

October 2018

## Harrogate's biggest success story!

Our November meeting will see one of Harrogate's biggest success stories of recent years shared with the audience.

As first team manager, Simon Weaver (right) has taken Harrogate Town to the national football league for the first time. After securing promotion earlier in the year, the team has made an outstanding start to the new season and was sitting on top of the table for several weeks.

What's the secret to his success and how can the lessons he has learned help you to reach the top of your industry?

Join us to hear about Simon's experience at the Crown Hotel in Harrogate on Monday 12th November.

The meeting will also feature a presentation from Disability Action Yorkshire, introducing its new Access project for Harrogate.

As usual, doors open at 5.30pm and the



meeting begins at 6.15pm. Please book your place online in advance. Guests are welcome, so please invite any contacts who might be interested to book via the website as well.

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## Is your business financially fit for the future?

Thanks to everyone who attended our October meeting, where future-proofing was on the agenda.

We had three outstanding speakers sharing the benefit of their experience to help chamber members get their businesses in shape for the future—whatever that holds.

Ian Garner and Jon Geldart from the

Institute of Directors focused on the need for clear decision making in business, as well as establishing and building a strong brand. Meanwhile, our own management group Martin Gerrard, from Barclays Bank, spoke about his experience in supporting business owners over many years to help create stability and growth.

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## October meeting report



Ian Garner (above left) from the IoD began by focusing on how to take advantage of the international market. His comprehensive presentation is available to members and is packed with valuable information—contact us for a copy.

Jon Geldart (above right), also from the IoD, gave pointers on how to polish a market proposition and guidance on why the best brands appeal to our emotions. He gave some interesting examples of brands, how we look at them and what to look for when building your own brand. He was very interesting when telling us about his travels to China and how one particular airline uses profiling information gained when users fill in their details as they book flights. They ask for interests and hobbies so that you can be matched with someone with similar in-

terests when flying. He assured us it made for interesting journeys.

The customer dynamics and the target audience must play a part when deciding on your brand: it is not so much as appealing to everybody that you can but fine-tuning your strategy to appeal to the people you are trying to engage with.

Finally, Martin Gerrard shared lots of advice relating to cyber security and highlighted some tools Barclays offer for building skills. Contact Martin for web-links to the tools (you'll find his details on the Directory page of our website).



Martin will be inviting his colleagues to share their advice at our March meeting, when Business Fraud and Improvements in Technology will be on the agenda.

Many thanks to our three speakers for a useful and inspiring session, and to immediate past president Mike Procter for organising the meeting. Thanks also to the beautifully refurbished Country Living St George Hotel for hosting us.

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## New members

This month, the following organisations have joined Harrogate District Chamber. Why not look out for them at a future meeting and introduce yourself, or get in touch if you think you could benefit from their help? You'll find their full profile on the Directory page of our website.

### **Citizens Advice Craven and Dales Consulting Harrogate Districts**

Edward Pickering  
www.cachd.org.uk  
07963 237729

Lynda Fussell  
07775 926082

## Business News

**Harrogate BID:** Plans for a Harrogate Business Improvement District (BID) were officially launched on 26<sup>th</sup> September to an audience of business people at Bettys on Parliament Street.

Support for the plans is growing, and the ballot is now open. Any business which is eligible will have received a copy of the business plan and voting forms by now. If you haven't or would like to know more about opting in voluntarily, visit [www.harrogatebid.co.uk](http://www.harrogatebid.co.uk).

The website contains the full business plan, explaining how much money will be

raised and what the spending priorities will be, for the benefit all those businesses involved.

Harrogate BID is supported by Harrogate Chamber as we believe this is a fantastic way to boost our town centre at a very challenging time. We are working as part of the BID team to ensure businesses' needs are met as effectively as possible by its work.

Voting closes on 8th November. Please use your vote and take this unique opportunity to improve Harrogate for the benefit of all businesses.

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## Chamber News

**Meetings in 2019:** Our meeting calendar for 2019 is now on our website. It covers everything from the state of the economy to protecting your business from fraud. You can also pick up tips on developing your social media strategy, reducing your carbon footprint and more. As ever, we will have opportunities for informal networking at every meeting, as well as our dedicated networking safaris through the year. Please put the dates of all the meetings in your diary now, and don't forget to invite any contacts who may benefit from the topics on the agenda.

**Updating your profile:** One of the benefits of membership of Harrogate District Chamber is that you get a free profile page on our website. This automatically includes your contact details, but you also have the opportunity to write an engaging description of your business and services. Not only does this appeal

to your fellow chamber members, but it also helps to raise your profile among the many visitors we get on the website every month. If you need help to log in and update your profile, speak to any member of the management group or contact us today.

**Members' Forum:** Don't forget that there are several ways for you to communicate your own news to fellow chamber members. At each meeting, there's an opportunity to announce your events and offers to the audience. You can then send the details to us for inclusion in our monthly newsletter. There is also a Blog section on our website where we're happy to publish members' press releases and photos, spreading the word about your good news. This is a great way to get to know your fellow chamber members, too! Do check the website periodically to find out what's happening in our area.