



UNCONFIRMED

**Minutes of the Otley Chamber of Trade Business Meeting held 21st June 2015
at 6.30pm at Horse & Farrier, Bridge Street Otley**

Present:	Tom Hatley	Christopher Little & Co (President)
	Craig Mason	Yorkshire Floorcraft (Vice President)
	Carole Drake	(Secretary)
	Andrea Appleby	Appleby Cards & Gifts
	Trevor Backhouse	Patisserie Viennoise
	Fiona Jane Bell	Academy Florists
	John Bell	Jonny J's Ice Cream
	Peter & Elsie Brown	Brown's Gallery
	Wendy Brown	Real Food Shop
	Katie Burnett	Courtyard Planters
	Colin Campbell	LCC/OTC
	Katie Dwyer	Hollings Crowe Storr & Co
	Ray Georgeson	Ray Georgeson Resources Ltd
	Kathy Jens	Wharfedale Embroidery
	Pete Hart	Pete Hart IFA
	Peter Heald	Lund of Otley
	Matt Murray	Lili Waste
	Stephanie Lee	Otley BID
	Janet Raw	Wharfedale Agric. Soc (Otley Show)
	Sandra	Chevin Health Stores Ltd
	Tom & Les Winder	Cranberry Coffee
	Christopher Winpenny	Winpenny Photography
	Karen Wade & A another	Otley Cyclelodge
	Tim Wilkinson	Dowgill House

Apologies: Alicia Barber (Artemis), Pauline Coultas (Sweet Treats), David Eadon (BFE Brays), Ben Fowler (Art Works Framing) Simon Raybould (Printcrew), Alan Sowden (Sowdens Plumbers)

1. Minutes of the last meeting and matters arising

The minutes of the last meeting were confirmed as being a true record. Any matters arising were discussed within the meeting's agenda.

2. Welcome & introduction of new members & guests

The Chair welcomed all attendees and this was followed by an introduction round.

3. **Speakers:**

- i. Academy Florist & Johnny J's Ice Cream Parlour
Academy Florist – Fiona Jane Bell

The business sells flowers from quite a large premise in Otley. They sell traditional bouquets and bunches of flowers which are sourced from suppliers from all over the world (*Fiona showed a sample of her range and prices*). Academy Florist's also sell chocolates (Belgium) middle of the range but really very good, also gift cards and soaps.

Fiona said that the flower industry is in decline and face a lot of competition from the internet and cottage industries because they cannot afford business premises as it is not financially viable to pay rent, rates, parking and added to this the demise of the high street. Businesses & the community need to be more socially conscious and aware that we need to support local businesses and also encourage people into the Town Centre.

Fiona & John work in Otley and live in Knaresborough, but they want Otley to be busy again and at the moment it is not and they do not know where their business will be in 6 months' time as they are struggling. Otley needs the support of all local businesses to encourage people to shop locally and keep Otley vibrant - not only for the local community but for visitors, so they will return time and time again. If this does not happen – then who knows what Otley will become?

Finally, to reinforce her point. The Donkey Sanctuary shop draws people in and Fiona would like her shop to look like that. If she was paying 6% business rates she could afford it. Otley is not Harrogate or Ilkley, but the business rates are nevertheless high!

- ia Johnny's Ice Cream Parlour. John Bell said that before he opened his Ice Cream Parlour, he looked and tested numerous ice creams and Brymore had the edge and for Otley Brymore absolutely suits.

- ii. Liliwaste Services (Matt Murray) on improved waste services
"Liliwaste Services in conjunction with the Otley BID is offering local businesses the opportunity to save money on their waste disposal costs. We believe business should be kept local and to reward people for that we offer a lower price with a top service. We can offer twice weekly collections in the Otley area and anyone with multiple site locations in Leeds can be catered for (10 mile radius from the city centre Leeds)".

"Liliwaste will not quote or suggest a price that has room for negotiation, rather we give you the price at the lowest possible margin straight off the bat. A lot of waste disposal companies are charging for rental and document on top of the service, this is something we do not do. As proof of our commitment we are willing to offer 1-3 month trial service before signing a 12 month contract. Please contact Matt Murray for a free no obligation quotation: Matt.Murray@LiliWaste.co.uk".

Liliwaste do not offer a Recycling Service at the moment. Materials needs to be separated (by law) paper, glass, plastics and must be collected separately.

R Georgeson emphasised that not enough emphasis is given to getting the recycled side of waste disposal into the town. Matt replied on behalf of Liliwaste that he would take this issue back to the company and he was confident that they would be ready to sit down and talk about this.

- iii. Chris Thornton (Aura Jewellery) on Wharfemeadows Park redevelopment project. Chris has been interested in bringing boats back to the river over the last 9-10 years. He initially approached OTC to see what the costs would likely be and in March 2011 he had a meeting with then Town Clerk (OTC) and from there was directed to LCC. But, at that time (2012) the answer was 'don't phone us we'll ...'

Chris then approach Peter Mudge (Bid Manager) & Peter Heald to give them an update and detailed history of the initial meeting with LCC. I think what has taken so long is that Leeds will be worried about mitigation if anything went wrong. On Friday last, was the first time he had a meeting with all the relevant parties - Chris, Peter Mudge, C Campbell, R Georgeson, Steph Lee and an representative from LCC and the meetings overall was more encouraging. The meeting face to face with LCC was not negative, but LCC is ultimately responsible and this will be their concern. They need a robust H&S risk assessment and business plan in place before it will happen.

With the assistance and involvement of the BID Manager we went through the H&S questions and filled in all the required criteria and it will be re-submitted to LCC. The BID Manager has been very helpful and supportive in helping to push this forward.

This initiative needs as much help as possible (both financially & practically) and hopefully by next year with all the legalities in place this initiative can go forward.

Finally, it takes 3 weeks to build a boat and we are looking at a total of 20 boats. August 3rd will be the next meeting and we may have to tender. We are also hoping that local businesses will sponsor Water Bus or boat and if this succeeds it will be a welcome boost to the local community and visitors.

- iv. OTC Trade and Tourism committee – Wendy Brown (chair)
Lack of tourists in the town is very noticeable and we must try and get tourists back in town. For instance, coach parties to Otley – if we are not promoting Otley, they have no reason to stop. We have formed a working party to look at what we already have and to build on that. Example, business initiative, there is a need to get everyone together to see what we can do and put ideas together.

You may ask how does this differ from the Town co-ordination group? Answer - this does not differ. OTC used to have a better relationship through Tourism Committee but the tourism committee got shelved when the Tour de France 2014 was over. This new group will

be of assistance through building up a relationship with BID, OTC, OTP. An example is the coach parking. This has improved with the extra parking in Cattle Market Street and Otley now has an entry in the 'Coach Drivers Bible', and this will encourage more coach companies to come to Otley. We are also looking at better signage. Collectively we can and hope to do more.

4. Chamber Executive Committee updates

4.1 Light up Otley - there is a tender out at the moment for the installation for electrics.

4.2 Yorkshire month (Tim Wilkinson) " Only 3 Yorkshire Flags at this moment are flying in Otley, these being at the Conservative Club, Junction Inn and Dowgill House and it seemed a bit of a shame that the rest of the town are not making an effort. To celebrate Yorkshire Month Otley will have a week's worth of events (Mon 27th July – Sun 9th Aug) and to use the flag poles that have been used in previously years on various national occasions. We should have 135 Yorkshire Flags around the town and Jason (OTC) has produced a leaflet. 160 flag poles hopefully will be erected by the end of this week/beginning of next, in readiness for Yorkshire Week. This is an attempt to cheer the place up, as the public like them as they pass through the Market Place, and also catch people's eyes as they pass through the town. "

"Only 2 businesses have come forward and contributed towards the programme and I really hope this next week more business will come forward as we really need more participation to build the event up with more Yorkshire themes in the shops etc. We have been doing this for 3 years and it would be a shame not to keep the moment up."

Stray FM will assist in announcing the daily events as they are due.

4.3 OCT & Otley BID are sharing the costs of buying two defibrillators for Otley. These will be located centrally (outside 2 businesses) and staff will be trained on how to use them in an attempt to restart the heart. These are public defibrillator's which can be used by people with little or no training in the case of an emergency. Together with a 999 call, all instructions will be at hand.

5. Otley's own Welcome to Yorkshire

Deferred

6. Members

6.1 Great Yorkshire Show – Craig Mason

This might be an opportunity for the Town's Tourism Committee to jump on board and try and get more Otley Businesses involved in getting a stand at the 2016 show. It is estimated that a140k visitors go to the show over a 3 day period.

6.2 OTP – Peter Heald

Street Festival/F&D Fest. Although both these festival were successful in their own right, there was not a lot of support from the local shops opening on a Sunday (especially the Street Festival) and OTP is considering whether to run these 2 events again - ongoing.

6.2.1 LCC has signed the document for the sale of Ashfield and Richard Heslop is to give an update at the next Chamber Meeting.

6.2.2 6-8 Boroughgate – is edging towards exchanging contracts.

6.3 BID – Step Lee

Business directory now populated, but some businesses are experiencing difficulties getting on to it. Any businesses having difficulties need to contact Peter Mudge and he will give you a password to get into the directory. The directory should be live in September 2015, but there is a need in the meantime to populate it, by businesses, as they will have ownership of their own business information.

7. Date and time of next meeting

Tuesday 15th September 2015 at 6.30pm.

Blackhorse Public House