



**FUTURE
MEETINGS
2010**

*17.30 networking
for 18.15 start*

14 June
*Pavilions of
Harrogate*

19 July
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

**MAY
2010**

Review of Chamber Meeting + News Update

MAKING THE MOST OF THE LOCAL MEDIA

- Stray FM's Station Manager explains how to stimulate sales and awareness
- What are the top ten reasons to advertise? What are the key messages?
- Why is radio "parallel" to the Internet? Who listens to Stray FM now?
- Yorkshire Post's Business Editor explains what he looks for in News Releases
- What is newsworthy? Why small enterprises are covered as well as large.
- How best to submit news by e-mail – explain What? Why? Who? Where? When?

HARROGATE CHAMBER 114th AGM

- Positive reports on the year from President, Chief Executive and Treasurer
- Simon Cotton, Cedar Court, elected President in succession to Robert Whiteley
- Jenny Purdy, Peter Jesper and Stuart Pearson elected as Vice-Presidents
- + Sandra Doherty, Christine Norton, Davinder Pabial, Kyran Parker, Steve Phillip,

BUSINESS DEVELOPMENTS

- Majestic Hotel fire – thanks to all hoteliers and others who rallied round to help
- Proposals for a new Police Station near Cardale Park open for public consultation
- Hospitality & Tourism Awards short-lists announced – but the dinner is sold out!
- Welcome to Yorkshire White Rose Tourism Awards now open for nominations
- Yorkshire Business Market was another great success – next year is 9th May 2011

Future Meetings

Monday, 14th June - # CHANGE OF VENUE #

now at - Pavilions of Harrogate, Great Yorkshire Showground, Harrogate 17.30 for 18.00

How to succeed starting & growing a new business

by Ackrill Media Group Small Business of the Year

Antony Prince, Managing Director, Extreme Creations + Bank + Business Link

Monday, 19th July - 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

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

MAKING THE MOST OF THE MEDIA

On the Radio - StrayFM

Sarah Barry, Station Manager at StrayFM, summarised how to stimulate sales and awareness of what your company does by advertising regularly.

Question your business

- What is the consumer's perception of my business?
- What is my market share now?
- Which direction is my market share going - stable, rising, decreasing, threatened?
- Where would I like it to be in 12 months?
- How can I influence the direction of my business?
- What is the most effective way to do this?

Top Ten Reasons to advertise?

1. Name/location Awareness
2. Attract new business
3. Increase repeat business
4. Encourage steady flow of business/cash flow
5. Market share
6. Stay ahead of Competition
7. Build Trust/Instant Recognition
8. Recruit new employees easier
9. Supports all PR/Other media
10. You're asking for business

How to advertise

The Right Message

- Why Buy from YOU?
- Who Are You, Can I trust you?
- Where can I find you? Location/Web
- What Do You Offer - USP?
- How do I feel about your business?

Business goes where it's invited

The Right Time to advertise: ALL the Time!

- You're open 12 months a year
- You're "open" 24/7 with WEB

Invite Business All the Time

The Right Customer

- Existing Customers
- Lapsed Customers
- New Customers
- Replace Business Before It's Lost

The Internet has created the "Pro-sumer"- very savvy users who know what they want and will not fall for the usual consumer traps. But, why should they search for your website and what is driving them to your site?

Radio is considered a "parallel" medium to the internet. In a recent study over half the respondents said "I have checked things out on the internet after just hearing about them on the radio". Advertising on the radio is like being told about something by a friend.

This shows how important it is to keep your website constantly updated and always refer to it when advertising. At StrayFM they constantly mention their own website and publish news and photographs, etc. on it and encourage listeners to log-on and check things out.

StrayFM is celebrating 16 years on the airwaves this year on 4th July, and reaches 144,000 adult listeners in a 25 mile radius of Harrogate with 63% of listeners being in the ABC1 demographic - i.e. those people with disposable income to spend with your business. The music they play is across

the board to appeal to all age groups and during 9 to 5 they particularly target workplace listeners by having a policy of not repeating a song between those hours.

StrayFM are constantly out and about in the town and regularly work with local businesses and support local activities in the community. If you know of anything they might be interested in, business or local events - **let them know** - if they can't be there personally, they will cover on air either in the news, or on their website.

For further information contact:

Sarah Barry, Station Manager, StrayFM

Tel: 01423 522972 E-mail: sarah.barry@strayfm.com

In the Newspaper - Yorkshire Post

Bernard Ginns, Business Editor at the Yorkshire Post explained that he is a journalist, not a PR man, and so he proceeded to let everyone in on what he looks for when he edits the Yorkshire Post business pages.

News stories have to be newsworthy. Something has to have happened - or should be about to happen. New products, new services, new contracts, new markets, new business, new acquisition. If you just want to promote your business, buy an advert, you'll be communicating directly with a large business audience in Yorkshire and beyond.

Small and Medium sized enterprises are a vital part of our economy. Small organisations with a good idea and good management can become medium organisations, which with careful attention to costs and activities can grow to become large organisations.

YP is committed to writing about SMEs of Yorkshire. Bernard said the best part of his job was coming across a new business that he had not heard of before. He looks for a variety of news aspects from hard news, like a company's annual results; features, such as a look at the building society sector's capital challenges and human interest, such as an interesting entrepreneur's rags to riches story.

There are six Business Reporters, but they still need you to tell them about your stories. The best way is by email.

1. **Keep emails brief and to the point.** What, why, who, where and when. Inverted pyramid of information - get it all in the top - it has to instantly grab interest. Summarise your story in subject line AND copy to Bernard's colleagues.
2. **Don't ring on deadline** (between 4-6pm) unless story is so earth-shattering it has to go in tomorrow's paper. eg just won a £1bn contract to wallpaper Number 10.
3. **Be open.** Don't tell them your business has grown by 50 per cent over the last year then refuse to share account details. Don't be coy. They need to back up what we report with the facts.
4. **Make yourselves available for interview.** Worst thing to do is tell us about an interesting story and then go AWOL for a month.
5. **Every picture tells a story.** We welcome good picture contributions. Increases chances of story being used.
6. **Keep in touch.** If we write about you once, it means we're interested. Keep us posted with developments. You forge a trade link with China. Update us six months on to tell us how its going.
7. **Share your experiences of the world.** Business is challenging, particularly so at the moment. Let us know what works for you. Others might be able to benefit. Our business pages should be a source of inspiration for businesses in Yorkshire and a sounding board for what works and what doesn't.

8. **Enter YP Excellence in Business Awards.** This year's Judging Panel will include Sir Ken Morrison. www.yorkshirepost.co.uk/excellence

Overall, nothing breeds success like success. Share those hard-won success stories. Help grow business and economic confidence. Bernard said he had worked all around the UK and found Yorkshire to be the most enterprising region by far - and that's something that should be celebrated.

Bernard invited everyone to register for the YP Business 24/7 e-mail alerts, which sends a morning e-mail update on what is happening in the City and more. Go to www.yorkshirepost.co.uk and click on the 'Business' tab then go down and click on the Business 24/7 tile register.

For further information contact:
Bernard Ginns, Business Editor, Yorkshire Post
bernard.ginns@ypn.co.uk Tel: 0113 238 8959

114th ANNUAL GENERAL MEETING

President's Report - 2009-10

Robert Whiteley began his outgoing President's Report as follows: We regularly hear about the importance of partnerships and team work. Indeed now even those who would govern us must find a way to provide the economic stability that we need at present by establishing an effective working partnership.

During the two years I have had the privilege to serve as the Chamber's President I have had the opportunity to witness the highly effective teams and partnerships in which the Chamber is involved, who work hard to make things happen in Harrogate.

One example is your Chamber Executive and management team. It is widely recognised and consulted by local government as part of decision making processes. It has lobbied tirelessly to make sure that the voice of Harrogate business is heard loud and clear at every opportunity. I would like to thank my colleagues on the executive and management committee for all their hard work in support of the Chamber and its members.

One less formal or structured partnership is the one which fights for improved road, rail and air links to our town. This has yet to achieve significant success, though I remain optimistic that improvements to our transport infrastructure can be achieved, and you can be sure that your Chamber will continue to lobby and try to bring together regional and national government, funding agencies and transport providers to this end.

On the subject of transport, I was concerned last year about the removal of the highways agency from Harrogate to the county council. Even before that transfer took place we began working hard to forge constructive relationships with councillors and officers at North Yorkshire to ensure that the effect of this change is positive for Harrogate. It is early days in the new arrangement, but we will continue to make ourselves heard at County Hall on this and other issues.

Retail was one sector of the business community where I hoped that the Chamber could demonstrate support in difficult times, whether by driving the Christmas lights campaign, lobbying to prevent higher or extended car parking charges, challenging local government procurement policies, over the top regulation of A- boards, signposting and any other issues as they have arisen.

Your Chamber has worked tirelessly and effectively to this end, and one area of success which I am particularly proud that we have achieved is Harrogate at Christmas. Under the chairmanship of Councillor John Fox the best display of Christmas lights that the town has ever seen was delivered.

It is particularly pleasing that this is a partnership not just of retailers, who may be seen to benefit most, but of our whole community including Harrogate College, Harrogate International Festivals, Harrogate Borough Council, Harrogate Lions, StrayFM, and even local residents through support of the raffle. This team has quite rightly been shortlisted for their achievement in the Harrogate Hospitality Awards.

Of increasing importance is the Promoting Harrogate group, now under the chairmanship of Peter Banks of Rudding Park. This group was formed with the aim of bringing together for the first time the various elements of leisure and business tourism in our town, to share ideas and best practice and avoid duplication of effort. Like never before these various elements are now working together with one aim; to Promote Harrogate.

I was of course keen to see the Yorkshire Business Market continue its success. Knowing the enthusiasm of the organising team, I had no doubt whatsoever that it would. Our sixth Market was without doubt the biggest and best so far with some fantastic feedback. Flatteringly there are now a number of imitators, but no other business to business event comes close to ours. The organisation and promotion is brilliant and the organising team second to none.

I am particularly proud that the success of the Yorkshire Business Market has enabled the Chamber to find creative and worthwhile ways to invest its small financial surplus to further promote and support business in Harrogate

We have, as you know, over the last two years used these funds to support Christmas lights. But we have also supported a new visitor map, another partnership venture with Destination Harrogate, St. Aidan's, and Harrogate International Centre.

We have backed as sponsors the Ackrill Media Awards and the Harrogate Hospitality and Tourism Awards. And in the last year we have also supported Harrogate International Festival and Harrogate in Bloom. In all nearly £13,000 has been provided by the Chamber to support these ventures.

But behind every successful team there is always a leader, somebody with the drive and determination to make things happen, to bring together the best people to deliver positive results, and generate publicity for them. All the successful and effective teams that I have mentioned have one man in common.

Brian Dunsby, whether as a Chief Executive, Chairman, Secretary or Treasurer of these groups has played a pivotal role in making things happen. It was very easy for me to stand up and explain what I thought our objectives should be during my Presidency, then tell you this year how we have met them. But let's face it, nothing would have been achieved without the sheer hard graft, dedication, determination and attention to detail, of our Chief Executive.

We get incredible value from our Secretariat, as you will see in the accounts that Michal will present. This allows our Chamber to punch well above our weight. It is the tireless work done by Brian with the invaluable support of Beryl, Maggie and the team that makes this possible.

As I became your President, Brian's lifelong commitment to business was recognised by a Queen's Award for

Enterprise Promotion. I was therefore delighted that to add to this national award was his recognition locally with a Lifetime Achievement Award at the Ackrills Business Awards. Both are richly deserved. Thank you Brian, Beryl and your team.

I must also express some other thanks.

To you the members for your support over the last two years. I have thoroughly enjoyed representing you and I know that Simon will enjoy the same level of support and encouragement that you have given to me.

I have been talking about teams and there is one other team I am proud of - my team at Pavilions of Harrogate. I would like to thank them for the part they paid in preparing for and supporting the Business Market each year.

They too have been short listed in the Harrogate Hospitality Awards for their teamwork, customer care and for the chef of the year and I am extremely proud of them.

My final thanks go to one person for whose uncomplaining support and patience I will always be eternally grateful; not to mention her speedy sewing skills when I split my trousers shortly before the opening of the business market. That is my long suffering wife Morag who is here tonight to make sure that I hand the chain over to Simon!

My greatest aspiration two years ago was that my successor would inherit a bigger, stronger and more thriving Chamber than it already was. Simon may be sure that he will take the Presidency of a Chamber whose position has never been better. Its level of membership, standing in the community, financial position and status as the only voice for business in Harrogate are better than they have ever been.

I wish him all the best in his new role and I hope he enjoys it half as much as I have. He needs no advice from me and I offer him none other than to buy a good pair of running shoes to keep up with Brian!"

New President's Speech

After being presented with the President's regalia, Simon Cotton summarised his hopes for the year ahead as follows:

"Thank you for the great honour you do me in making me your President. Having been part of the Management Committee for the past 5 years, I am now delighted to have the opportunity to represent the Chamber in this important role.

And thank you too to Robert for his best wishes and for his tireless hard work, dedication and professionalism on behalf of us all over the last two years.

We have been fortunate to have such an experienced voice from the events sector at the helm when you consider the importance of business tourism to the local economy of our great town.

As you have heard tonight, the Chamber's position has never been stronger. Its level of membership, standing in the community, financial position and status as the only true voice for business in Harrogate are better than they have ever been. Indeed, our ever growing membership, and even more, our ever increasing attendance at meetings is at an all time record which has resulted in us moving venues on more than one occasion to accommodate the numbers. This is particularly in evidence tonight and I am grateful for your support of our AGM and ongoing.

This is in part thanks to the hard work and commitment of its membership, and the management committee. However, I would like to add my vote of thanks to those of Robert's for the driving force behind the success of Harrogate Chamber of Trade & Commerce which is that of our Chief Executive who works tirelessly with his team on our behalf, and publicly extend my congratulations to him on his well deserved Lifetime Achievement Award.

The current strong position of the chamber and the balance sheet presented this evening is testament to what incredible value we get from our Secretariat.

Congratulations Brian and thank you again for all you and your team do.

As to the coming year:

I am a great believer in the old saying "Don't try to fix what isn't broken", and with the Chamber in the position it is, there is certainly nothing internally I believe needs fixing!

We do however know that the economy is going to be in a difficult state for a long time to come yet. With our politicians struggling to agree a way forward it will be left to us on a local level more than ever before to promote, support, and help generate business amongst one another in and around Harrogate. Within my own industry, it has for some time been 'trendy' and 'desirable' to eat out in restaurants and eateries that only source products for their menus from the local area. I would like to see this trend grow further into everyday business for the benefit of all our members.

Several of the Chamber's members have suffered particularly from this recession, some unfortunately having to make the ultimate sacrifice and foreclose their business. One of my focuses this year will be to see how we can best help one another more, and to work with our newly elected politician Andrew Jones to see where we can lobby against the ever increasing red tape that strangles growth in our SME's.

The needs of business seem all too often to be overlooked by local government, and as the only voice for business in Harrogate it is up to us to make ourselves heard. However I am confident with the strengthening positive relationship with both Harrogate Borough Council and North Yorkshire County Council that we shall get results where necessary.

Whilst talking 'politics', we did invite our outgoing MP Phil Willis to tonight's meeting to thank him for all of his hard work and efforts on behalf of the business community in Harrogate over the last 13 years of office but he was unfortunately unable to make it. He did however send a message saying "*My apologies for not being able to make tonight, I would however wish to extend my grateful thanks for the courtesy the Chamber has extended to me over the past 20 years and I wish all members every success in the future*".

Likewise, Andrew Jones, our new MP for Harrogate & Knaresborough sends his apologies as he is now on an induction to Westminster and his first briefing meetings until Thursday of this week. He sent a message thanking the Chamber for the kind invitation and assures us that he, "*looks forward to working with the Management Committee in the very near future to strengthen our business sector for the benefit of all in our town*".

Moving on I have four other aspirations for the Chamber in the coming year.

First. That we ensure that Yorkshire Business Market 2011 is even more successful than last month's. Knowing the

enthusiasm of the organising team, I have no doubt whatsoever that it will be.

Secondly, as Immediate Past Chairman of Destination Harrogate I am keen to enable the Chamber to work ever more closely with DH - now led by David Ritson at the Old Swan. Also, I very much welcome an industry colleague Peter Banks of Rudding Park as the new leader of our Promoting Harrogate Group. With the whole economy of Harrogate so dependent on visitors of all types, such collaboration as I previously initiated with the Harrogate Town and District maps should hopefully be extended to other projects in the coming year.

In order to promote and support business in Harrogate, I would like that the Chamber finds creative and worthwhile ways to use some of its financial reserves built up as a result of its success. You have heard of the many new ways we are publicly supporting local ventures here tonight and I know that there are already ideas about what else best can be done, and I look forward to discussing these with the Management Group and bringing them to fruition.

And in finishing, I look forward to working with the new committee. They have always played such an important role in our Chamber and I again thank them for their fantastic support and efforts of the past and congratulate those who have been either re-elected or elected to the committee for the first time. Finally, I hope above all that my successor this time next year will yet again inherit a bigger, stronger and more thriving Chamber than it already is.

Secretariat's Report 2009-10

Brian Dunsby reported on a successful year for Harrogate Chamber and reviewed briefly the main activities and services organised during the past year:-

1. The Voice of Harrogate Business

North Yorkshire County Council - Harrogate Area Committee – maintained co-opted place.

Harrogate Borough Council - regular meetings with Development Services Dept. team.

Harrogate District Strategic Partnership – restructured with 2 places offered to Chamber.

Leeds Bradford International Airport Consultative Committee + Surface Transport Forum.

Harrogate Line Rail Officers Group Meetings + NYCC, HBC, Northern Rail & METRO Liaison

Major local Planning Applications received for consultation and feedback – TESCO + Hotels.

Frequently contacted by local press, radio and TV for business viewpoint on current issues.

2. Promoting Harrogate Business

Sponsored Ackrill's Business Awards – Small Business of the Year = Extreme Creations.

Frequent publication of Chamber Logo and profile + Awards Ceremony presentation.

Chamber Officers & members nominated Brian Dunsby for Lifetime Achievement Award.

Sponsored new Hospitality & Tourism Award by Destination Harrogate – Ambassador.

Modest sponsorship of Harrogate in Bloom and Harrogate International Festivals initiated.

Harrogate Advertiser Series – frequent press reports, letters and features.

Business Pink incorporating On Location – several features on Chamber Projects.

Monthly e-mailing of meeting invitations + REVIEW to members, enquirers, press & VIPs.

More members taking the opportunity to insert suitable leaflets at a very low cost.

3. Business-to-Business Direct Mailing

10th Business-to-Business Shared Mailing in March 2009 carried 8 inserts from members.

Promoted the Business Market to 8,000 businesses in Harrogate District + adjoining areas.

The 2009 mailing covered 7,000 businesses; the 2008 mailing was to just 5,500 businesses.

This service uses the comprehensive database maintained by Perlex Associates staff.

Similar mailing services are available to all Harrogate Chamber Members at modest prices.

4. Monthly Meeting Arrangements

Continuing to meet usually on the second Monday of each month has proved successful.

Longer refreshment time from 17.30 until 18.15 has proved popular for networking beforehand.

Agenda sequence changed to facilitate a longer period for Members' Forum – also popular.

Continued moving around the larger hotels and other venues - all are Chamber Members.

Room hire & FREE refreshments – thanks to Cairn, Cedar Court, Crown, HIC, Holiday Inn, Hotel du Vin, Majestic, Old Swan, Pavilions, Rudding, St George & White Hart.

Management Group have met FREE at Ascot House, Grants, Pavilions & St Michaels Hospice

5. Monthly Meetings Attendance & Content

Attendance at meetings has increased again in 2009 to an average of 62, compared with 56 in 2008 and 52 in 2007. In 2010 to date we have attracted an average of over 74.

All meetings except three Safaris now have keynote speakers on topical business issues.

More opportunities are now available for members speaking and helping other members.

Members' literature display table increasingly popular – but only one item each please!

Business Safaris very popular for new members and for networking + excellent buffets!

No Social Events during the past year – but any suggestions would be welcome for future.

6. Focus Group Activity

Business Development - led by Stuart Pearson (VP) – emphasis on business-to-business promotion opportunities, building up the Business Market + Seminars + Experts, etc.

Promoting Harrogate – now led by Peter Banks (GM of Rudding Park) – with support from Accommodation Harrogate, Destination Harrogate, HBC, HIC, RHS, Ripley & Travel Companies, etc. The main activity was building closer links with Welcome to Yorkshire and YD&H ATP.

Town Centre - led by Granville Simpson (PP) & Mark Lancaster (VP) – analysed what extra pedestrian signposting is needed to assist visitors - HBC are promising to part-fund it this year.

Harrogate at Christmas – led by David Horth (VP) – secured wider support and fund-raising with former Mayor John Fox, Harrogate College, HIF, Harrogate Lions, Retailers Forum, etc.

Traffic & Transport - led by Brian Dunsby (CE) – continued lobbying for more improvements in bus, rail and air services - BUT no progress resolving traffic congestion on our roads!

7. Traffic & Transport

Airport Links – the 767 Harrogate–Airport bus contract has been re-tendered by NYCC - but still only 90 minute frequency. Pressing NYCC & LBIA to improve service.

Leeds Bradford Airport – objected to loss of Heathrow services. Supported new links to London Gatwick & USA.+ Terminal Planning Application - but Car Park is inadequate.

Local Rail – close liaison with Northern Rail & NYCC - upgraded rolling stock and longer trains with longer platforms + Promoting Harrogate flyers in Leeds and York.

National Rail - financial failure of both GNER and National Express led to a new East Coast Main Line company – we are still lobbying for Harrogate-London services via York.

Highways Agency – moved HBC to NYCC wef 1st April. Direct dialogue to tackle traffic blackspots and optimise traffic lights & puffin crossings to reduce congestion.

New Projects – Transport Interchange Development and town traffic re-routing still on hold.

8. Harrogate District Chambers, etc

Joint Meetings with key Council Officers and Presidents of Boroughbridge, Knaresborough, Nidderdale and Ripon Chambers / Business Associations arranged – 3 per year.

All of the other local Chambers etc. invited their members to the Yorkshire Business Market.

We also invited all the other Chambers in the Yorkshire Region to promote and attend YBM.

9. Political Relationships

Maintained good relationships with Harrogate Council Conservative Leader & Cabinet, etc.

Also maintained good relationships with Liberal Democratic Group Leader and Deputy, etc.

Closer contacts with North Yorkshire County Councillors & Officers with private meetings with NYCC Cabinet Member for Transport & Planning Cllr John Fort and his staff.

Phil Willis MP and current Mayor of Harrogate opened both 2009 and 2010 Business Markets.

Organised the first Harrogate ELECTION CALL in September with record attendance + press.

Maintained neutral position during General Election – including brief meeting with Vince Cable.

Congratulated Councillor Andrew Jones on his success. He has agreed to an early meeting with the Chamber.

10. Membership Statistics

Total membership for 2009-10 was 248 businesses – down 20 on the year (8%) In total 58 new members joined during the past year - but 35 resigned or retired and 25 were lapsed for non-payment last year. Many of these had joined simply to get a discount on the Business Market.

We make a continual effort to attract and follow-up membership enquiries. Currently a total of 249 enquirers receive regular e-mail invitations and reminders to join. There is plenty of potential interest to be converted to membership! We have 14 new members in 2010 to date.

11. Membership Benefits

FREE monthly meeting for networking – unlike numerous commercial networks trying to compete.

Numerous scam warnings collected and passed on to members & NY Trading Standards.

REVIEW Newsletter reports on each meeting plus Members' News + Business Briefings.

Monthly mailing opportunity for inserts in Review (about 350 each month) + solus mailings.

New LinkedIn Social Networking Group established following Chamber presentation in Feb.

12. Chamber Website

Continuing updates done in-house by Maggie Hall using Microsoft FrontPage etc.

On-line Membership Directory upgraded with active web links & blind e-mail contact.

Anti-spam protection devised following two mass scam mailings to all members. No more?

The latest edition of REVIEW is now e-mailed to all members and then posted on-line.

13. Yorkshire Business Market

After six years, our Business Market is now a proven formula still with growth potential.

Major supplements in the Harrogate Advertiser series and the Yorkshire Post – over 100,000.

In total 173 companies took all available space in the five rooms in Pavilions of Harrogate.

The total number of visitors and exhibitors staff exceeded 2,000 thanks to more marketing.

New layout in Calder, Derwent and Nidd Rooms plus new corridor helped even out flow.

The Exhibitor feedback was excellent with more people wanting more space again next year.

In conclusion – I wish to thank the President Robert Whiteley, Past President, Granville Simpson and the three Vice-Presidents for their strong support and guidance throughout the past year. Many thanks also to the other members of the Chamber Management Group who are all named on the reverse of the Agenda. Finally my thanks to the Perlex team of Maggie, Beryl, Chris, Geoff and Tim for their flexibility and hard work to promote the Chamber and service our members.

Treasurer's Report 2009-10

Hon. Treasurer, Michael Best, reported as follows:

We have had another strong year in the Chamber of Trade. Income has been held at approximately previous levels in a tough economic climate. Subscriptions have held up, with a considerable number of new members seeing the benefits of the Chamber and deciding to join us. This success is mirrored on the ground by increasing average attendances at monthly meetings.

The subscription income is supported by income from our hugely successful annual business market and also the business to business mailing, which represents a very cost effective way for members to promote to businesses within the Harrogate district, and much reduced rates compared to them doing it themselves independently.

Our bond also matured during the period, and we reinvested this in a similar bond. This is the reason why our interest received is so good in a time of falling returns on invested income.

We have kept good control of our costs, using Chamber members where possible for our services and this has allowed us to invest money in the Harrogate District and for the Chamber to support businesses and the community in Harrogate in another way.

During the last year, we have supported the Ackrill Business Awards, the Hospitality Awards, The International Festival, Harrogate at Christmas and Harrogate in Bloom. Each of these contributes to the livelihood and success of Harrogate and it's businesses in it's own individual way. You will note from the balance sheet that this has been done without reducing the overall financial position of the Chamber in any way.

ELECTION OF OFFICERS

The following officers were unanimously elected for their respective terms of office:

President 2010/11:

Simon Cotton, Cedar Court Hotel

Past President 2010/11:

Robert Whiteley, Yorkshire Event Centre

Vice Presidents 2010/11:

Peter Jesper, The Jespers OFFICE

Stuart Pearson, Peak Performance Practitioners

Jenny Purdy, DSC Chartered Accountants

Former President (co-opted)

Mark Lancaster, Colour It In Ltd

Hon. Legal Adviser 2010/11:

Neil Goodrum, McCormicks Solicitors

Hon Treasurer 2009-11:

Michael Best, David Newton & Co

Hon Secretary & CEO 2010-12:

Brian L Dunsby, Perlex Associates

Administrator 2010-12:

Maggie Hall, Perlex Associates

Management Committee (5 vacancies):

Sandra Doherty, Alexa House

Christine Norton, Saint Michael's Hospice

Davinder Pabial, Evans Easyspace (2nd term)

Kyran Parker, Harrogate College

Steve Phillip, Linked2Success

Also these members continue on the Management Group:

Ian Bergel, Auditel

Brian Coghlan, NatWest Bank

Marian Farrar, St Aidan's C of E School

Andrew Wright, Andrew Wright Practice

Certificates of Appreciation were presented to:

Past President, **Granville Simpson of The Rocking Horse** for completing 7 years service as President, Vice President, Past President and on the Management Group.

David Horth of Victoria Shopping Centre for 3 years' as Vice President & Management Committee Member

Special thanks were given to two retiring Management Group members:

Sharon Phillips of Badenoch & Clark (3 years) and **Murray Trantor of Trantel Ltd** (2 years)

NEXT AGM – 16th May 2011

Any member who wishes to stand for election next year should give notice to the Secretariat by 31st December.

If at any time you have business issues you wish to have raised locally with Harrogate Borough Council or with North Yorkshire County Council, either contact the Secretariat directly, or any one of the Executive or Management Group members, who will be happy to pass on your concerns to the most appropriate Council officers.

YORKSHIRE BUSINESS MARKET

Feedback from exhibitors at the 2010 Yorkshire Business Market has so far shown a high level of satisfaction, with most wanting the same time, venue, etc.

A few constructive suggestions have also been put forward, which the Management Group will consider in the planning of the next Yorkshire Business Market, which will take place on **Monday, 9th May 2011** – due to the later Easter.

BUSINESS DEVELOPMENTS

Barceló Majestic Hotel Fire

Our best wishes to go Vince Johnson, General Manager and all the staff of the Barceló Majestic Hotel, who are fully committed to restoring the hotel to its former glory.

The Majestic Hotel is a prominent hotel in Harrogate and they would like to reassure everyone that only a small part of the hotel has been damaged and they will be doing everything they can to ensure that the hotel will be up and running again just as soon as possible.

They have thanked not only the emergency services and the local council for their tremendous support, but also their fellow hoteliers and the local business community who rallied round to help the hotel in its hour of need.

Proposed new Police Station

Leaflets showing the proposed design of the new Police Station on the Cardale Park site were available at the meeting. Brian Dunsby and Robert Whiteley have visited the site and their only concern was, where is the new town centre base going to be situated?

They feel that the best site would be in or near to the proposed new interchange where the railway station and bus station will be connected. More information is available at: www.northyorkshire.police.uk/newpolicestations

York and North Yorkshire Economic Bulletin - April 2010

YNY Economic Bulletin for April 2010 shows that VAT registrations are up, Job Centre claims are down and most importantly the number of new businesses is up 15% on the previous year. The trend of new bank accounts continues to increase, since the seasonal low in December 2009. Almost half the new accounts were set up as sole traders, but a greater proportion of Limited Companies set up this month. Members may request a copy from the Chamber Secretariat by e-mail.

Hospitality & Tourism Awards 2010

The shortlist for the Harrogate's Hospitality & Tourism Awards 2010 have recently been announced and tickets for the Awards Dinner have already sold out. You can see the shortlist at www.destinationharrogate.co.uk

New Head of Culture, Tourism & Sports

Harrogate Borough Council has appointed Lois Toyne to the new position of Head of Culture, Tourism & Sports within the Department of Development Services. This is a significant move by the Council to separate leisure tourism from business tourism and put more resources behind it.

Harrogate Chamber officers are hoping to meet Lois shortly to take forward the leisure tourism agenda.

Bettys & Taylors short-listed

We wish Bettys & Taylors of Harrogate good luck after being short listed in the Yorkshire Business Masters Award in the category of Yorkshire Pride.

Other members in the tourism sector may like to submit self-nominations for the White Rose Awards in one of the many categories, before Monday, 24th May 2010.

Go to www.whiteroseawards.com/2010

MEMBERS' FORUM

FREE LinkedIn Seminar – What now?

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 are asked to 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, which will be in early June, please contact Steve directly, who will confirm a date and venue for the seminar in due course. **Contact Steve on steve@linked2success.co.uk - or look him up on www.linkedin.com !**

Members can now join the **Harrogate Chamber LinkedIn Group**, which is exclusively for members to network.

Steve Pepper offering 10% discounts

If you book a Health & Safety or Food Hygiene course with Steve Pepper Training during May and June, he is offering Harrogate Chamber members a 10% discount ON TOP of any existing special offers he has available.

Visit www.steve-pepper.co.uk

10% Discount on Safety Training

First Aid and Safety Training Ltd is pleased to offer a 10% discount to Chamber members for all bookings made in May or June. The most common first aid emergency is cardiac arrest. Every minute delay in CPR decreases the survival chance by 10%. Training gives staff the confidence to save lives – and could generate positive PR for your business. **Emergency First Aid at Work** training is available from as little as **£40 pp**.

As tragic events at the Majestic have shown, fires can rapidly get out of hand, with devastating consequences. Training in the **Safe Use of Fire Extinguishers** could be added from **£20 pp**. **That's a full day's training in lifesaving skills for only £60.**

Other courses are available, including tailored fire warden training. Please call Annette on 07824 831119 or visit www.faast.co.uk for further information.

THANKS TO CEDAR COURT HOTEL

Many thanks to Simon Cotton, General Manager at the Cedar Court Hotel, and his staff, for hosting the AGM which had another good turnout of more than 80 members. Several enjoyed the ambience of Cedar Court's recently refurbished bar and lounge area. Find out more about Cedar Court Hotel at www.cedarcourthotels.co.uk or ring 01423 858585 to request information. Cedar Court Hotel is a member of **Destination Harrogate**, an association of the leading Harrogate hotels: www.destinationharrogate.co.uk

FOCUS GROUPS

Traffic & Transport

A new **Local Transport Plan Consultation** draft has been published. If you would like to receive a copy please send an e-mail to chiefexec@harrogatechamber.org

Comments are invited on what you consider to be the priorities for the area. Brian Dunsby stressed the importance of the business community getting behind this kind of consultation and to send feedback to the Chamber, so we can take forward your views and proposals.

Chamber Officers have had meetings with the new East Coast Team and have submitted feedback to the Dept for Transport on the **InterCity East Coast Consultation**. Any members who regularly use this service please let us have any comments so they can be taken into consideration.

For travel from York to London look at **Grand Central's** services that can be cheaper. Harrogate Chamber is now talking to Grand Central about adding Harrogate to their services at the next round of bids for ECML timeslots.

SCAMS & SPAMS

More E-mail Scams

Beware of e-mails purporting to be from your Bank that alert you to spammers trying to capture your personal data. They then encourage you to click a link to improve your security. That link is a hoax - do not click on it.

Facebook is one of the recent social networking sites to fall foul to spammers who claim to be trying improve your safety and have changed your password, asking you to click on an attached document to find your new password. This is in a zip file that can contain dangerous viruses.

Windows telephone scam

A member has reported receiving a telephone call from an Asian sounding male claiming to be ringing from a software company on behalf of Windows operating systems because people in the area have been experiencing computer problems. He asks you to enter text into the run bar and follow his instructions. **DON'T** fall for this - it could result in a complete computer failure.

European City Guide resurfaces

Look out for documents arriving from European City Guide, which appears to offer a free entry. In the small print it will charge you 997 Euros a year for 3 years minimum.

NEXT MEETING

14th June - Pavilions of Harrogate # Change of Venue

The venue for the next meeting on 14th June has been changed from the Majestic Hotel to Pavilions of Harrogate.

The winners of the Best Small Company Award in the Ackrill Business Awards, **Extreme Creations**, will be speaking about their business journey and how they succeeded in building up their company.

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

Printed by Enid Taylor Ltd, Harrogate Tel: 01423 567764 Fax: 01423 567765 E-mail: info@enidtaylor.co.uk