and celebrity readers. The service is followed by a drinks and mince pie reception.

For tickets apply online at www.ycr.org.uk/events

FOCUS GROUPS

Promoting Harrogate

HIC Free Networking Event: Following the recent approval of Harrogate International Centre's £13 million developments, all businesses involved in the Conference and Exhibition business are invited to a free Networking Event in the Queen's Suite of the HIC on Thursday, 3rd December 2009 from 6.00 to 7.30pm.

Sir Thomas Ingilby from Ripley Castle will introduce the presentation and a panel of experts from the project design team will be on hand to answer questions.

You will be able to find out how this expansion will positively impact on the Harrogate economy and how businesses both directly and indirectly associated with the conference and exhibition industry will benefit.

To secure a place either send an e-mail with '**Networking Invitation**' in the subject line to hicmarketing@harrogate.gov.uk with your name and company name, or call Billie Gill, HIC Marketing Executive on 01423 537275.

Brand Harrogate: A new online business forum in Harrogate has issued a survey to its 150 members and is encouraging more people to join the debate to establish Harrogate's unique selling points. The group has been set up on social networking site LinkedIn.

Chamber Members are encouraged to join the Group and answer the three questions in the survey:

1. Avoiding the cliché 'Quality of Life', what makes Harrogate the place to be in the North of England?
2. What is the single most important thing that is, or could affect your company's ability to thrive in Harrogate? What's missing?
3. We recently discovered that 5,000 managing Directors and 113 female millionaires (entrepreneurs) live in Harrogate. What important fact do you know about Harrogate which may not be common knowledge? Tourism is a given, but what about collective excellence: do we have a strong creative sector, HR or legal sector?

YORKSHIRE BUSINESS MARKET 26th April 2010

We have already received several bookings from exhibitors for the Yorkshire Business Market next year. From 1st January 2010 booking will be open for non-members at the full price.

The Management Group has decided that the special **25% discount offer to Harrogate Chamber members** only should be **extended until 31st January 2010**. This discount can be taken off the total cost of your booking. Simply complete and return the booking form, together with your payment, by 31st January 2010,

To be eligible members also need to ensure they renew their membership for the 2010-11 membership year that commences on 1st April 2010, which is the period in which the Business Market takes place.

Christmas Lights

As the November meeting took place before the Christmas Lights switch-on on 19th November and REVIEW is being published after the switch-on, we are pleased to be able to report on the great success of the 2009 Harrogate at Christmas campaign. Sufficient funds were raised so that, coupled with matched funding by **Harrogate Borough Council**, this year's lights are bigger and better than ever! We hope you agree.

The switch-on was undertaken jointly by the Mayor of Harrogate, Councillor Pat Jones and Father Christmas!

Fleur Bremner of the **Harrogate International Festival** co-ordinated all the programme of entertainment, aided by **StrayFM** and **Harrogate College**. Harrogate Lions brought Father Christmas. Free Hot Chocolate was dispensed by **Cedar Court Hotel** to keep the public warm on a cold and windy evening. **St Peter's Church** held a Carol Concert from 6.30 which was recorded and will be broadcast on BBC Radio York on 29th November at 6.30 and again on Christmas Day at 10.30.

The prizes for the Big Raffle were drawn following the switch-on and a full list of winning tickets will be published on the Harrogate at Christmas website. Some fantastic prizes were donated by local businesses - see the Roll of Honour at www.harrogateatchristmas.org

Look out for "**We Support Harrogate at Christmas**" baubles in shop windows - and ask those shops that aren't displaying them why they aren't!

Thanks are due to the Retailers' Forum led by Frank Di Lorenzo of **Debenhams** and David Horth of the **Victoria Centre** plus former Mayor **Councillor John Fox** of Henshaws. Without their perseverance, Harrogate at Christmas would not have happened this year.

Town Centre Improvements

Pedestrian Signposts: The long-running saga of improvements to town centre pedestrian signposts is hopefully nearing a conclusion. Harrogate Borough Council has been asked to undertake review of current signposts to identify where new signs are required.

Can members notify the Secretariat if they see any signs that are wrong or pointing the wrong way, or make suggestions for any new signs that are required, to help visitors navigate their way around the town centre?

Traffic & Transport

Air: Ryanair will be opening a new base at Leeds Bradford Airport in March 2010 offering 14 new routes throughout Europe.

The Flybe service to Gatwick from Leeds Bradford has proved to be popular, so new early morning and late evening departures have been added.

Leeds Bradford Airport is working hard to secure a direct service into and out of the USA. Anyone interested in attracting visitors from the USA or in outbound flights, please get in touch with the Chamber Secretariat.

Road: At a recent NYCC Area Committee Meeting it was announced that the responsibility for the Highways Agency will now be transferred on 31st March 2010 from Harrogate Borough Council to North Yorkshire County Council, due to several members of staff having left HBC in the light of the impending changeover.

A meeting with the Cabinet Member and staff of NYCC who will be taking over responsibility for the Highway Agency has been arranged for 4th December 2009 to discuss how and when they can make progress on the Traffic Blackspots List previously submitted. Members who experience congestion problems on their daily journeys should send in details to the Secretariat in advance of this date.

We will be watching with interest a notice that has been given for the next NYCC Area Committee when Ripon City Council wish to ask two questions - one of which is a request for all road humps on roads within the City to be removed! Do you believe Harrogate should do so?

SCAMS & SPAMS

Webmail full - e-mail scam

A recent spate of e-mails has been circulating claiming to warn you that your mail box quota has been exceeded or your webmail is full. You are asked either to reply to the e-mail with your username and password information, or to click on a link in order to re-activate your account. **DO NOT DO EITHER!**

World Business Guide

An e-mail offering you Business Registration for 2010/11 in the World Business Guide carries an attachment that appears to offer you an update free of charge. What the small print states is that if you sign and return the form you are agreeing to pay 995 Euros for the next 3 years!

Business Rate 'expert' warning

If you are contacted by someone claiming to be an expert who can get you a reduction in your business rates, beware. They may ask for payment up front, which a genuine expert in this sector would NOT do. They then lodge an appeal on your behalf and claim that the Valuation Officer would not move. No refund is offered of the money paid up front.

DHL Parcel undelivered e-mail

If you receive an e-mail purporting to be from DHL who have been unable to deliver a parcel to your address and attaching a zip file that you are asked to open and print. **DO NOT OPEN THE ATTACHMENT!**

HMRC bogus e-mail

Yet another e-mail scam carried in an e-mail with the subject: "Notice of Unreported/Under reported Income". This carries an executable file (.exe) that if opened can affect the security systems on your computer.

If in doubt you can check it out with the genuine HMRC web site: www.hmrc.gov.uk/security/fraud-attempts.htm

If you receive one of these e-mails they should be forwarded to phishing@hmrc.gsi.gov.uk - then deleted.

NEXT MEETINGS

14th December - Holiday Inn Business Safari No 18

BOOK NOW for the Christmas Business Networking Safari which will take place at the Holiday Inn, Kings Road on Monday, 14th December. Almost half of the places have already been taken, so don't delay; send an e-mail to info@harrogatechamber.org to book.

This very popular Business Safari provides an excellent business-to-business networking opportunity for providers of products and services to other businesses. It is not suitable for retail consumer businesses.

This is a particularly useful event for new members to attend as you will meet up to 48 other businesses in one night to tell them what your business activities are. At the same time, you can find out what services fellow members provide that you may be looking for.

A festive Christmas Buffet will be provided by the Chamber to ensure everyone has enough energy for the 'hunting'! Attendance is FREE to members for one representative with a limited number of second representatives admitted at £10 each.

11th January 2010 - Pavilions of Harrogate 'How to make an exhibition of yourself'

Chamber members offer practical hints, products and services to help you make the most of the Yorkshire Business Market and other trade shows.

The secret to success at any exhibition is preparation and follow-up - find out how other members achieve great results for very little outlay. How can you capture the attention of passing visitors - visually and orally?

The ethos of the Yorkshire Business Market is a low-cost, no frills event. All members who provide products or services for exhibitions can take this opportunity to offer discounts to support fellow members who are exhibiting, whilst at the same time promoting their own business. Let us know if you have a special offer and we will give it a mention during the meeting and follow-up with full details in REVIEW.

Is your company involved in promotional techniques? If so, we may be able to fit in one or two more speakers for this meeting - please get in touch with the Chamber Secretariat.

Looking ahead we will again be offering the Shared District Mailing in March 2010 in which you can send a flyer to about 7,500 Yorkshire businesses for around 5 pence per address - with all the packing, addressing and postage included. Contact the Chamber Secretariat.

EXTERNAL ORGANISATIONS

NYCC - Adult Learning Service

The Adult Learning Service is able to offer a number of courses which might be of interest to local businesses, either completely free, or from £15 to £45.

English and Maths courses are FREE. City & Guilds Bookkeeping and Accounting courses are £25 or £45 commencing in January and April 2010.

One Day Accounting courses introducing you to manual or computerised Bookkeeping are £15.

For further information contact:

Margaret Blythe, Skills for Life Development Co-ordinator on 01609 533941 or Harrogate Adult Learning Service on 0845 3002412 e-mail Harrogate.adultlearning@northyorks.gov.uk

NEW MEMBERS

Harrogate Climbing Centre

(Yorkshire's premier indoor climbing centre)

John Dunne, Managing Director

c/o MCC Ltd, Benedict Street, Manchester M12 5ND

Tel: 0161 230 7049

E-mail: john@manchesterclimbingcentre.com

Website: www.harrogateclimbingcentre.com

Gemland Print Management Ltd

(Printing, Print Broker, Design)

Chris Cuthbert, Managing Director

Grange Cottage, Moor Lane, Arkendale HG5 0QT

Tel: 01423 340197 Fax: 01423 340197

E-mail: cmcuthbert@me.com

Website: www.gemlandprint.com

Harrogate Self Storage Ltd *(Self storage facility)*

Stephen Bungay, Director

Grove Park Centre, Grove Park View,

Harrogate HG1 4BT

Tel: 01423 504090 Fax: 01423 504090

E-mail: info@harrogateselfstorage.co.uk

Website: www.harrogateselfstorage.co.uk

Support 4 Success *(Virtual Office Support)*

Fiona MacPherson, Virtual Assistant

89 Valley Drive, Harrogate HG2 0JP

Tel: 07795 095487

E-mail: info@support4success.co.uk

Website: www.support4success.co.uk

Vizzit Media *(On-line magazine)*

Josephine Ingram, Area Director

2 Stone Rings Lane, Harrogate HG2 9HY

Tel: 07887 595495

E-mail: joingram@getusonline.co.uk

Website: www.getusonline.co.uk + Harrogate & Y Dales

THANKS TO CROWN HOTEL

Many thanks to the Crown Hotel management and staff for hosting the November meeting, which attracted another large attendance of 67 members and guests. Their giant sized chocolate cookies and coffee were very popular!

For more information on their excellent facilities visit: www.crownhotelharrogate.com or Tel: 01423 567755

Poor credit ratings affect access to trade credit insurance

Some 1.8 million businesses in the UK have poor credit ratings because they don't file their accounts on time, which is in turn affecting their ability to access trade credit insurance. Up to 60% of small and medium-sized firms were described as 'high-risk' or 'above normal risk' in recent research.

Insurance firms have warned businesses against relying on their own statutory accounts held at Companies House when seeking access to trade credit insurance, as they may be out of date.

More at: www.accountancyage.com/accountancyage/news/2245237/britain-smes-face-battle-secure

Building Britain's Future website

This website sets out the Government's policies on issues affecting businesses and the public, including jobs and skills, the economy and immigration. It also has details of forthcoming white papers and legislation. Go to: www.hmg.gov.uk/buildingbritainsfuture.aspx

New loan fund for entrepreneurs over 50

Charity PRIME has teamed up with loan marketplace Zopa to provide a scheme specifically for entrepreneurs aged over 50 who want to set up their own business. Loans are available with a value of up to £15,000 and entrepreneurs must submit an application to PRIME along with a business plan.

Once it has been endorsed by PRIME, the proposition is then posted on the Zopa website, the online market place for person-to-person lending, where members of the public lend money to each other.

More at: www.primebusinessclub.co.uk/loan-fund/

BIS publishes guide to TUPE regulations

The Department of Business, Innovation and Skills (BIS) has published a guide to the Transfer of Undertakings (Protection of Employment) (TUPE) Regulations 2006.

These Regulations contain provisions to protect employees from dismissal either before or after the transfer of ownership of a business.

Read the guide at: www.berr.gov.uk/files/file20761.pdf

Small business guide to choosing an ISP

ComputerWeekly.com has produced a short guide for small and medium-sized businesses on choosing an Internet Service Provider (ISP).

It covers what a firm should look for in a provider as well as information on charges and bandwidth.

The guide can be found at: www.computerweekly.com/Articles/2009/07/14/236885/business-internet-providers-for-smes-essential-guide.htm

HMRC defers £3 billion worth of tax payments

Figures from HM Revenue & Customs reveal that over £3 billion worth of tax has been deferred as part of the Government's scheme to help businesses during the recession. The service, which allows eligible firms to defer payment of PAYE, VAT, national insurance and corporation tax, has processed around 177,000 deferral agreements.

More at: www.accountancyage.com/accountancyage/news/2246886/3bn-tax-payments-deferred-hmrc

Guidance videos from HMRC

HMRC has released a range of video guides for those setting up a business. The videos feature advice on starting up, guidance on tax issues, importing and exporting, business allowances and employing people.

View at: www.businesslink.gov.uk/bdotg/action/detail?type=ONEOFFPAGE&itemId=1082006987&r.s=e&r.lc=en&r.i=1081994865&r.t=ONEOFFPAGE

Small firms given free access to procurement website

The Government has announced that it will scrap the subscription fee for small businesses to view public sector procurement contracts on its www.supply2gov.uk website. The Department for Business, Innovation and Skills revealed that firms will now be able to access opportunities advertised on the website without having to pay a £180 annual charge. Business Minister Shriti Vadera said that the free service would be "an interim step" toward introducing a single website for all public sector contracts in 2010.

More at: www.bis.gov.uk/businesses-given-free-access-to-thousands-of-new-opportunities

Twitter launches guide for businesses

Micro-blogging site Twitter has published a guide on how the service can help businesses. The guide includes a brief overview on what Twitter is and how it works, as well as how to get started on the site and best practices for using the site to reach customers. More at: <http://business.twitter.com/twitter101/>

Also come to the 8th February 2010 Chamber meeting at the Old Swan Hotel on this very topic!

Charity Commission publishes guidance fact sheets

The Charity Commission has made a range of guidance available for charitable organisations. There is guidance for large and small charities, advice on conflicts of interest, working with children, pension schemes and electronic banking. Read more at: www.charitycommission.gov.uk/supportingcharities/default.asp