



**Minute of the Otley Chamber Business Meeting held Tuesday 15th September 2015
at 6.30pm at Black Horse Pub, Otley**

Present:	Tom Hatley	Christopher Little & Co (President)
	Craig Mason	Yorkshire Floorcraft (Vice President)
	Carole Drake	(Secretary)
	Jo Allen	Last Word
	Andrea Appleby	Appleby Cards & Gifts
	Trevor Backhouse	Patisserie Viennoise
	Alicia Barber	Artamis Gifts
	Chris Barker	Dodgehons
	Peter & Elsie Brown	Brown's Gallery
	Angela Dearing	Elegant Curtains
	Jo Greaves	Wharfedale Embroidery
	Julie Halford	Dodgehons
	Elspeth Harrow	Newstead & Walker
	Pete Hart	Pete Hart IFA
	Peter Heald	Lund of Otley
	Stephanie Lee	Otley BID
	Mel Metchalf	
	Sandra	Chevin Health Stores Ltd
	Simon Raybould	Cambrig Computers/Print Crew
	Alan & Karen Sowden	Sowdens
	K Swales	Kids Emporium Otley
	Chris Thornton	Aura Jewellery
	Tim Wilkinson	Dowgill House
	Christopher Winpenny	Winpenny Photography

Apologies:

1. Minutes of 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. Introductions

The Chair gave a welcome to all in attendance, and introductions were done

3. Speakers:

i Jo Allen from LastWord – The Importance of the written word.

Top tips for checking

- Go somewhere quiet.
- Use spellcheck as it will show up some errors but never rely on it because it won't highlight words such as 'penal' instead of 'panel'.

- Use a dictionary – Oxford Dictionaries Online is the best resource:
<http://www.oxforddictionaries.com/>
- Print it out – don't just read it on screen
- Leave it for an hour or overnight if you have time.
- Read it aloud. If it sounds OK, then it is probably ok.
- Get someone else to read it.
- If it's short, read it backwards.

A few common things that help to make text look better.

- **Abbreviations** – the standard 'rule' is that the first time they occur they are written out in full followed by the abbreviation in brackets (no need to use quotation marks). For example: World Health Organization (WHO) [Note that the WHO spells 'Organization' with a 'z']
- **Ampersands** – don't use these to replace 'and' in text – they look untidy and can be misleading – use them only to join linked items such as 'Health & Safety' or where a company name includes them, such as 'Bang & Olufsen' or 'Black & Decker'.
- **Ellipsis – three dots only...**
- **En dashes** – these are dashes slightly longer than hyphens and are often used to replace commas – only use hyphens for adjectives and where words are commonly joined up, like 'day-to-day' or 'state-of-the-art'.
- **Numbers – always use a comma in figures 1,000 and over.**
- **Numbers – in books**, numbers are often written as words from 'one to ninety-nine' and then as figures from 100 upwards.
- **Numbers – in newspapers, magazines and other commercial texts**, often written as words 'one to ten' and then figures 11 upwards.
- **Numbers – if a number is really important**, such as a date or time limit, and often on websites where readers might skim quickly through the text, numbers can be kept as figures from 1 upwards so they stand out.
- **Numbers – to start a sentence** with a number, always spell it out as a word.

- **Technical words specific to your industry** might need explaining to anyone outside the industry.

- ii Step Lee (Otley BID)
SL gave an on screen demonstration on how to use the Otley BID Business Directory and demonstrated how BID businesses can enter their details.

A brief guide was also printed in the September issue of the Otley Economic Bulletin also BID Business can go on the website and get directions;

<http://directory.otleybid.co.uk/users/password/new>

Click [Forgot your password?](#) Make sure you use the email address registered with the directory and the BID and click [send me reset password instructions](#).

You will receive an email with instructions on how to create your own password. Once updated login using the new details.

Click [My Business](#) then the [Edit Business](#) button.

Make sure your profile is as good as possible. Once we have the emails of all the businesses we can go live. Any problems email Peter Mudge at peter.mudge@otleybid.co.uk

- lii Footfall Analysis – TH on behalf of BID
The BID has been testing, through a device, the number of people coming to Otley town centre and how many of them pass key locations. They have 2 footfall trackers (one at Bondgate Bakery and one at the Ethical Jewelers) which record this information. These trackers are designed to measure the number of people who walk past, at what time and track their movements while in the town. A weekly report is done showing the statistics and even the weather summary of the period (which often influences the amount of people who come into town). At the moment BID are basically monitoring how these devices work and looking at the data they produce. BID have been doing the analysis for just over 3 weeks and TH shared some of the data and received some feedback from members attending the meeting.

BID need to measure what they are doing (and the footfall analysis is one way), to give them information to confirm that they are improving things for businesses, and businesses will get value for money on what they are paying on the levy. If this trial is successful it is hoped that BID could extend the footfall analysis by getting 8 trackers in total to cover most of the center of Otley, placing them (example only) Waitrose, Asda, Bridge Street, Bondgate, Manor Square, Market Place and Kirkgate.

4. Chamber Executive Committee updates:

- i. Presidents Report – Extended Sunday Trading (TH + TB)
Trevor Backhouse said “ that he feels strongly about the proposed relaxed Sunday trading for supermarkets. The Government has issued a public consultation document with views of everyone to be submitted by the 16th September, but legislation will go on after that date. The extension of trading times doesn’t drive growth and the detrimental effect is on the people who work in these stores and on the small convenience stores and small businesses in general”. TB has personally written to GM (MP) asking for his support.

TH had previously emailed the details to Chamber Members asking for their views and a balanced response was received back. The general view was that it should be Local Government (not Central Government) that make the decision and agreed we need further local consultation.

- ii. Vice Presidents Report – More bins for Otley (CM)
Otley has had a lack of refuse bins for a long, long time, but now BID have purchased 8 and the Otley Chamber have purchased 2 to alleviate the bin problem. So 10 extra bins for the Centre of Otley!
- iii. Light up Otley and Charity Calendar (AS + MM)
It is hoped that the Chamber will be able to put up more lights and Christmas trees this year and BID have offered to put some money into making this possible but they have had to tender out the work. 3 tenders have been received and price variations quite different. We will be deciding at the next Executive meeting.

Charity Calendar. AS approached the Exec Committee at the last meeting because of the work Mel Metcalf and others had done in putting together some photos of Otley on facebook. From some of these photos it is hoped to produce an Otley Calendar - proceeds to go to a charities (Otley Lions, Otley Action for Older People & a another). It was proposed at the Chamber Executive Committee and agreed that the Chamber underwrite the cost of the production of the calendar. MM and others have managed to raised £740 in sponsorship so far and 34 businesses have agreed to sell the calendars, with no mark up. Asda also agreed to sell and not put it in their books. David Eadon to be the treasurer.

- iv. Yorkshire Week/Month (TW)
“This is the 3rd year we have done this on Yorkshire Day and the days before/after. This year we decorated the town with a 150 flags. Having done this for 3 years we wonder if it is well received (example: being proud of Yorkshire and being recognized) and encouraging people to come and look round the town. We were hoping this would turn into a festival of being proud and happy of being Yorkshire. But, looking around the town I am not really sure the shop windows recognize that and after 3 years you do wonder if it is worth doing? We have used the Otley Bulletin at regular intervals and also have been putting the word out on social media. It was unanimously agreed it is worth doing again. OTC have previously produce a brochure of the events (all Yorkshire themes) but the whole project needs the information and support of the businesses.
- v. Loyalty Card
Report to be circulated at a later date.
- vi. Planning – feedback from meeting with Persimmon Homes (PH)
Persimmon & Barratt Wilson Homes 550 new houses expected to be built but the Otley Eastern Relief Road will be **at least** 2 years before work starts.

Neighbourhood Plan. The group looking at housing/employment together with the BID and OTC suggested a Traffic Impact Assessment Survey be done. Persimmon are not

contemplating doing one at this at this stage. The NP housing group will be contacting people asking them what they feel about the increase in the number of homes and the consequential impact it will have on the infrastructure. Also going to ask the local community “do you think there is enough employment land?” We need to make our case for employment land. To start this process a questionnaire handed round at the meeting for members to fill in.

Lido. Another meeting to be held this Thursday to discuss a Business Plan and financial backing needed to be able to tender. BID is leading this and thanks to BID, who have managed to bring round the table, everyone that is important to this project.

5. **Otley’s own Welcome to Yorkshire – Town Marketing Committee meeting feedback - TH**
COT/BID/OTC/OPT the idea for the joint meeting is to pool resources and ideas for a Marketing Strategy, but firstly need to work out what we have. BID appointing some time for the Yorkshire Marketing Consultancy to mark out a process and develop a strategy. Any ideas please put through to admin@otleychamber.co.uk
6. **Members forum**
 - 6.1 Simon Reybould produced 2 publications, one being Suburban Events ‘Local Business News & Events’ happening in the surrounding area. It mentions Guiseley, Yeadon, Rawdon but not Otley. Why?
This need forwarding to the joint Marketing Committee. **ACTION**
 - 6.2 One member asked SL ‘are we having at some time, dedicated BID members’ meetings to enable levy payers to have their say’? SL replied that the BID members voted (42%) on a mandate for Promotion, Pride, Professional and everything we (BID Directors’) have done has fitted in with the 3P’s, plus we have a monthly slot in the Otley Economic Bulletin to keep interested parties updated.
7. **Date and time of next meeting**
Tuesday 17th November 2015 at 6.30pm at the Black Horse Pub, Otley