



**Minutes of the Otley Chamber of Trade Business Meeting held 17th November 2015
At 6.30 pm at the Black Horse Pub, Otley**

Present:	Tom Hatley	Christopher Little & Co (President)
	Craig Mason	Yorkshire Floorcraft (Vice President)
	David Eadon	BFE Brays (Treasurer)
	Carole Drake	(Secretary)
	Rachelle Aitkin	The Yorkshire Marketing Co.
	John Bailey	Otley RUFC
	Dianne Broadbent	The Traditional Sweet Shop
	Jen Birch	Otley Ukulele Orchestra/The Woolpack Studios)
	Bob Brook	Otley Pub Club
	Peter & Elsie Brown	Brown's Gallery
	Katie Burnett	Courtyard Planters
	Colin Campbell	Leeds CC
	Hazel Costello	Green Fair (Otley Courthouse)
	Stuart Fildes	Otley Walking Festival/Walkers are Welcome
	Nigel Francis	OTC (Cllr. Danefield Ward)
	Elsbeth Harrow	Newstead and Walker
	Peter Heald	Lund of Otley
	Lee H	Maypole Fisheries
	Alec Hird	Shoecraft
	Vanessa James	Friends of Otley Lido
	Mike Law	Yorkshire Electrical Supplies
	Paul Mackie	Otley RUFC
	Randal Metzger	OTP
	Andrew McKeon	Otley Pub Club
	Anthony Middlemiss	Geo. Middlemiss & Son
	Lawrence Ross	OTP
	Shelagh Ross	Otley Science Festival
	Richard Sabey	The Woodpack Studios
	Leonie Sharp	Friends of Otley Lido
	Nic Ship	Otley Beer Festival Committee
	Rhona Smith	Otley Carnival
	Alan Sowden	Sowden Heating
	Katie Stitson	Otley Courthouse
	Abbie Stringwell	Aura Jewellery
	Chris Thornton	Aura Jewellery
	Karen Twist	Sowdens/Light up Otley
	Tim & Helen Wilkinson	Dowgill House B&B/Otley Xmas Tree Fest
	Christopher Winpenny	Winpenny Photography
	Katie Young	Hollings Crowe Storr & Co

Apologies:

No apologies were recorded.

1. Introductions, minutes of the last business meeting and matters arising

The Chair gave a welcome to all in attendance.

The minutes of the last meeting were confirmed as being a true record. There were no matters arising.

2. Speakers:

- 2.1 Leonie Sharpe from Friends of Otley Lido – sharing with us their aims and plans for the redevelopment of the Lido. “We are a group (currently 58 members) of enthusiasts, aiming to restore our outdoor swimming pool in West Yorkshire. Opened in 1924 the pool was closed and filled in in 1993. Restoring and opening the pool is a highly ambitious project with passionate and ambitious people behind it. What has triggered this off is that LCC is asking for expressions of interest to interested parties so they can offer the site for lease and this made us think if not now, then when? If we do not do it, then this site may be lost for ever and the opportunity to get the Otley Lido back. The campaign is to restore the Otley Lido in Wharfemeadows Park to its former glory for Otley”.

“How can this be done? We are here to convince you that this is a viable project. The committee has yet to agree our Constitution, Memorandum of Association and Articles of Association for our Community Interest Company. This is the legal entity we need to go through to make it happen and to establish our legitimacy. Once we have formed the company we will put in an application for the site and put together a comprehensive Business Plan. So where will we find the funding? The council says there is no funding available to restore the site because of budget cuts. The cost will be in the region of 3.5 million (approximately based on other towns who have done similar projects and have been successful). At the moment we have only got the total of our membership fees (£580) members are paying this willingly even though there is no swimming pool facilities (at the moment) to use. We need to look at attracting funding (we have a funding team looking into and will come up with feasibility study and also looking at funding streams). Aims and objectives: is for a not for profit community led organisation for the community, by the community. We believe it will open up huge possibilities for us linking in with schools in order to teach children to swim. We will also look at engaging local apprenticeships and local businesses. We would also like to link in with other communities around our area, example the hugely successful triathlon community”.

“Otley Lido will have to have a heated pool and open all year round to make it viable. We may approach Garnett’s with their hydroelectricity scheme and ask for their support. We are also asking for your support in this viable project and please join us at one of our meetings and also financial contributions. For information of meeting dates and progress of scheme go to [https://www.facebook.com/FriendsofOtleyLido/.](https://www.facebook.com/FriendsofOtleyLido/)”

2.2 Rachelle Aitkin & Lawrence Ross – outlining the plans from the Otley Marketing Committee which includes representatives from Otley Town Council, Otley BID, Otley Town Partnership and Otley Chamber

1. Why was the Otley Marketing Committee formed and why have we invited event Otley organisers to this evenings meeting?
2. What are our objectives?
3. How can the Town's businesses and event organisers help?
4. Why engage with us?
5. What's happening already?

Who is involved in the management committee? There are four parties OTP/OTC/OCT/BID these parties have come together to consolidate all our marketing for Otley. As far as Otley BID is concerned it was part of their Business Plan to spend £131,000 and this is the first part of that journey.

Why does Otley need a marketing committee?

- To have '**one main voice**' that promotes everything that Otley has to offer.



- To make it **easier for residents & visitors** to find out 'what's on'
- To **raise more awareness** outside Otley
- To **increase visitors** to the town
- To **increase spend** within the town

How do we do this?

- Our vision is to include Visit Otley (www.visitotley.co.uk and facebook page) in all marketing and communications

What have we done so far?

- Promoting 'What's On' via Website & Facebook
- Opening a new Twitter account
- Developing Visit Otley as a brand with a consistent look and feel
- Welcome to Yorkshire advertising
- Visit Leeds advertising
- First Bus X84 advertising
- Advertising at the Farmers' Market
- Discussing bulk buying of advertising with local radio and newspapers
- Direct link to the Otley Business Directory from the website
- Implemented footfall monitors to track progress

Consistent Marketing Plan

<u>EXTERNAL MARKETING – YORKSHIRE</u> Welcome to Yorkshire Coach Advertising		<u>EXTERNAL ADVERTISING – LEEDS</u> Leeds inspired / Visit Leeds Independent Leeds / Leeds Welcome Leeds List / City Dashboard
	VISIT OTLEY	
<u>LOCAL MARKETING – OTLEY & SURROUNDING</u> First Bus – X84 Strat FM Wharfedale Observer Ilkley Gazette		<u>INTERNAL ADVERTISING – OTLEY</u> Social Media Tourist Information Centre Otley Matters Economic Bulletin Farmers’ Market Loyalty Card Email Bulletin

Research: due to budget & resource restrictions most events only do a small proportion of the above advertising.

Welcome to Yorkshire Advert:

Visit Otley

- Events
- Shopping
- Food & Drink
- Outdoors

Otley Business Directory Marketing Pack

Advertising Plan to include:

- #BuyinOtley hashtag used throughout social media/advertising & by business
- Giveaway incentive on social media, prize/s donated by local businesses
- Otley Loyalty Card discounts
- Local PR via newspapers & radio
- Online via websites (Otley BID/Visit Otley) & social media

Marketing Pack to include

1. Business Card
2. A5 Leaflets
3. A4 Posters
4. Window stickers
5. Tent Cards

Stray FM Advertising Proposal

1. Airtime – sponsor of ‘The Guide in the Dales’ 130 tags per month to 60,000 listeners
2. Web Banner – Stray FM homepage. Potential 73,000 visits per month (Oct’15)
3. Social Media – Facebook & Twitter
 Facebook followers 16,747
 Twitter followers 15,600

Cost: £1,200pm reduced to £750pm (open to negotiation)

How can you get involved?

- Send details of your event (in advance) to:
jane@otleytownpartnership.org
We will promote it on Visit Otley and with our wider network, ie. Welcome to Yorkshire, etc
 - Share any early preparation information, we can help you gain momentum/volunteers
 - Upload a post to our Facebook page, we will share it
 - Link us into your Twitter posts, we will RT it
 - Promote Visit Otley website & social media pages in your communications
- There followed a question and answer forum.
Finally LR suggested that If you have not looked at the Visit Otley website I ask you look at it and it holds a lot of other information

After the presentation from Rachelle & Lawrence there was an open forum discussion about how best to advertise.

3 Chamber Executive Committee updates:

- President's report – Otley Business Awards - Tom Hatley aided by Tim Wilkinson Sainsbury's Car Park. Sainsbury intent to submit a planning application to change the parking time at Sainsbury's in Otley to 2 hours instead of 4. Otley Chamber intends to draft a response to Leeds Planning Services (planning application number 15/06385/FU).
The president asked the members how they wished to vote? In favour of changing to 2 hours or keep it to 4. The majority were in favour of objecting to the change.
 - Otley Business Awards will be held in March 2016, look out for further information.
- ii. Vice President's Report – Light up Otley Craig – Mason
Xmas lights have already gone up in Orchardgate and the rest will start to be erected on Wed 18th November with the Light's Switch On Monday 30th November. Last year we have 140 trees this year it will be 190+.
- iii. Charity Calendar – Alan Sowden
This has been put together on the back of photos featured on facebook which has formed the calendar. Proceeds from the sale to go to charities, Otley Lions, Martin House Hospice and Otley Action for Older People. The price of the calendar is £5.95 or 2 x £10. 40 outlets have agreed to sell them and already 500 (25%) have been sold.
- iv. Loyalty Card – Katie Burnett

“We are having a swell of interest at the moment as the Chamber of Trade have a competition at the moment to drive footfall in October & November (usually a downtime for spending). The competition is open to any customer with an Otley Loyalty Card spending any amount of money in any of the businesses - their loyalty card number then goes into a hat and Tom (President) to draw the winning number at the Otley Victorian Fayre on 6th December. The winning ticket will be £100 of vouchers to spend in the Otley Loyalty Card shops. With a lot of card holders signing up we are very close to a 1000 cardholders in the scheme with a 1000 people’s email addresses.

vi. Planning – Peter Heald

At the moment we have been studying the Site Allocation Plans and OTP have submitted their remarks about some of the sites in Otley. But one of the main things is that we need to retain existing employment sites and that is not part of the SAP and we think it should be (example: Armitage Monobond should be ring fenced as an employment site as they want to build houses on there). We also think they have underestimated the number of new space for employment land that is required for businesses. If we are getting 12-1300 new homes we want to make sure that existing businesses have room to expand and also attract new businesses.

Tim to put highlights in the Economic Bulletin.

vii. OCOT Finance – David Eadon

“We have £3,500 money in the bank”.

3. Members forum

No figures for footfall counters at this meeting but will be published in December.

8 footfall counters positioned around the town

Browse time

Lunds of Otley

Jenni’s Dresser

Bondgate Bakery

Ethical Jeweller

Becks Electrical

Ivision Opticians

Patsy’s Wicca Basket

The two weeks running figures will be out in December.

4. Date and time of next meeting

January 19th 2016 at 6.30pm at the Black Horse, Kirkgate.