**REVIEW**

**AWARD WINS FOR TOURISM LEADERS**

At this year’s Harrogate Hospitality and Tourism Awards, the Ambassador of the Year award – sponsored by Harrogate Chamber of Trade and Commerce – was presented by our President to Jean MacQuarrie, editor of the Harrogate Advertiser Series of newspapers.

Jean has been in this post for more than 25 years and has been an excellent advocate for the best things about the area. She works with organisations of all kinds, including our own Yorkshire Business Market and Harrogate Christmas Market, to share positive news and promote the great work done by people in the community to make Harrogate an excellent place for visiting, living and doing business.

Simon Cotton and David Ritson of Destination Harrogate put on an excellent evening of entertainment at the Royal Hall for the Harrogate Hospitality and Tourism Awards (HHTA). Some of our best tourism-related businesses were recognised for their outstanding work.

Among the winners were several Chamber members: Norse (chef of the year – Murray Wilson), Hotel du Vin (unsung hero – Ian Kilpatrick), and Stockeld Park (team of the year). Congratulations to all of the winners, and to those who were shortlisted for awards in some very competitive categories.

The Chamber’s campaign for rail improvements, under the Harrogate Line Supporters Group, was shortlisted for the Achievement of the Year award but in the event lost out to Harrogate International Centre which is having an excellent period of growth and success.

Meanwhile, congratulations are due to Gary Verity of Welcome to Yorkshire, who was knighted in the Queen’s Birthday Honours. Sir Gary has been an excellent supporter of many events and projects in Harrogate, and recently attended Yorkshire Business Market. He has also spoken at several of our meetings in the past, particularly about the Tour de France which he so memorably brought to Harrogate in 2014.

**PUBLIC MEETING ON COUNCIL OFFICE PLAN**

A public meeting is being held at Harrogate High School on 1st July to discuss Harrogate Borough Council’s plans to sell off Crescent Gardens and build a new office at Knapping Mount. It is organised by Harrogate Civic Society and supported by the Federation of Small Businesses and Harrogate Chamber.

A petition has been set up calling for the final irrevocable decision to be delayed until more information is made publicly available.

Turn to Page 4 for more details.

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**GETTING THE MOST FROM YOUR MARKETING**

- Marketing in the digital age
- The legal side of modern marketing
- What you can and cannot do
- Data protection, consent, privacy and other issues

**BUSINESS NEWS**

- Tackling traffic: call for your views
- Mobile phone signal problems

**MEMBERS’ FORUM**

- Latest news from Chamber members
- Special offers, events and deals

**CHAMBER NEWS**

- Could you join a Focus Group?
- NEW offer: free mentoring session
- Farewell to long-serving member

**AND FINALLY...**

- Latest businesses to join the Chamber
- Report and photos from HHTA
- Details of next month’s meeting
Our June meeting focused on marketing. It began with Sarah Barry from Stray FM outlining the modern marketing landscape, and focusing on the need for businesses to use digital marketing. Taking a different approach, James Martin and Paul Berwin from Berwins Solicitors looked at the legal aspects of marketing, including data protection.

Local Gets Vocal
Sarah Barry, Managing Director, Stray FM
Stray FM, launched 1994, is 21 years old on 4th July. It broadcasts to the Harrogate district and the Yorkshire Dales, with 120,000 adult listeners (aged 15+).
Like it or not, digital marketing is something you need as part of your business plan. Evolve or die!
We worked with First Radio Sales (FRS) who used the 150 local commercial radios stations to do a survey about local shopping habits:
- 80% of people love living locally
- 80% travel less than 10 miles to visits shops, restaurants, pubs and for leisure activities
- 62% are more likely to consider a company or brand they have heard of before.
- Digital advertising spend for 2015 is a whopping £8bn, or 50.4% of all ad spend, increasing to 56% by 2018.
- Mobile is the fastest growth area
We spend an average of 1.8 hours a day with our mobiles compared with 1.5 hours with TV. What do we do with them?
94% use them to make calls and 12% for video calling
34% listen to music and 29% listen to the radio
53% use for internet and 57% for emails
1 in 4 people do their shopping
1 in 3 use a wide range of apps.
Smart phones:
83% of people own one. In the 16-34 age range, it's as high as 95%, compared to 80% of 35-54 year olds and 72% of those aged 55 or over.
Mobile advertising spend is 42% of all digital spend in 2015, increasing to 64% by 2018.
35% of the UK are on Twitter
58% of the UK are on Facebook
55% use Google (and 1/3 of those 2-3 times a week)
29% use LinkedIn
Social media advertising spend reached almost £300m last year and is still increasing rapidly. As a business, how do you incorporate digital, i.e. web/social media, into your business plan? Analysis of Stray FM’s brand engagement through web, mobile and social media shows 238,908 engagements in an average month (this was May 2015). This excludes traditional radio listeners.
Stray launched “Stray 360” in June last year to change perception of our business. We are no longer just a radio business, we are a multi-media communications platform that is results driven and we can pass this on to our clients.
We have invested thousands on new technology, people and time in getting to this stage, we have set new KPIs to measure our business against, including our digital platforms as well as our radio audience.
Top Tips from our experience:
1. If you’ve got a website, keep it simple, easy to navigate and fill it with great content, use great photos and short videos. If you haven’t got one, where have you been?
2. Do what your customers do, check out your competitors’ web site and social media, then adapt the best ideas! (Bear in mind what Paul Berwin says about copyright etc!)
3. Get on social media, your customers are waiting – find the right platform and someone with the time and the interest to do it, if not you, who?
4. Increase your chances of being found on Google - use key words linked to your business and repeat these words on web and social media platforms to increase your SEO, more quality content and more platforms will push you up that pecking order!
5. Give me offers and give-aways, give me a reason to keep coming back for more! And if it’s not mobile or device friendly, forget it, you will be way down the pecking order on Google search.
6. Use analytics to work out what’s working and what’s a waste of time. What’s “sticky”? what has the biggest viral potential shared by others?
7. Build alliances on social media, follow other businesses like yours
8. Make your posts on social media easy to share, link them to your website or other social media platforms
9. Reach your customers when they are most active themselves on social media, if it’s the weekend or evenings, schedule activity then, not just when you have time to do it.
10. Don’t clutter your social media with your sales messages, it will turn people off big time, use them as a tool to engage with lifestyle or topical content – it’s a two way street.
Finally, the feedback we get from our clients is that they don’t have the time or knowledge to do what they need to, so our advice is to find someone else who does: either outsource to an expert or find someone in your business who is already switched on to social media personally.
Digital is not going anywhere…
You can’t stop the waves but you can learn to surf!
Sarah Barry, Managing Director, Stray FM plc
Tel: 01423 522972
Email: sarah.barry@strayfm.com
www.strayfm.com
**The Legal Side of Marketing**  
**James Martin, Berwins Solicitors**

James Martin, Associate Director and Head of Dispute Resolution with Berwins, highlighted some of the issues which businesses need to be aware of when using direct email marketing methods.

There are a number of ways of collecting email addresses for use in marketing, for example by using newsletter sign-up forms, blogs or landing pages. Businesses need to be careful to make sure that they have individuals' consent before they can use any such email addresses for marketing purposes.

Consent to receive marketing material needs to be informed and specific. People need to know and understand that their email address will be used for marketing and they need to know what type of marketing material they will be sent. Best practice is to use an opt-in tick box whereby individuals give their consent. All emails sent out need to contain contact details for the sender, with an unsubscribe button.

Although the legislation does not apply to business to business marketing, individuals may still be covered if the business receiving the email is a sole trader or partnership, so care still needs to be taken.

Whenever you are advertising, whether it is online or elsewhere, ensure what you are doing is legal, decent, honest and truthful. It must not be misleading.

When it comes to comparing your product or service to a competitor, it is possible but it is not simple. There are many things to consider first and it would be worthwhile getting specific advice.

Ask yourself whether, as a business trading in one town or area, it is wise to begin comparing yourself to other businesses trading in the same place. If you are running a large national or international corporation competing with others on a similar scale, it might be a different story – but companies of that size will get extensive advice before proceeding.

James Martin, Associate Director & Head of Dispute Resolution, Berwins Solicitors  
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www.berwin.co.uk

**Trademarks and privacy**  
**Paul Berwin, Berwins Solicitors**

Paul Berwin, who heads the firm’s Commercial and Digital team, pointed out some issues arising out of the use and misuse of intellectual property rights – often an area of mystery for businesses.

In the online world copying is easy; but that doesn’t make it any more legal. Companies big and small invest a great deal in their business identities, and these are then captured by registering trademarks.

Trademarks are very powerful – if you have registered trademark, you can defend that mark against people throughout the UK (or overseas if registered there. If you use someone else’s trademark, expect to be challenged, aggressively – especially if it’s a big brand. Trademarks might be in names, logos, slogans and even colours (such as some uses of orange and purple).

There is a frequent misunderstanding that owning a company name or a domain name give you a right to use that name as your business name or trademark – it doesn’t; only trademarks give you that protection.

Much of the content of websites, whilst not comprising trademarks, will be subject to copyright which arises automatically and isn’t dependent on registration. It’s easy to copy photos or words from a website – but you might still be breaching copyright.

**Privacy:** If you collect information via your online marketing, or use databases, you also need to be aware of data protection issues – one of those phrases like “health and safety”, but not less important for that.

If you collect personal data or process it, you have to be aware of the key principles – which are:

1. Data must be fairly and lawfully processed.
2. Data must be obtained for specific, lawful purposes.
3. Data must be adequate, relevant and not excessive for the purpose.
4. Data must be accurate and kept up to date.
5. Data must not be kept longer than necessary – you cannot just keep it in case it becomes useful in future.
6. Data must be processed in accordance with the rights of the data subject.
7. Data must be protected by appropriate technical and organisational security measures.
8. Data must not be transferred outside the European Economic Area unless the destination country has adequate levels of protection.

More data protection legislation is being brought in. Many larger businesses are collecting increasing amounts of information about individuals. However, small businesses also need to be aware of their responsibilities.

Paul Berwin, Senior Partner, Berwins Solicitors  
Tel: 01423 543101  paulberwin@berwin.co.uk  
www.berwin.co.uk

**Q&A**

Q. What about banks sharing personal data with other banks? How do they get away with it?
If that is happening, it is not legal, unless you have consented which you may have done.

Q. How do these laws apply across borders?
Within Europe, the same laws apply. If you are talking about the USA, for example, the rules are different. This is why many international firms have different websites for people in different parts of the world.

Q. If you are using cloud-based computing, what steps do you need to take to protect your data?
Speak to your providers. Some services are based in Ireland, so the same laws apply. Microsoft deliberately moved there so it could operate in Europe.
Q. If you receive junk emails, should you unsubscribe or does it just confirm to the sender that they have reached a real person?
If the organisation appears bona fide, then you should unsubscribe otherwise you will continue to receive emails. That should lead to your address being put on a list of people who should not be contacted. A service like Mailchimp will do that automatically. Some companies do make it hard to unsubscribe and if that is the case, you can write to them directly to request removal and mention the Information Commissioner's Office. This should be enough to make them act.

Q. What about spam phone calls about accidents and PPI claims?
They are also covered by this legislation.

MEMBERS’ FORUM

Raworths Literature Festival
The popular Raworths Literature Festival, organised as part of Harrogate International Festivals, returns to Harrogate from 2nd-5th July. This year’s programme includes appearances from Bill Oddie, Edith Bowman, Dennis Skinner, Noddy Holder, Emma Bridgewater, Alan Johnson and many more. For details and tickets, call the box office on 01423 562303 or visit www.harrogateinternationalfestivals.com and click on Raworths Literature Festival.

Free digital marketing MOT
The Best of Harrogate is offering a free digital marketing MOT to Chamber members. The three-step process is:
1. A 10-minute phone conversation
2. Research and digital marketing review of your and other local businesses, and
3. A one-hour consultation/working session to discuss the findings and recommendations.
Anyone interested in taking up this free offer should call Alex Hewitt on 01423 847956 / 07802 634958 or email harrogate@thebestof.co.uk.

Stay and Dine at the Crown Hotel
The Crown Hotel, Harrogate is offering a two-night break for just £61 per person. Book between June and August to get a comfortable bedroom for two nights, as well as meals including breakfasts. The deal is based on two people sharing a double or twin room and valid for a minimum of two nights. Whether you want to treat yourself to a couple of nights away from home or you have friends, family or contacts coming to visit, call 01423 567755 to book.

Mountain Monkeys
Vice President of Harrogate Chamber of Trade and Commerce Steve Pepper will be taking to a "monkey bike" to ride 300 miles around Yorkshire and raise money for Yorkshire Air Ambulance. As well as being a life-long biker, Steve is a health and safety trainer – but is willing to take a risk with this project to raise money for a good cause. To donate, visit www.justgiving.com/mountainmonkeybikes/

Join the Driving Force
Through its Harrogate Easy Living Project, Harrogate and Ripon Council for Voluntary Services is looking for volunteer drivers. They will help local people, who are unable to use public transport due to mobility or location, to get out and about. To find out more, email help@harcvs.org.uk or call 01423 813090.

Summer Art Event
Summer Art Harrogate will take place at St Peter’s Church, Cambridge Street, Harrogate, from noon on Monday 13th July to noon on Monday 20th July, and on days in between from 10.30am to 5.30pm. Put on by the Harrogate Organisers, the exhibition will showcase the work of local artists from Harrogate and the surrounding area. A large number of talented artists working in the area will present a selection of their work including established artists as well as those just starting out on their creative life. On show will be paintings, prints, raku and ceramics, stained glass, jewellery and glassware, and artists will be available to talk about their work. A percentage from the sale of works will be donated to the Lymphoma Association.

EXTERNAL ORGANISATIONS

Business Generator
The first Business Generator event comes to Harrogate on Tuesday 7th July, at the Cedar Court Hotel. A range of inspirational speakers will offer advice on topics including digital marketing, social media, grant funding, sales training and more. The event is free, and visitors can stay all day or just drop in for an hour. To book, visit www.bizgenerator.co.uk.

We Are International
More than 80 new and experienced exporters will be taking part in an event in Leeds organised by Chamber International. It will feature some of the region’s most successful exporters sharing their tips and what they wish they had known before they started. The event takes place at Addleshaw Goddard’s offices in Sovereign Street, Leeds, on Thursday 25th June, 4.30-6.30pm. Places are £15 each plus VAT. Visit www.export.org.uk/latest-news/internationaltradevents for details or, to book your place, go to www.emailmeform.com/builder/form/1pq56X2boY3sga

SCAMS & SPAMS

Invoices
Emails are being circulated with invoices attached by two different organisations, but both are false. Firstly, emails have been received claiming to be for listings in the Thompson Directory. However, these are being sent to people who have not used any services or been listed. The second is from Phonographic Performance Limited, claiming it is for playing music in your business. These invoices appear to be sent out speculatively without any proof that money is owed. Beware of these emails and do not pay unless you are sure the invoice is for a service you have used.
BUSINESS DEVELOPMENTS

Council office development

As discussed at our meeting last July, and again at this June’s meeting, Chamber members are aware that Crescent Gardens is in need of a great deal of improvement. It is not a pleasant environment for staff to work in, and the HBC staff are currently split over five sites which is impractical. A final decision is to be made on 15th July by the full council.

However, questions have been raised about the timing of this new build project. NYCC’s outgoing leader, John Weighell, last month called for a unitary authority to be created for North Yorkshire, abolishing all District Councils. Several others have suggested just two or three unitary authorities covering the whole county. This is expected to be raised as a serious possibility within the next few years. There is no guarantee that there would be any local government based in Harrogate if unitary authorities were introduced.

In addition, there has been a lack of publicly available information about the costs and benefits of the various options put forward, including making use of the existing council office space available in Springfield House (currently only 54% occupied) in the short term or moving to another site such as Hornbeam Park.

The Chamber has launched a petition calling for the decision to be deferred until more information is available. This is not for or against the proposals, but simply for this irrevocable decision to be delayed. To sign, visit www.harrogatechamber.org/hbcoffices.htm before Tuesday 30th June.

A public meeting on this issue has been organised by Harrogate Civic Society, the FSB, and the Chamber at 7.30pm on Wednesday 1st July at Harrogate High School. Open to all businesses and local residents.

Traffic problems

Following a meeting with NYCC about the continuing problems at the Leeds Road junction, a new proposal is set to be published in early July. Many local businesses were represented at the meeting and they agreed that removing the echelon parking would not solve the problems, but would seriously affect the local businesses. Instead, they called for removal of the protected right turn into Vernon Road and the reinstatement of three lanes outbound from the town centre to keep traffic flowing through the junction.

At the June meeting, members supported these proposals and urged the Chamber to continue to fight for improvements, not just to this junction but to several others, including Woodlands and Cheltenham Parade / Station Parade, following a series of changes by NYCC which seemed to have made traffic worse.

Chamber Chief Executive Brian Dunsby would like to hear your views. If you are affected by the junction changes, let us know how and what impact it has on your business, customers and staff by emailing info@harrogatechamber.org.

Phone problems?

A number of Chamber members have mentioned they are having issues with their mobile phone signal, particularly on O2. An initial problem in May was reported in the Harrogate Advertiser, and O2 said it had fixed a problem which was causing problems with its signal. However, since then, people have continued to report problems with calls and texts not coming through. This is frustrating for people whose phone is for personal use, but can be very damaging for people relying on the phone to run a business.

If you have been affected, please send an email to info@harrogatechamber.org with the details.

CHAMBER NEWS

Focus groups

Harrogate Chamber has focus groups for lots of different issues affecting the business community, including Town Centre (which has its next meeting on 16th July) and Traffic & Transport.

If there is an issue that particularly affects your business, or that you have an interest in, you can join one of these groups to find out the latest developments and help to guide the Chamber's response. For details, email info@harrogatechamber.org.

Mentoring

A new mentoring service is being launched at our July meeting. If you are in the early stages of running your own business, or if you are planning to set up a new business, you can have a free initial session with one of our team of experienced mentors. This will allow you to find out what mentoring could do for your business and whether it is the right fit for you. Sessions will take place prior to our monthly meetings.

To book a place please send an email to info@harrogatechamber.org

Congratulations to Tony Shepherd

The long-standing vicar of St Peter's Church in the centre of Harrogate, Canon Tony Shepherd, has retired after 27 years at the church. In addition to serving his congregation, he has played a very valuable role in the wider community of the town centre and has done a great deal to help many people.

As well as abseiling down the church to raise funds for the superb refurbishment project, which has brought the building into much greater use, he has been very active in town centre life, helping to establish the many services the church offers to the homeless and vulnerable.

He has become a familiar face to many at the Chamber, having attended meetings and worked alongside many local businesses over the years.

We send our best wishes to Tony for a long and happy retirement, including many hours on the golf course! We are pleased to hear he is only going as far as Nidderdale to enjoy his retirement with wife Ann.
HARROGATE HOSPITALITY AND TOURISM AWARDS

The annual Harrogate Hospitality and Tourism Awards took place at the Royal Hall in early June, and once again Simon Cotton of the Cedar Court Hotel and David Ritson from the Old Swan Hotel put on a spectacular show – even performing a several magic tricks to impress the audience.

Hundreds of people, representing the best tourism and hospitality businesses in Harrogate, filled the venue and enjoyed a three-course dinner before the ceremony got under way. It was led by Sir Gary Verity of Welcome to Yorkshire, and it was fitting that a special award was given to The Spotty House at Bond End in Knaresborough for its work to boost the town’s impact during the Tour de France.

The photograph below shows Chamber representatives including Vice President Phil Holmes and his wife Sarah, President Mike Shaw, Chief Executive Brian Dunsby and his wife Beryl, and Past President Sandra Doherty.

The last month has also seen the Stray FM Local Heroes awards handed out. A lively and enjoyable ceremony recognised some excellent members of the community, and the Chamber-sponsored Charitable Business of the Year was The Academy Health Club and Spa. Congratulations to all the winners.

BUSINESS WATCH STICKERS

The Business Watch Membership stickers for 2015-16 are being included in this June Review for all current Members, i.e. those who have joined or paid their renewal fee since the start of 2015 and those who have agreed to host a meeting during 2015-2016.

Peel the thick cover-sheet off the sticker before placing it behind a clear window near your entrance door.

If you do not find one in your posted copy of Review, please contact the Secretariat to let us know your intentions for renewal of your Membership of Harrogate Chamber of Trade & Commerce. Thanks.

NEW MEMBERS

May / June

Ashville Trading (Venue Hire)
Anna Rakusen-Guy, Events & Lettings Manager
Tel: 01423 724827
E-mail: arg@ashville.co.uk
Website: www.ashvilletrading.co.uk

Blue Slate Media Ltd (Video Production for Business)
Keith West, Director
Tel: 01423 563458
E-mail: keith.west@blueslate.co.uk
Website: www.blueslate.co.uk

IMUK Ltd (Multi-Channel & Internet Marketing)
Chris Schofield, Director
Tel: 01423 884150
E-mail: chris@wsi-internetmarketing.co.uk
Website: www.wsi-internetmarketing.co.uk

YorTours (Leisure Transport Tourism)
Nick Smith, Owner
Tel: 07505 485532
E-mail: info@yortours.co.uk
Website: www.yortours.co.uk

THANKS TO THE ST GEORGE HOTEL

Many thanks to Edwina Stevens, Manager; Lynn Rankin, Events Manager and the staff at the St George Hotel on Ripon Road, Harrogate, for hosting the June meeting in the Wharfedale Suite.

More about the St George Hotel’s facilities at: www.coastandcountryhotels.com/england/harrogate-and-yorkshire/hotels/the-st-george-hotel

NEXT MEETING

13 July at St Aidan’s School

Our next meeting is “How to Start and Grow a New Business”, led by Richie Womersley of The Dog Walker, winner of Chamber-sponsored Small Business of the Year category at the Harrogate Advertiser Business Awards. Richie has grown his business from start-up in 2006 to a very successful company, now franchised across North and West Yorkshire. He will bring with him Jane Chamberlain from PR firm Cicada, which has helped to raise his profile.

Also speaking is Michaela Young from the LEP Skills Service, to outline what the LEP offers to businesses and how to access training and funding. Harrogate Chamber will launch their Business Mentoring scheme.

It takes place at St Aidan’s High School on Monday 13th July, with informal networking from 5.30pm and the meeting beginning at 6.15pm. To book (free for members and new visitors; £15 to visit from second time onwards) email info@harrogatechamber.org.