



REVIEW

JANUARY
2010

**FUTURE
MEETINGS
2010**

17.30 networking
for 18.15 start

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

10 May
Hotel du Vin

14 June
Majestic Hotel

Review of Chamber Meeting + News Update

HOW TO MAKE AN EXHIBITION OF YOURSELF

- Fantastic discounts for Exhibitors advertising in Ackrills YBM colour supplement
- Tips from judge, Jean MacQuarrie, on how to win Best Stand Awards at YBM
- Get the most out of an exhibition - plan - keep it simple on the day - follow-up
- Guidance to attract visitors to your stand (and how to move on time-wasters!)

DISTRICT DEVELOPMENTS

- Chamber objects strongly to site access in revised Tesco SuperStore Plans
- Leeds City Region will help us to drive local economic growth
- Harrogate International Centre's revised expansion Plans in for approval
- Ackrill Media Group Business Awards 2009-10 - book your place at Awards!
- Harrogate Hospitality & Tourism Awards - launching in January

BENEFITS FOR MEMBERS

- 25% discount on Yorkshire Business Market Stand - **ends 31st January 2010**
- Business to Business Mailing in March to 7,500 contacts from £400
- Harrogate at Christmas campaign a great success - thanks to members
- Harrogate Council works with Harrogate Chamber to keep roads open in snow

Future Meetings

Monday, 8th February - Old Swan Hotel, Swan Road, Harrogate - 17.30 for 18.00

Using Social Internet Networks for Business

The potential benefits of Facebook, LinkedIn, Ning, Twitter, etc.

Presentations by:

Rachel Auty of Four Front Marketing
Steve Phillip of Red FM and Bob Tait of Mixd

Monday, 8th March - Rudding Park Hotel, Follifoot, Harrogate 17.30 for 18.15

Promoting Harrogate

- for business and leisure tourism - the lifeblood of our local economy

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

HOW TO MAKE AN EXHIBITION OF YOURSELF

Vice President, Stuart Pearson, introduced the four guest speakers on tonight's topic of 'How to Make an Exhibition of Yourself'. The key points to remember when exhibiting are:

Preparation: Make sure everyone is aware you will be exhibiting at the event

Appearance: An eye-catching stand and approachable staff are essential

Follow-up: Contact everyone who visited your stand as soon as you get back to the office

The above points were covered by our speakers who offered guidance and cut-price advertising opportunities!

Discounted Advertising Opportunity

Claire Potter, Business Sales Executive at the Ackrill Media Group outlined how they will be helping the Yorkshire Business Market and its exhibitors to gain maximum exposure in the run-up to the event.

As well as features on the Business Page and in Business Pink, an 8-page colour Yorkshire Business Market supplement will be published and included in the full circulation of the Advertiser Series across North and West Yorkshire - reaching on average 148,000 readers. This will carry a full list of exhibitors and layout of the Pavilions of Harrogate, plus exhibitors' advertisements. In addition a tile will be added to Ackrills website with a link to the Yorkshire Business Market website.

All Yorkshire Business Market exhibitors have the opportunity to place an advertisement in the supplement, which will be published on Friday, 16th April and be available via a link on the Ackrills website. **(Deadline for copy will be Friday, 26th March 2010.)**

The packages available are:

Bronze Package	5 x 1	£40
Silver Package	5 x 2	£80
Gold Package	10 x 2	£140
Platinum Package	10 x 4	£250

To take advantage of this fantastic discount, contact Claire Potter on 01423 707559 or mobile 07801 195711 or e-mail Claire.Potter@ypn.co.uk

How to Attract Attention (and win over the judges!)

Jean MacQuarrie, Editor of the Ackrill Media Group, who is a regular judge of the Best Stand Awards at the Yorkshire Business Market and gave an insight into the criteria she looks for to decide on the winners of these Awards.

Jean acknowledged that amongst 200+ stands it is difficult to stand out from the crowd, but she is often not drawn by expensive over-the-top stands, but those that have obviously been lovingly put together with great care and attention to detail.

Sometimes the simplest stands, catch your attention, for example a small hotel included a table carefully set with a crisp white table cloth and vase of flowers - simple, but

effective. Think of something different and colourful to attract the eye. Novelty giveaways always go down well with visitors, and judges!

However, overall the winning stands invariably have brilliant staff - friendliness and persuasiveness of the staff is paramount - without being too pushy. Jean summed up by saying, it is not just what your stand looks like, but who is on it!

Getting the most out of an exhibition

Mark Lancaster of Colour It In Ltd (and Vice-President of Harrogate Chamber) has spent his professional career helping clients convey a positive, corporate image.

Mark has a useful guide available free of charge. Simply send an email to info@colouritin.co.uk with "How to Make an Exhibition of Yourself" in the subject box, and he will email a copy by return.

Mark advised on how to ensure your company's image and message is maintained throughout the whole process of planning, attending and following up after an exhibition. Your primary objective is to make your company visible. Yorkshire Business Market is an intensive networking event so **keep things simple**.

Message: Company Name - One Word - Image

It is important that you keep a clear concise message, you only have a few seconds in which the visitor has the time to identify who you are and what you do. You also have to remember to be consistent with your pre and post event marketing.

Get your story straight: Rehearse - Refine - Adapt

Make sure what you say to visitors to your stand is correct and be prepared to adapt the information. Rehearse before you go! Sounds silly but if you say it out loud and you like what you hear, the likelihood is the visitor will like it too. If you don't - **refine it**.

Pre and Post Marketing:

If you fail to do this your exhibition **will fail!** You spend time and effort getting your company to an exhibition but forget to tell clients you are going to be there. What's worse is you spend all that time and effort, take the business cards, but don't follow them up. The exhibition is just the first step on the journey to developing a business relationship.

Pre Marketing - Mark regularly hears, "The organiser does all the marketing" His reply is "YES" but this is a by-product of them selling the space! You must not rely on this solely. Use your own website (*YBM can provide a logo*), send an e-mail (*YBM can provide PDF flyers*), send a mail shot (*YBM can provide printed flyers*) or include a flyer in the Harrogate Chamber Business to Business Mailing (more later). Use the phone to make appointments for the stand - **plan it and do it!**

Post Marketing - Have a letter or e-mail ready to send out and leave space to make it personal, it has real impact. Exhibiting is one of the most dynamic forms of marketing and by following a few simple steps, can bring great rewards.

Mark can offer advice and help source equipment and banners, etc. to make the most of your stand - contact **Mark Lancaster, Colour It In Ltd 01423 813515** or e-mail info@colouritin.co.uk

Effective Interaction with Visitors

John Hotowka of Magic in your Company, has 16 years' experience of working on exhibition stands. His job was to attract prospective clients onto his client's stand. Even though he was a magician and used magic he also acquired other techniques that anyone can use.

Most companies exhibit to raise their profile, brand awareness and generate leads. Very few companies actually sell at the exhibition the selling process happens after the show.

There are three basic situations you can attempt to engage with visitors:

- a) when they are on your stand
- b) when they are in the aisle looking at your stand
- c) when they are ambling by your stand

BE BOLD, BE POLITE BE POSITIVE

John outlined a simple, but effective technique to engage someone. Say, *'Excuse me I can see you're busy going somewhere, please take one of our leaflets. If you're interested call back later.'* Offer a leaflet, as they reach for it just before they take hold of it, calmly pull it back and follow up with: *'I'm sorry, I've just noticed from your badge you're from XYZ what does XYZ do?'*

The idea is to build rapport and get them talking - they are more likely to chat as they might think they have an opportunity to sell to you but more importantly it's the start of the next phase 'how to hold 'em'.

If the person does not want to engage either let them go or politely say something like, *'Sorry to have troubled you, if you need me you know where I am.'*

HOW TO HOLD 'EM

Having stopped our prospect we now need to qualify them which is why John suggests you get them to talk about THEIR company. Your line of questioning will vary depending on your objectives and what you're selling.

The objective is to find out if they could use your offering and how much buying power do they have. If they are not the person who makes the decisions who does? Do your best to be friendly, non aggressive and as conversational as you can with the questions don't go in to interrogation mode

Listen to what they say. If they don't mention a challenge they have or a need for your type of offering you might casually throw into the conversation what your product or service is and if they ever use that type of thing. Swap business cards and ask for permission to call them after the show to arrange a meeting, or send them literature.

HOW TO LOSE 'EM

Obviously the technique will differ depending why you wish the visitor to your stand to move away. If it is a prospective customer, thank them for their time and offer to contact them in the next few days - hold out your hand to shake their hand, this gesture will confirm the conversation is at an end.

The biggest problem is what is known as 'The Snake' - someone who is so sneaky they have deliberately not paid for a stand and have decided to wander around the

exhibition and sell to the exhibitors. You have paid for the stand space and you are therefore entitled to sell.

If you're not sure if they are selling or buying a good question to ask is, *'May I ask, what is it your looking for?'* If they're buying they'll state their problem or how they think you can help, if they're selling they'll tell you their proposition.

If it is obvious they are selling and you're not interested in what they have to offer cut them short. Simply state, *'I'm sorry if I should appear rude but I have paid to exhibit here and as you can appreciate I really want to maximise my time and opportunities to get a return on my investment. Please give me your card and if I'm interested I'll give you a call.'*

If you would like a more detail on John's techniques he offered an e-book to members - just send a message to john@hotowka.com with 'E-book' in the subject line.

YORKSHIRE BUSINESS MARKET 26th April 2010 - 11.00-18.00

25% DISCOUNT ENDS ON 31ST JANUARY 2010

To be eligible members also need to book and pay in full by 31st January 2010 AND renew their company's membership for the 2010-11 membership year commencing 1st April 2010, which is the period in which the Business Market takes place.

If you were thinking about exhibiting this year, **don't delay**. Non-members are now taking up spaces after it became open for them to book after 1st January 2010. (See www.yorkshirebusinessmarket.org/exhibitors.htm)

Stuart Pearson announced that Business Link will be running a series of seminars during the morning of the Business Market, and exhibitors will be offered the opportunity to take part in an Exhibitors' Networking Breakfast after set-up.

The popular VIP Luncheon will again take place at 12 noon. Any members who would like us to extend an invitation to particular VIPs they feel would benefit from attending, please send full contact details to the Secretariat.

New this year, thanks to Business Link's increased support, they will be offering **free drinks** for Exhibitors once the event has finished at 18.00, and stands have been dismantled. This will give Exhibitors a further opportunity to network - or just to relax and re-charge your batteries at the end of the day!

Brian Dunsby reported on major changes to the layout for the Calder and Derwent rooms, in an attempt to increase the flow of visitors around the exhibitors. It is proposed to run a 'zig-zag' of stands along the rooms so visitors have no doubt how to get to the next room as soon as they have worked their way along each room. The proposed layout was available for attendees to the meeting to view.

It is also expected to use some self-adhesive footprints on the floor to make the route around the stands crystal clear. These changes are being made following exhibitor feedback received last year.

Stuart Pearson added that for the first time this year, visitors will be able to move around all four of the exhibition rooms under cover, in case of rain! This is because the administration offices have been moved to the new office block next to Fodder thereby leaving the corridor along the former administrative offices open as an extra route around the Business Market.

President, Robert Whiteley concluded by asking all exhibitors to make sure they read literature sent out beforehand so all their staff are aware of arrangements. He also asked exhibitors NOT to break down their stand before the end of the event.

This is for two reasons - firstly you can provide obstacles that visitors and other exhibitors could fall over and secondly - very importantly - Robert once exhibited and whilst he remained on his stand until the very end, he won an important contract which a competitor lost, because they had already packed up and gone!

DISTRICT DEVELOPMENTS

Harrogate Borough Council Consultations

Members at the meeting had the opportunity to have sight of and contribute to Harrogate Borough Council draft Economic Strategy Consultations taking place on 26th January. Full details can be found at www.harrogate.gov.uk/economicstrategy

A further meeting with is being held on 27th January to review how Harrogate Borough Council can advise and help businesses in the current economic situation.

Leeds City Region

Harrogate Borough Council's Chief Executive, Wallace Sampson, has provided the Chamber with a progress report on the Leeds City Region. In it he reports that the Government formally signed pilot papers during the Leeds City Region summit held in Harrogate last November. Manchester is the only other city running a pilot scheme.

He said the pilot would enable us drive the region's economic growth and to have local solutions to national problems. Copy available from the Chamber Secretariat.

Planning Developments in Harrogate

Revised plans have been submitted for the Harrogate International Centre's proposed new Exhibition Halls on the former Holiday Inn car park site with new entrances on Kings Road.

These can be viewed online at:

http://publicaccess.harrogate.gov.uk/publicaccess/tdc/DcApplication/application_detailview.aspx?caseno=KVVRBJHY06A00

Tesco Planning Application Objection

As previously reported, Harrogate Chamber had objected to Tesco's plans to put new traffic lights on Ripon Road outside their proposed new entrance, opposite the Infants School, by the bus stops - approximately 100-150 yards from the New Park roundabout. The Chamber has said this will cause severe congestion on a road that is already slow-moving.

Tesco have responded with a 5-page letter giving detailed arguments from their Highway Engineers saying they cannot take down trees in Ripon Way, nor can they consider a 'left-in, left-out' system to the site entrance.

Harrogate Chamber feel the most sensible solution would be to dismantle the gas tank and enlarge the New Park Roundabout and make a proper entrance into the Tesco site.

Harrogate Borough Council are looking to Harrogate Chamber for business views on these proposals. As there were no objections from members present at the meeting, it was agreed the Chamber should go ahead and lodge a formal objection to the whole Tesco project, on the grounds of excessive overload of the New Park roundabout and thereby major congestion delays for the A59/A61.

ACKRILL MEDIA GROUP 2009-10 BUSINESS AWARDS

Nominations are in for the 2009-10 Ackrill Media Group Business Awards and the judging is underway. The glittering Gala Awards 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@ypn.co.uk

Harrogate Chamber is again sponsoring 'Best Small Company'. **Book early to join the Chamber Table.**

MEMBERSHIP BENEFITS

Membership of LYN Y Chamber

Harrogate Chamber will be renewing their membership of Leeds, York & North Yorkshire Chamber, in order to keep up to date with developments in the region.

However, unlike last year, we will not be able to offer our paid-up members a discount on membership of LYN YC as this offer is being discontinued due to lack of take-up.

Promotion Opportunities

An updated Promotion Opportunities sheet was available at the meeting. We have, unfortunately, had to raise the prices due to the substantial increase in postal rates on larger inserts - but you can still reach all fellow members and VIP contacts from just £40 (VAT not applicable). (See copy enclosed)

Business to Business Mailing

The annual shared Business to Business mailing is due for **despatch mid March**. This will go to 7,500 businesses throughout North and West Yorkshire and will carry the Yorkshire Business Market brochure and a limited number of inserts.

This has proved to be successful for the past six years for all businesses who have taken part, particularly if you are exhibiting at the Yorkshire Business Market, as it can draw visitors to your stand.

Prices for members start at £400 for an A5 sheet (up to 5 grams) to reach 7,500 contacts. (VAT not applicable) See enclosed booking form - printed leaflets need to be delivered by the end of February.

FOCUS GROUPS

Promoting Harrogate

Hospitality & Tourism Awards 2010

Destination Harrogate are launching the Harrogate Hospitality and Tourism Awards 2010 during January and will be distributing posters and voting forms to venues.

Make sure you keep this in mind when you are visiting hostellers, restaurants, hotels, etc. in Harrogate and if you don't find a voting form on their premises you can vote online at www.destinationharrogate.co.uk

Visit their website to find out the nine categories you can vote in. Harrogate Chamber is again sponsoring the 'Harrogate Ambassador Award'.

The prestigious Gala Awards Dinner will be held on 7th June 2010 at the Royal Hall.

Welcome to Yorkshire

The recently re-branded Yorkshire Tourist Board - Welcome to Yorkshire is being very proactive. The Yorkshire Dales & Harrogate Area Tourism Partnership, headed by Aviva Pearson is now very active.

Two key Harrogate representatives have been invited to join the Welcome to Yorkshire Board - Sandra Doherty, Chairman of Accommodation Harrogate and Peter Banks, Managing Director of Rudding Park Hotel.

Simply Christmas Exhibition

We would be interested to hear from any members who attended the recent Simply Christmas Exhibition, as we have we received some negative feedback and would like to hear of anyone else's experiences - good or bad.

FREE Harrogate Map

Don't forget you can pick up a supply of the FREE Harrogate Maps produced in conjunction with Destination Harrogate. Contact the Secretariat to arrange collection at the next meeting (or by appointment.)

Town Centre Improvements

Christmas Lights

The Chairman of the Harrogate at Christmas campaign, Councillor John Fox conveyed his thanks and appreciation to all Chamber Members and to Brian Dunsby, who has been both Secretary and Treasurer.

He thought the results of everyone's efforts were the best lights and festive entertainment in Harrogate for a very long time.

Brian Dunsby added that the success was due to the diversity of organisations who pulled together to make sure the lights and Switch On night went well - these included Harrogate College, Destination Harrogate, Harrogate International Festival, Harrogate Lions, Retailers Forum, BBC Radio York and Stray FM together with Harrogate Borough Council's co-operation.

A total of £23,000 was raised by Harrogate's business community including a £10,000 grant from Harrogate Borough Council.

Traffic & Transport

Bad Weather Chaos

During the recent exceptionally bad weather conditions, Harrogate Borough Council's Cabinet Member for Planning and Transport, Councillor Don MacKenzie, has worked closely with the Chamber to ensure minimum disruption for businesses and responded quickly to trouble spots that were reported to him. Every effort has been made to keep Harrogate accessible for visiting conference and exhibition delegates, etc.

Chamber Officers were pleased to learn that Harrogate Borough Council have taken the decision (subject to agreement by NYCC) to continue to supply the following functions locally after the Agency Agreement terminates on 31st March and responsibility for Highways is transferred to North Yorkshire Council: winter gritting, gully cleansing, highways tree management and highways grass verge cutting.

Park & Ride

Brian Dunsby issued a warning that Park & Ride is not always a simple solution to traffic congestion following Doncaster's failed attempt at the scheme. They invested a £15 million scheme, but they only get 30 cars a day.

Brian reiterated that the answer is for ALL traffic to be kept moving, not just buses in a designated bus lane. He confirmed the Chamber now has close links with North Yorkshire County Council to encourage them to tackle the problems caused by many ill-timed traffic lights and pedestrian crossings that we have in Harrogate.

SCAMS & SPAMS

UPS & DHL Parcel E-mail Scams

A serious scam is doing the e-mail rounds again, which can release an extremely damaging virus into your computer if you click on the link. It purports to come from UPS or DHL and suggests they were unable to deliver a parcel to your address. It then asks you to click on a link to print off a shipping label to enable you to collect the parcel from the post office.

DO NOT CLICK ON THE LINK - the attachment is a virus.

Mailbox Settings E-mail Scam

The Chamber has received several e-mails recently directly quoting our various e-mails and claiming because of a security upgrade of the mailing services our settings were changed. A link was supplied to click on to apply the new settings. As above - if you receive a similar e-mail DO NOT CLICK ON THE LINK it will be a virus.

Business Internet Directory

Beware if you receive phone calls from the above publication who are reported to be pestering anyone who takes out or modifies a telephone line, to try to get you listed in their Directory.

As far as members at the meeting were aware, it is more of a nuisance than a scam and feedback was negative from those present.

MEMBERS' FORUM

Afternoon Literary Tea

As part of a week long 'Festival of Language', St Aidan's is hosting a Literary Event, to which all members of the community are warmly invited.

An Afternoon Literary Tea is to be held in the Main School Restaurant on Thursday January 28th commencing at 4.10pm. Supported by Bettys and Taylors and Waterstones, the event will showcase three Yorkshire writers, Mike Pannett, Richard McCann and Gillian Hovell, who will take the stage to talk about their lives and their latest books, whilst afternoon tea, cakes and scones are served.

There will be an opportunity to talk to each of the authors and buy signed copies of their books, at the end of the afternoon.

Tickets for this event are £5.00 each and available from St Aidan's School Reception or by post. Please phone 01423 885814 / 818534 for more details.

Pavilions of Harrogate New for 2010 - Ceroc Dance Classes!

New for 2010 Pavilions of Harrogate will be holding Ceroc Dance Classes on a Monday evening commencing on 1st February 2010. Classes will be available for all abilities.

The Luxury Art & Antiques Show is being held from Friday 29th to Sunday 31st January.

Visit www.pavilionsofharrogate.co.uk for more details.

Tyro Training Course Information

Copies of the Tyro Training Course Dates and information for their current term are available to pick up at meetings. They have reiterated their commitment to helping the economy of the region grow through developing the skills of the workforce.

They offer flexible delivery (where and when you want) and sector specific packages. Find out more by contacting their Business Development Team on 01756 797266 or bdteam@craven-college.ac.uk

Martin Wilks back in restaurant business

Those who remember past Vice-President, Martin Wilks who formerly ran both Lords and The Courtyard Restaurants in Montpellier, might be interested to hear that he is now managing Harvilles Restaurant on Fossgate in York.

Don't Miss Out on FREE Publicity!

Each month Members' Forum is there for you to make announcements of anything interesting that is happening in your business or special offers you may wish to make for fellow members. Items mentioned at the meetings are usually reported in REVIEW along with business contact details where appropriate.

If possible send us a message when you receive the Agenda by e-mail so we are aware you wish to speak, and include a short description of your item so we make sure we include the relevant points.

NEXT MEETINGS

8th February 2010 - Old Swan Hotel Using Social Internet Networks

Presentations on the potential benefits of using Social Networks on the internet to benefit your business - such as Facebook, LinkedIn, Ning, Twitter, etc - will be made by the following Chamber Members:

Rachel Auty - Four Front Marketing:

"Facebook as a tool for business - how to create a Fan Page and build an army of fans!"

Bob Tait - Mixd:

"Utilising Twitter for Business - Tweet your way to success"

Steve Phillips - Red FM:

"Recognising the importance of building business relationships to achieve success"

8th March 2010 - Rudding Park Hotel Promoting Harrogate

Presentations from senior representatives from Welcome to Yorkshire; Yorkshire Dales & Harrogate Area Tourism Partnership; Harrogate International Centre; Leeds Bradford International Airport and Harrogate in Bloom. They will update us on their efforts to bring more visitors to the area for both business and leisure pursuits, which is the lifeblood of our local economy.

We are looking forward to our first Chamber meeting to be held at Rudding Park Hotel and send many congratulations on being voted **BEST HOTEL IN THE UK** in TripAdvisor's Annual Awards and sixth Best Hotel in the World - quite an achievement!

EXTERNAL ORGANISATIONS

Harrogate in Bloom 2010 Spring Business Competition

Harrogate in Bloom are inviting members to enter the 2010 Spring Business Competition. (See enclosed leaflet). This competition has been expanded to include all businesses (hotels, offices, retail and commercial premises). It doesn't matter how small a space you have, it's how creative you are with your planting that is being judged. Last year's winner was the New Inn on Otley Road.

Closing date for entries is 31st March 2010 with judging taking place on Monday, 12th April. The Awards will be announced in September.

Business Link Yorkshire 'Preparing for the Upturn, Challenges and Opportunities'

Business Link Yorkshire have compiled a report following a meeting in December to consider issues businesses will face as the regional economy emerges from the recession, bearing in mind that more businesses fail coming out of a recession than at any other time. You can download a copy of the findings at www.businesslinkyorkshirepartners.co.uk

FREE Harrogate VAT Online Event

From 1st April 2010 all businesses with an annual (VAT exclusive) turnover of £100,000 or more must file their VAT Returns online and pay any VAT due electronically. Any business registering for VAT on or after that date will also have to file online/pay electronically, whatever its turnover.

HM Revenue & Customs are holding a FREE 'Harrogate VAT Online Event' at the Cedar Court Hotel at 10.00-15.00 on Saturday, 6th February. The event will be interactive with opportunities to ask questions at their online services stand. You will be shown:

- how to enrol for VAT Online & other online services
- how it will benefit your business
- a demonstration of HMRC's online services
- what is available now
- what is planned for the future.

They will also let you know where to get further help and support if you need it.

To attend e-mail to marketing.online@hmrc.gsi.gov.uk with 'Harrogate VAT Online Event' in the subject line.

Yorkshire Forward Going Global - Meet the Buyer

On 17th March 2010, Yorkshire Forward, in association with UK Trade & Investment, are running a 'Going Global - Meet The Buyer Event' at the Yorkshire Event Centre on the Great Yorkshire Showground.

The event is intended to provide you with all the tools to increase your profits. There will be the opportunity to meet over 100 international buyers who are actively looking to do business with Yorkshire and Humber companies and are waiting to buy your products.

By attending this event you can:

- Access specialist export advice specific to your industry
- Receive the right support to get your product to an overseas market
- Build in-marketing contacts and knowledge all in one day
- Learn from experienced businesses who have already found success in exporting
- Find potential partners in the region to build stronger supply chains.

Even if you are not ready to meet buyers just yet, you can still benefit from meeting and hearing from experts and specialists in key areas from managing risk to looking at future markets.

More at www.trade.yorkshire.co.uk/goingglobal10 or call 0113 394 9711/12 to register.

NEW MEMBERS NOVEMBER - DECEMBER

CLH Training (*Manual Handling Trainer*)
Carole Hopkinson, Trainer/Owner
42 Hill Top Crescent, Harrogate HG1 3BZ
Tel: 01423 709287
E-mail: mail@clh-training.co.uk
Website: www.clh-training.co.uk

Days Inn Wetherby (*Hotel*)
Gill Stankovic, Sales Manager
Junction 46 A1(M), Deighton Road,
Kirk Deighton, Wetherby LS22 5GT
Tel: 01937 547557 **Fax:** 01937 547559
E-mail: gill@daysinnwetherby.co.uk
Website: www.daysinn.co.uk

First Aid and Safety Training Ltd
(*First Aid and Safety Training*)
Annette Wingate, Managing Director
High Bank, Main Street, Follifoot, Harrogate HG3 1DU
Tel: 01423 873317
E-mail: annette.wingate@gmail.com
Website: www.firstaidandsafetytraining.co.uk

Goldsborough Hall (*Exclusive Venue*)
Mark Oglesby, Managing Director
Church Street, Goldsborough HG5 8NR
Tel: 01423 867321 **Fax:** 0870 285 1327
E-mail: mark@oglesby.co.uk
Website: www.goldsboroughhall.com

Honister Partners (*Financial*)
Alastair Crack, Chartered Financial Planner (IFA)
Rawdon House, Green Lane, Yeadon LS19 7BY
Tel: 0845 013 4470 **Fax:** 0844 579 1813
E-mail: alastair.crack@honisterpartners.com
Website: www.honisterpartners-alastaircrack.com

Intune Media (*Web design and development*)
Jessica Kemp, Partner/Owner
Flat 2, 9 Springfield Avenue, Harrogate HG1 2HR
Tel: 0844 848 2348
E-mail: jessica@intune-media.co.uk
Website: www.intune-media.co.uk

Linda Ingleson Co Ltd (*Business Development*)
Linda Ingleson, Managing Director
Windsor House, Cornwall Road, Harrogate HG1 2PW
Tel: 07768 978942
E-mail: info@lindaingleson.co.uk
Website: www.lindaingleson.com

Spear Travels (Jetclub Ltd)
(*Travel Agents/Business Travel*)
Peter Cookson, Managing Director
40 High Street, Boroughbridge, York YO51 9AW
Tel: 01423 324545 **Fax:** 01423 323432
E-mail: peter.cookson@speartravels.net
Website: www.speartravels.net

The Square Root of Gardening (*Gardening services*)
Derek MacPherson, Business Owner
Flat K, 89 Valley Drive, Harrogate HG2 0JP
Tel: 01423 522029
E-mail: info@tsrog.co.uk
Website: www.tsrog.co.uk

THANKS TO PAVILIONS OF HARROGATE

Many thanks to the Pavilions of Harrogate's General Manager, Robert Whiteley, and his staff for hosting the January meeting and making sure their entry road and the car park were free of snow and ice!

For more information on their excellent facilities for all types of occasions visit: www.pavilionsofharrogate.co.uk or Tel: 01423 544544

Lack of awareness of commercial property code

There is a low level of awareness among small business owners that there is a voluntary Code of Practice for leasing business premises in England and Wales. Research by the University of Reading and the Department of Communities and Local Government suggests that small business tenants do not receive any information on the Code from professional advisers or landlords. It also shows that the Code is "rarely referred to" in negotiations and solicitors and larger tenants are the most likely to use it.

Read more at:

www.rdg.ac.uk/about/newsandevents/releases/PR22071.asp

Read the full Code of Practice at:

www.leasingbusinesspremises.co.uk

Code of Practice on service charges

The British Hospitality Association has published a voluntary Code of Practice on service charges. The Code states that businesses should explain to customers how it distributes the proceeds from service charges to employees. The BHA says that there has been "too little information in the past" about the way the service charge is distributed and wants restaurants to make it clear how charges are shared.

More on this story at:

www.leisureopportunities.co.uk/BHA/newsdetail1.cfm?codeID=137813&CFID=18136123&CFTOKEN=34092194

Download full Code of Practice at:

www.bha.org.uk/images/downloads/BHA_Code_of_Practice-Service_Charges_2009.pdf

Online Tool for finding Training & Education

The UK Commission for Employment and Skills has provided an online tool called 'Talentmap', which is designed to help businesses find training courses, courses of education and funding.

Find out more at:

www.talentmap.ukces.org.uk/UKTalentMap/home.do

Carbon Trust scheme to cut bills

The Carbon Trust has a scheme to help small businesses cut their energy bills by replacing old equipment with newer, more energy-efficient models. The scheme, entitled 'Big Business Refit', will take the form of an interest-free loan scheme.

Up to £100 million in loans will be made available to businesses that have less than 250 employees and turn over less than £42 million a year. The scheme is expected to save small firms around £40 million.

For more information visit: www.bigbusinessrefit.co.uk or call 01865 885 873

Researchers predict 2010 will be tough year for hotels

Industry experts have warned that 2010 will be tougher than 2009 for the UK hotel sector. In the 'Full House?' report, Baker Tilly predicts that more than five hotel chains will go into insolvency in 2010. It also warns that the luxury end of the market will suffer worst during the challenging times. However, the report does offer advice to hotel owners on how to boost their business, such as building loyalty with existing customers and talking to suppliers about joint marketing and promotional activity.

More at: www.bakertilly.co.uk/media/news/Baker-Tilly-predicts-tougher-2010-for-the-UK-hotel-industry.aspx

Cheque Guarantee Card Scheme to close in 2011

The UK Payments Administration has announced the Cheque Guarantee Card Scheme will close on 30 June 2011. From this date it will not be possible to guarantee a cheque under the scheme, however businesses and customers will still be able to write and accept cheques.

Read more at:

www.ukpayments.org.uk/media_centre/press_releases/-/page/719/

EU cookie law to be introduced

A law requiring advertiser to gain computer users' consent before using cookies has been approved by the European Union as part of a reform of privacy and electronic communications regulations. The current rules permit advertisers to use cookies if Internet users are notified and given the option to opt out of cookies being stored on their machines. The new rules will require consent from a user to have the cookies stored, which the Interactive Media in Retail Group says could lead to users being "bombarded" with pop-ups requesting their permission to accept cookies. The new measure is expected to come into effect within the next 18 months.

More at:

[www.imrg.org/8025741F0065E9B8/\(httpNews\)/A17789EA82AEC8488025766D00451F5C?OpenDocument](http://www.imrg.org/8025741F0065E9B8/(httpNews)/A17789EA82AEC8488025766D00451F5C?OpenDocument)

Revised HSE COSHH guidance

The Health and Safety Executive (HSE) has issued revised guidance on the Control of Substances Hazardous to Health. It is aimed at small to medium-sized firms and micro-businesses.

Download at www.hse.gov.uk/research/rrpdf/rr737.pdf

HMRC Tax Toolkits

HM Revenue & Customs has two tax toolkits available aimed at tax agents filing their clients' returns. They cover Capital Gains Tax and personal and private expenditure and contain hints and tips on overcoming common errors. Read more at:

<http://nds.coi.gov.uk/content/detail.aspx?NewsAreaId=2&ReleaseId=408343&SubjectId=2>

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