



**Minutes of the Otley Chamber of Trade meeting held Tuesday 19<sup>th</sup> May 2015 at 7pm  
at the Blackhorse Hotel, Otley**

<b>Present:</b>	Tom Hatley	Christopher Little & Co (President)
	Craig Mason	Yorkshire Floorcraft (Vice President)
	Carole Drake	(Secretary)
	Trevor Backhouse	Patisserie Viennoise
	Sarah Bailey	Hunters Estate Agents
	Alicia Barber	Artamis Gifts
	Fiona Jane Bell	Academy Florists
	John Bell	Jonny J's Ice Cream
	Elsie & Peter Brown	Browns Gallery
	Katie Burnett	Courtyard Planters
	Katie Dwyer	Hollings Crowe Storr & Co.
	Jo Greaves	Wharfedale Embroidery
	Paul Hancock	Guest Speaker (White Swan Training)
	Elsbeth Harrow	Newstead & Walker
	Peter Hart	IFA
	Peter Heald	Lund of Otley
	Steph Lee	Otley BID
	Peter Mason	Shopper
	Randal Metzger	Otley Town Partnership
	Simon Raybould	Cambrig Computers/Print Crew
	Alan & Susan Sowden	Sowden's
	Chris Thornton	Aura
	Carl Walsh	Bed Guru
	Tim Wilkinson	Dowgill House B&B
	Les Winder	Cranberry Coffee

**Apologies:** Apologies were read out at the start of the meeting but no names are recorded in the minutes.

## **1. Speaker – Paul Hancock from White Swan Training - How to Not to Fail**

White Swan Training Ltd. is a training & personal development consultancy based in Otley. We specialize in proper goal setting to focus staff, create time, beat procrastination and release the potential of people.

Director Paul Hancock has worked in training & staff development for 11 years and last year became one of the 1<sup>st</sup> people in the UK authorised as a YB12 Corporate Coach. The YB12 programme (it stands for **Y**our **B**est **12** months) has been developed in Australia over the last 25 years by businessman & personal development consultant John Grant and psychologist Anna Clarke. The programme delivers great results to all kinds of businesses and is practical, accessible & straightforward and shows instant results.

All business people know what they would change in their business over the next year if they could but they don't always do this because other “stuff” gets in the way. Why is this? No one sets out to fail but we can get sucked into patterns of behaviour which can go on to become a repeated cycle of small (or not so small) failures which prevent people & businesses from developing as they can.

We start to fail when we start to avoid what we need to do and the YB12 programme shows us why we do this and provides some key tools to beat this procrastination. We teach how to set proper achievable personal & business development goals and how to think in new & different ways to become empowered to win.

White Swan provide both short workshops for instant results and longer more detailed courses to ensure sustained growth. All our YB12 courses include follow up actions so that what is taught is actually put into practice to make a real and lasting difference.

If you think this is something that would benefit your business please contact Paul on 07905 010807 or [paul@whiteswantraining.com](mailto:paul@whiteswantraining.com)

## **2. Minutes of the last meeting and matters arising**

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

## **3. Otley Show debrief – Craig Mason**

We had the first Otley Chamber 'Shop Local' marquee at the Otley Show. 18 members spent a fantastic day at Otley show and most have said they would want to do it again next year. Next year we are hoping to increase the number of Otley businesses exhibiting to 25.

The Chair asked members present if they thought there was anything we could improve on for next year? Suggestions:

- Location of the marquee was not very good. Need to speak to the Otley Show organisers to get a more high profile position and more space. We are Otley

Businesses and we have always supported the show so surely we have some leverage?

- Example; unlike the COT Marquee, the 'Trade' tent and 'Made in Yorkshire Tent' were pitched in a high profile position; but, there were traders in the 'Made in Yorkshire' tent who's products may have been packaged in Yorkshire, but certainly not made in Yorkshire - or this Country! The 'Trade' tent last year was questionable, but this year traders were selling a whole load of junk. We (Otley Chamber) have a certain amount of power behind us as a business community, and we should have a say.

The Chair said, this year the Chamber got the marquee at a very reasonable rate from Otley Show, and this was partly due to where we were positioned. Suggest we pay a little more next year, possible charge the businesses a small increase. This year the marquee cost £600 (supported by the Chamber & the Otley BID) it may be double next year (due to size & location) and this would be too much for the Chamber to spend without increasing the cost of the business stalls. If the cost went up to £50 a stall would that be something the businesses would be willing to pay?

Discussions ongoing.

#### **4. Otley Town Coordination Group Report – Alan Sowden**

- 4.1 The purpose of the group (OTC, BID, OCT and OTP) was to get our heads together (every quarter) so there is no overlapping in the projects/initiatives we are individually involved in. Last meeting OCT highlighted that we would be doing the Otley Show, Christmas Lights and the Council became aware of the BID/COT's close relationship.
- 4.2 One of the ideas of the Chamber was to have a Map in the Town displaying the Chamber Member's names and their business. This is not viable now, because of the relationship between ourselves and the BID we have too many names to put on one map. So I proposed to the Council that we could utilise the display case in the Market Place, revamp it so both sides could be used. One side for the COT events, initiatives etc and the other side for OTC.
- 4.2 Boats on the river will not happen this year, but the discussions are ongoing as certain red tape has to be overcome. Hopefully next year the boats will be back!
- 4.3 Wharfemeadows park café + toilets we are asking the Council to look at the lease as these two facilities are often closed, which is counterproductive to the local/tourist communities visiting the park. Next meeting will be in two month's time.

Feedback from members to pass on to the co-ordination meeting:

- Coach parties. The local business community is doing there bit to encourage coach parties into the town. But the Tues & Friday Otley markets are embarrassing.

- There is no presence of any Ward Councillors coming to the Chamber Meetings. We have to raise this point and encourage a (dedicated) Councillor to come to the meetings to facilitate a communication link.

## 5. **Otley Bid update – Steph Lee**

5.1 BID now has a part-time BID manager (Peter Mudge) and he is in contact with the Market section (LCC) and has access to the right people. Cards with his contact details and days he will be working in Otley were available for members to take away.

Tel: 07481 891686 Email: [peter.mudge@otleybid.co.uk](mailto:peter.mudge@otleybid.co.uk).

Peter works in Otley Mon & Fri all day, Thurs morning.

5.2 Tate Fuels and Metro offering discount of fuel and bus travel for any employees that work for businesses in Otley. This is part of one of BID's initiatives to attract employees to come and work in Otley. If any member wants more information about this initiative, contact the BID.

## 6. **Otley Chamber update – Tom Hatley**

6.1 Street Reps – Next meeting Tues 26<sup>th</sup> May 5.30pm at Medina Restaurant in Otley. At the meeting we (at the moment 12 Street Reps) will discuss the role of the Street Rep and some of the current responsibilities.

6.2 WiFi (Leeds House Café Market Place). LCC planning has written to the Chamber instructing us to remove the WiFi from the building as we have not got the necessary planning permission. The Chamber, have on file, official correspondence that says we did not need planning consent. Issue ongoing, but in the meantime need to collate the number of users over a set period of time. **ACTION TH/SR**

## 7. **Correspondence**

None

## 8. **Members issues**

8.1 Katie Burnett - 675 people with Otley Loyalty Cards and 150 friends on Facebook. This show there is a lot of people that want to support us.

8.2 Phlok scheme – seem to have moved to another town.

8.3 Peter Heald (BID) Value packs - advertising (collection of promotional leaflets that are posted through people's doors). A business belonging to one of the BID Directors has done quite well with this scheme and asked, 'do you think it might work for Otley businesses?' For instance, instead of multinational advertising, it could be for local businesses. BID may look at this closer, but first want to put it to the Chamber members to gauge whether they think this is a good idea? Remember posting any advertising leaflets out is cheaper in bulk. Ongoing

- 8.4 Randal Metzger - Visitotley website. The numbers of visitors are going up. Business section 3<sup>rd</sup> May 728 visitors and the "What's On" events, shopping etc section is getting increasingly more hits. If you have any general news we have a news section we can put information on, just send us an email. Also it was suggest by the Chair of the Chamber, that the Otley Economic Bulletin goes on the Visitotley website.
- 8.5 Otley Chamber website – The Chair said the website is not up to date at the moment but we are addressing it. We have got some extra help 'local business at a reduce friendly chamber rate' so we are working on it. New version will have all the meetings, minutes, list the empty premises, sponsorships, directory of business etc. Ongoing
- 8.6 John Bell - Dedicated Ice Cream Parlour. Brymor 12 flavours if it gets more popular we will increase the flavours.
- 8.7 Otley Carnival Float. If any Chamber Business wants to promote their business by displaying on the float . Contact Alan Sowden.
- 8.9 Charity Coffee shop (Cat's Protection) – a concern!  
This is in competition with businesses that pay the full rates. It appears that 2/3rds of the shops space is dedicated to selling coffee.  
Steph Leigh said that the Otley BID Manager (Peter Mudge) has some knowledge of charity shops and their trading companies, so we are working on this.
- 8.10 JSPS Consulting is working with BID. They have spoken to a number of businesses about their reducing the cost of their power. One business was Lund of Otley and JSPS has saved them £900 per year, and to top this, all the paperwork etc it is all done for you. You don't have to find the time to get the best deal, JSPS will do it! All they need is to have a discussion and look at your current energy figures. Any business can give it a try.
- 8.11 Mr J Mason (shopper). Otley is a lovely town in a lovely setting and very friendly. The down bit is closed shops/dirty windows, mail on the floor. Something should be done.  
Two suggestions were offered to the meeting:  
1. Inflicting an owner's tax on the empty property.  
2. Letting the neighbouring shops utilised the close shop's windows.

Steph Lee said that BID have a working relationship with Dales Eddison and we try to contact the shop owners and asked their consent to paint their empty shop window(s). The issue is contacting the owners, this is not easy and often we draw a blank.

**8. Date and time of next meeting**

Tuesday 21<sup>st</sup> July at 6.30pm at the Horse & Farrier.