



**FUTURE
MEETINGS
2010**

*17.30 networking
for 18.15 start*

**12 July #
NEW DATE**

White Hart Hotel

9 August

*Queen's Suite
Harrogate
International Centre
(Safari)*

13 September

Cedar Court Hotel

11 October

St George Hotel

15 November

Crown Hotel

13 December

*Holiday Inn
(Safari)*

REVIEW

**JUNE
2010**

Review of Chamber Meeting + News Update

HOW TO SUCCEED WITH A NEW BUSINESS

- Extreme Creations . winner of the Ackrill Small Business of the Year Award
- Started working from home in 2002 . without any bank borrowing!
- Moved into rented offices in Evans Easy Space in 2005 . kept on growing
- Has not lost a single employee since they started. Grows through referrals
- Now has over 300 clients across a wide range of industries and locations

HARROGATE BUSINESS NEWS

- Proposed Conference Desk/Convention Bureau for Harrogate & The Dales
- Hospitality & Tourism Awards another success for Destination Harrogate
- Chamber supporting community events + what more should we do?
- Chamber meetings with DfT, East Coast, Grand Central & Northern Rail

CHAMBER MEMBERS' NEWS

- FREE Seminar on how to use LinkedIn for business to business networking
- FREE six-week beginners courses in a range of popular European Languages
- 25% discount on Enterprise Promotion Convention for Chamber Members
- 20% discount off Harrogate International Festival events for Chamber Members

Future Meetings

Monday, 12th July - # NOTE CHANGE OF DATE #

- White Hart Hotel, Cold Bath Road, Harrogate 17.30 for 18.00

Marketing and Public Relations for small businesses

- a practical review of how to make more impact on a small budget
by Cicada Communications Ltd and PR Partners

Monday, 9th August -

Queen's Suite, Harrogate International Centre - 17.30 for 18.00

Business-to-Business Networking Safari

Chamber members only - limited capacity – pre-booking essential

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

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 SUCCEED STARTING & GROWING A NEW BUSINESS

Growing up in the Noughties

Antony Prince, Managing Director online of marketing consultancy Extreme Creations, told members about the company's history, and some of the challenges and successes it has faced since its formation. Extreme won the Best Small Business Award at the Ackrill Media Group Awards 2009/10.

Extreme Creations was founded by Antony in 2002 and the company has worked with a range of local, national and international clients including BIC, North Yorkshire County Council, Global Knives, Wensleydale Creamery, Neoss, Blacksheep Brewery and Bradford University.

It offers a full range of digital marketing services, including website design and development, Search Engine Optimisation (SEO) and online advertising, ecommerce, email marketing and content management systems.

Honest and open

He described how redundancy led him to make the jump and start his own business. Initially he faced the aftermath of the Dot Com bubble bursting, and a general mistrust of the internet. He took an honest approach towards clients, helping to educate them so they could understand the business benefits of developing a company website. He believes the jargon-free approach that Extreme still maintains, continues to help the company grow.

Flexible and open to new ideas

Antony started the business in his spare bedroom and the team worked from home for three years. By being early adopters of technology such as Skype they were able to work successfully from home before renting permanent offices in 2005. He believes that remaining open to new ideas and being flexible has been crucial to the company's development.

Growing pains

He said that working from home for such a long period was often challenging but allowed the company to save money and remain debt-free. Using the latest telecommunications technology allowed Extreme employees to stay in touch with one another and clients, but productivity was difficult to monitor and the company really started to grow once it found a permanent base in Harrogate.

Relaxed culture

The Extreme Creations culture is relaxed and open. Antony believes that giving his staff some leeway and nurturing relationships of mutual respect has helped the company grow. As a consequence the company has not lost an employee since it was founded . a fact that is virtually unique within the industry.

Referrals

Antony said the company's client base has grown almost exclusively through referrals. He believes this is a result of Extreme's commitment to producing

measurable results and the company's determination to deliver on time and on budget.

He said that listening to their clients and staying abreast of industry developments has meant the company's services have grown organically over time.

Now nearly a decade in, Extreme Creations offers a full range of online marketing services and has over 300 clients across a broad range of sectors . all of which are serviced by eight full-time staff members.

The Future

He said that Extreme's organic business growth and the company's core values, which are based on a transparent relationship with clients, flexibility, adaptation to change and constant evolution, place the company in a strong position going forwards.

Antony also outlined some of the developments in online advertising that he considered would be significant over the company years, with the growth of mobile platforms and increasingly targeted advertising being two areas of note.

To contact Extreme Creations go to www.extreme-creations.co.uk or call 01423 534610.

Growing Your Business

Brian Woodhouse, Area Manager (Harrogate and Craven) for Business Link Yorkshire gave an overview of what Business Link can do to help you with your business.

A business starts with a seed of an idea and Business Link Yorkshire can help you plant that seed and see it germinate and develop into a plant (your business).

At this stage they can help you:

- Understand whether being in business is right for you personally
- Consider whether you have the qualities required?
- Consider what will it mean for your family and whether they will support you?

Once you are sure you want to go ahead Business Link can help you to:

- Research your idea . is it viable? Who are your customers and do they actually want your product / service?
- Write a business plan, don't leave any stone unturned
- Understand how you can finance your business and the types of funding out there
- Check what other basics you will need - IT, credit control, and accounting.
- Check the legal requirements at this stage
- Decide on the legal formation of your business; Sole Trader, Partnership, Limited Company, Limited Liability Partnership
- Select a suitable name for your company

Once your business has started to trade then of course you start to face the same issues again, but also add quite a few more.

So the plant is now beginning to grow and if left alone will either wither and die, or bolt and grow at rapid rates initially.

Business Link is there to support you and your business and assist you in making the plant stay strong and healthy.

Understand that as your business begins to grow, you must become a business manager and not just an expert in one area working for yourself.

Business Link can help you with:

- Deciding on your growth plans and their realism
- Reviewing your business strategy
- Reviewing your business plan
- Financial Management - access to finance . what is available and the best approach
- Customers - finding new ones, looking after your existing customers
- Products/Services - ensuring your offer is still up to date and relevant
- People . recruitment, retention, management, legal requirements

All the above are supported by robust systems and processes to underpin the increase in business.

Business Link can assist in four ways:

- Help yourself 24/7 . businesslinkyorkshire.co.uk
- Calling our Customer Information Centre on 08456 048 048 . trained staff for information and advice
- Many training events and workshops across the region on numerous subjects . all free of charge
- For more complex issues we have assistance available from our team of business advisers . all experienced business people with knowledge and skills across many sectors and business issues.

The team of business advisers in Harrogate and Craven is twelve strong and they are all here to support your business.

Don Cartlidge and Brian Woodhouse are regular attendees at Chamber meetings . their contact information follows:

Brian Woodhouse, Area Manager (Harrogate and Craven), Business Link Yorkshire. E-mail: b.woodhouse@businesslinkyorkshire.co.uk
Mobile: 07736 742823 Tel: 01226 735200

Don Cartlidge, Business Adviser, B. Link Yorkshire E-mail: d.cartlidge@businesslinkyorkshire.co.uk
Mobile: 07827 938748
www.businesslinkyorkshire.co.uk

New name in Business Banking

As Extreme Creations used Abbey National for their business banking, which has since been taken over by Santander, they were invited to speak to this meeting.

They were unable to provide a speaker at this time but we hope to have news from Santander on their latest offers for small business banking at a future meeting.

MEMBERS' FORUM

FREE LinkedIn Seminar – What now?

There are still a few places left on the FREE LinkedIn Seminar, to be held prior to the August Business Networking Safari from 16.00-17.00 on Mon 9 August.

Steve Phillip of Linked2Success, a local company who help business users to find new clients and strengthen relationships with existing customers, using the online business networking site LinkedIn, are offering Harrogate Chamber members an opportunity to attend one of their hugely popular introduction to LinkedIn seminars . ***'I'm on LinkedIn, What now?'***

This event is being offered to Chamber members at no charge. Steve and his business partner Michelle Beckett speak on the topic of LinkedIn all around the UK, so this is a great opportunity to learn from the experts how you can generate more business online.

If you would like to be invited to attend this seminar, please contact Steve directly as places are limited. **Contact Steve on steve@linked2success.co.uk - or look him up on www.linkedin.com !**

All Members can also join the **Harrogate Chamber LinkedIn Group**, which is exclusively for members to network. Don't forget to search for this in Groups next time you are on LinkedIn. The more members who join the Group, the more effective it will be.

25% discount for promoting enterprise!

New and growing businesses are vital to economic growth and innovation. Many people around the world are engaged in promoting enterprise and supporting entrepreneurs with exciting programmes.

Do you see Enterprise as a transformational force for people and communities?

Do you support Enterprise Promotion, as a practitioner, funder or policymaker?

Are you proud of your own achievements? Do you want to share your successes?

Would you like to learn from the experience of colleagues around the World?

If you can answer YES to even one of these questions, you should come and speak at the International Enterprise Promotion Convention in the Harrogate International Centre from 8-10 November 2010.

This event is being organised by the Chamber's Administrators, Perlex Associates, who are promoting the Convention and its ideal Harrogate location to potential speakers and delegates all around the world. The advance promotion brochure on the Convention is enclosed. Additional copies are available on request.

As Harrogate Chamber is supporting the Convention in various ways (non-cash) all current members are offered 25% discount off the normal full delegate fees. Further details can be found on this web site www.enterprisepromotion.org or send an e-mail to info@enterprisepromotion.org or fax to 01423 870025.

20% discount for Members off Harrogate International Festival Events

As Harrogate Chamber is now a Patron, Harrogate International Festivals have kindly offered fellow Harrogate Chamber members a 20% discount off tickets for the Summer Music Festival and Theakston's Old Peculier Crime Writing Festival.

To obtain the discount members should contact the Box Office by phone on 0845 130 8840 and quote 'Sponsor'. Please note that all bookings carry a 10% booking fee - 5% if you book for two or more events.

Visit the following links for full details:

Summer Music Festival 2010, 16 July - 1 August
www.harrogate-festival.org.uk/events

**Theakstons Old Peculier Crime Writing Festival
22 - 25 July 2010 The Crown Hotel, Harrogate**
www.harrogate-festival.org.uk/crime

Be Profitable and Prosperous – for FREE!

DSC Chartered Accountants are sponsoring a FREE seminar, to be presented by Steve Pipe, one of the UK's most in-demand business speakers.

The topic is "How to be Profitable and Prosperous", and it will take place at The Cedar Court Hotel on Friday, 10th September, 8.00 - 10.45 am. To guarantee FREE places for yourself and any guests, please call Jenny Purdy on 01423 560547 or email j.purdy@dscga.com

Nick Lawson completes four marathons!

Many congratulations to Nick Lawson for his impressive achievement in completing four marathons in 21 days. The funds from the sponsorship he has raised will go towards helping a close friend to walk again.

Donate at www.active.com/donate/Marathons4Shannon

Mixd : Live at the Beeb!

Chamber member Mixd had to send in late apologies for last month's AGM when they were contacted by the BBC wanting an expert in Social Media to comment on Paul Chambers' conviction for sending a menacing electronic communication following his tweeted bomb threat to Robin Hood Airport.

You may recall Bob Tait's entertaining and informative presentation on Twitter at the Chamber meeting in February. With Bob on holiday, Mixd's Phil Shackleton was due to be attending the Chamber AGM; however, just 2 hours after receiving the call, Phil was live on the BBC explaining what a powerful communication tool Twitter is.

This single tweet shows how easy it is to get yourself noticed and comes with a reminder to pitch your message right. Twitter can clearly be a fantastic tool to manage your online brand, shout about a new product or tell everyone your latest news.

Mixd offers advice on all aspects of using Social Media for business. E-mail p.shackleton@mixd.co.uk or b.tait@mixd.co.uk Alternatively, tweet them @mixd

Music on a Summer's Evening

Patsy King of Kings Catering Company is organising the third Music on a Summer's Evening for Charity on Sunday, 15th August 2010 at Pavilions of Harrogate.

Entertainment will be provided by Harry the Piano who has been a regular guest on Radio 2 and Radio 4.

Tickets are £45 and include Champagne Reception, 3-course dinner and entertainment. Tables of 10 or smaller groups can be catered for.

Tel: Patsy King on 01423 526401 or 07767 355229 or e-mail kingscateringcompany@btinternet.com

FREE Language Lessons

As a specialist language school, St Aidan's is pleased to offer free 6 week beginners courses in a range of popular European Languages to Chamber Members and other business partners. The current Italian course is now full but more classes will commence in the autumn term of the new academic year as follows:

Italian for Beginners - 6 weeks from 13th Sept

Spanish for Beginners - 6 weeks from 15th September

French for Beginners - 6 weeks from 3rd November

All classes run from 4pm to 5pm.

Numbers are limited - if you would like to reserve a place or obtain further details, email or telephone Marian Farrar m.farrar@staidans.co.uk 0780 7067662

SCAMS & SPAMS

World Company Register

This familiar scam from the Netherlands is arriving again, offering free updating, but the small print says it costs 997 euros a year for a minimum of three years.

Ensure all your accounts payable staff are aware of this as it can very easily get passed through for approval as it appears to be free.

Twitter e-mail scams

Genuine looking e-mails appearing to originate from Twitter are arriving saying they are confirming a change to your e-mail or account details and ask you to click on a link to confirm your details.

Hovering your cursor over the link (being careful NOT to click!) shows the origin of the link is nothing at all to do with Twitter and is an attempt to collect personal data.

Beware of e-mails with Zip files

Always be wary of e-mails with attached zip files from someone you do not know and are not expecting to receive anything from. Recent e-mails doing the rounds have a subject line of Statement of fees 2009/2010 and indicate an original is in the post.

Do not be tempted to open the attached file as this can carry an executable (.exe) file that can damage your hard disc irretrievably.

FOCUS GROUPS

Promoting Harrogate

Harrogate Hospitality & Tourism Awards

Mark Lancaster congratulated Simon Cotton on the successful Harrogate Hospitality & Tourism Awards, which he had organised, along with the Destination Harrogate team, on 7th June at the Royal Hall.

The event was sold out with a high calibre of guests including important conference and exhibition organisers, who are vital to the economy of Harrogate, together with local and national media representatives.

Proposed Conference Desk for Harrogate

Welcome to Yorkshire has offered funding to create a dedicated Business Tourism Promotion Service for Harrogate & the Dales, which would include a Conference Desk/Convention Bureau to help direct organisers to the most appropriate venue for their event and promote Harrogate and District as a whole.

The proposed bureau would receive an annual subscription from the venues which would benefit from its services and in turn the bureau would provide a hub for enquirers to go to and to also promote Harrogate as a Conference, Exhibition and Events destination.

Brian Dunsby asked members if they supported the proposal to help Harrogate to have a louder voice to promote business tourism across the board and for Harrogate Chamber to dedicate modest funding from the surplus generated by the Yorkshire Business Market. **Members unanimously voted to support the initiative with Harrogate Chamber funds.**

Past President, Mark Lancaster, elaborated on the proposals which, due to increasing competition from other conference towns and cities, had now become a priority to ensure Harrogate survives and grows in this vital sector of our local economy. Plans for such a bureau go back to 1999 and Mark has personally agreed to spearhead the initiative by gathering feedback on the proposals in order to move things forward to obtain this vital service for the town.

Sandra Doherty of Alexa House and Chairman of Accommodation Harrogate added her support to the initiative and emphasised that the current closures of restaurants and shops in the town could directly be related to less business tourism coming to Harrogate. She said this bureau would benefit all businesses in Harrogate, not just the Harrogate International Centre.

A progress report from HIC on the proposed Conference Desk is now available for consultation and copies may be requested by e-mail from the Secretariat. Tel. 01423 879208 or fax 01423 870025.

The Chamber's Promoting Harrogate Focus Group is strongly supporting this initiative, but in practice every business in Harrogate is affected in some way by the conference and events industry in the town. So all our members are encouraged to offer suggestions and assistance with the proposals. **Please contact Mark Lancaster directly on mlancaster@harrogate.com**

Chamber supporting Harrogate

Stuart Pearson, Peak Performance Practitioner and Vice-President of the Chamber, added that the Chamber should shout out more about the support we are giving to community issues by sponsoring events like the Ackrill Awards, the Hospitality Awards, the Christmas Lights, Harrogate International Festival and now putting funding towards a new convention bureau. He told members they should be proud of their Chamber's achievements and spread the word!

Harrogate Town Centre Map v2

Another project supported by funding from Harrogate Chamber members, was the Harrogate Town Map in conjunction with Destination Harrogate.

Following feedback that the town centre area was a little small to follow, a new file has been created with an enlarged section showing just the town centre in A4 size. This is available to members on request by e-mail, with usage subject to copyright by Artlink.

Traffic & Transport

The new Grand Central train service from Bradford to London has commenced, being the first new rail service in the region for many years and showing a reversal of the trend to cut services.

It was a disappointment that the direct Harrogate to London service had still not materialised, however, Brian Dunsby confirmed that a meeting had been secured with the Managing Director of Grand Central Trains in July. Harrogate Borough Council's Cabinet Member for Planning & Transport plus North Yorkshire County Council's Rail Officer and senior Chamber Officers will all be attending this important meeting.

In addition, a meeting with the Chairman of East Coast Mainline and the Dept for Transport in London has been secured in London on 19th July when we shall be pressing for direct Harrogate-London trains via York and also more connections via York and Leeds.

We are also meeting Northern Rail and hope to have something positive to report at the August meeting.

What else can we do?

President, Simon Cotton, explained how important members' input was to the success of the Chamber. Following the first meeting of the new Management Group with Simon as President, it was decided to ask members for suggestions on what additional benefits of membership they would find useful.

Please send in your suggestions to the Secretariat.

THANKS TO PAVILIONS OF HARROGATE

Many thanks to Robert Whiteley, General Manager at Pavilions of Harrogate, for stepping at short notice to host the June meeting, due to the fire at the Majestic.

Find out more about the facilities at the Yorkshire Event Centre and Pavilions of Harrogate at www.yec.co.uk call 01423 544544.

NEW MEMBERS

Extreme Creations Ltd

(Website design and online marketing)

Antony Prince, Managing Director
Evans House, Evans Business Centre, Hartwith Way,
Harrogate HG3 2XA

Tel: 01423 534610 Fax: 0870 4030221

E-mail: antony@extreme-creations.co.uk

Website: www.extreme-creations.co.uk

Struggytax Wealth Management

(Independent financial adviser)

Graham Strugnell, Proprietor
12 Mallinson Oval, Harrogate HG2 9HH

Tel: 07711 886894

E-mail: struggytax@hotmail.com

Website: www.struggytax.com

Tetleys of Harrogate

(Electrical Contractors)

Rob Molloy, Partner
32a Olive Grove, Harrogate HG1 4RQ

Tel: 01423 880085

E-mail: info@tetleyelectrical.co.uk

Website: www.tetleyelectrical.co.uk

HARROGATE DISTRICT NEWS

Congratulations to Lord Willis

We sent our congratulations to former Harrogate & Knaresborough MP, Phil Willis, on being elevated to the House of Lords. This will give him an ongoing involvement in science and technology and a voice from Harrogate at the highest level.

Tesco Highway & Safety concerns

It was a disappointing to hear that no traffic objections had been raised by North Yorkshire County Council Highways Department, despite Harrogate Chamber's strong objections to access arrangements. We have asked for an independent review by Traffic Engineers not influenced by any prior involvement with TESCO.

The Health & Safety Executive reported that the site had been declassified as a health and safety hazard, which we challenged, because the site is a live, high pressure gas field. After discussions with the Principal Inspector, Linda Donachie, HSE agreed it is a hazard and said the declassification was due to the change of ownership. She has undertaken to look into the potential safety implications if an access roadway is built through the middle of the major junction of high pressure gas pipelines through Harrogate District.

Harrogate Chamber's objections are NOT from a commercial point of view, but we are still concerned by the increase in traffic congestion due to the planned access to and from the site, together with proposed ill-sited traffic lights on Ripon Road and Skipton Road.

Members' opinions on these objections are sought.

A-Board Row returns to Town

Several Retailers in the town centre have received letters from North Yorkshire County Council asking them to ensure any A-boards situated outside their premises are located against the frontage of their shop premises and not in the main thoroughfare. This is as a result of signs in Beulah Street in particular, causing some concern where complaints had been received

Town Centre Buskers

Following disturbance to shop owners and shoppers caused by buskers in the town centre, our Past President, Granville Simpson and Vice President, Peter Jesper, are asking the Council for guidelines for buskers to abide by to avoid ongoing problems.

If you have experienced issues at your premises, please get in touch with the Secretariat.

HIC Contractors Appointed

Harrogate Borough Council has now appointed Contractors, Waites Construction, for the development of Harrogate International Centre. They hope to be on site in July, with completion expected by late 2011.

Majestic Refurbishment under way

Vince Johnson, General Manager, is optimistic of a September re-opening of at least half of the Majestic Hotel, hopefully with the hotel fully operational by Spring 2011.

NYCC Economic Bulletin optimistic

The recent Economic Bulletin from North Yorkshire County Council is looking more optimistic with respect to labour, vacancies and housing. Economic Statistics from Harrogate & District show that unemployment has only risen from 2.0% to 2.4% - which on a national scale is good, compared to other parts of the country.

New Mayor of Harrogate – Bill Hoult

Harrogate's new Mayor for 2010-2011 has been appointed - Councillor Bill Hoult - former LibDem Leader of the North Yorkshire County Council. He has agreed to open our Yorkshire Business Market in 2011.

MEMBERSHIP BENEFITS

Monthly Preview

Members are invited to provide news of items taking place early in July that missed announcement at the June meeting and in REVIEW. Please send items to info@harrogatechamber.org by 2nd July for inclusion.

Seminar Programme for Members

The new Management Group have agreed to offer further FREE Seminars for members by members with experience in their field. Please send details of proposals to the Secretariat if you would like suggest any topics or to run a seminar for members in 2010/11.

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