

## Digital Dangers and How to Prevent Them!

Who knew there were so many different types of Cyber Attack, and that it's so easy to steal data or scam businesses? This week's meeting on *Business Fraud and New Technology* opened our eyes to the dangers, then taught us how to avoid being caught out. The overall message was train your employees and directors, check everything, and trust nothing.

Martin Smith, MBE, Chairman of The Security Company (International) Ltd, advised that a business's security team should be everyone in the workforce, and emphasised the importance of keeping all systems up to date.

Gareth Godard, Digital Engagement Manager at Barclays, warned us about social engineering; there's so much personal information about us available on the internet that can be used in phishing emails and other scams.

Guy Phoenix, owner and group MD of the Fresh Mango Technologies Group, which includes CCS 2000 Ltd, took us through case studies, including one client who lost millions because of a clever spear phishing email. He advised businesses to have a security audit and to have cyber hygiene training.

Rather than being negative about the dangers of doing business digitally, Peter Mortlock, Head of Third Party Providers Participation at Open Banking Ltd, assured attendees that Open Banking is growing and that it supports smaller businesses. It enables retailers to be paid up front for a product that was purchased with a loan. Open Banking links transactional information from the bank with third party providers. It offers more choice and opportunities.



Martin Smith, MBE

## Business Safari



Our April meeting is the ever-popular **Business Safari**, or B2B speed dating. It's lively and fun, with everyone getting just two minutes to showcase their business and what it can offer. These normally book up quickly, so don't miss out! Members may bring a guest. We would respectfully request that because of the logistical nature of how the safari runs, plus the fact food is provided, **if you register to attend, PLEASE let us know if you can't make it!** We really need to know final numbers to ensure the evening is a success.

**DATE:** Monday, 8th April **TIME:** 5.30pm to 8pm

**VENUE:** Harrogate Ladies College, Clarence Drive, Harrogate, HG1 2QG

[Register here](#)

## Food Hygiene



You may be interested to learn that **Harrogate has the highest average food hygiene rating of all towns and cities in the UK**, with an **outstanding** average of **4.85** out of 5. Councillor

Mike Chambers of Harrogate Borough Council proudly states that *"this recognition is testament to the hard work of our officers who ensure that hygiene standards in food businesses remains consistently high."* If you'd like to know more, check out this [website](#).

## Harrogate in Bloom



A message from the In Bloom team: "Our Floral town needs your help. Please could every business take ownership of the pavement or area immediately in front of their premises and make sure it is clean and weed free. The town would look much improved the addition of floral planters would also improve our standing as a Floral Town. The In Bloom Team has to

show community engagement to enable them to go for Gold. Please become a proud part of our town, even if your office space is slightly away from the town centre, a few flowers or some greenery will still make a tremendous difference. Be proud to be in Harrogate and support the In Bloom Team."

## Yorkshire Business Market



The Yorkshire Business Market has been rebranded as **YBM19**, and takes place at the Pavilions of Harrogate on 29th April. Brian and Beryl Dunsby are no longer involved, however Philip Bell and the Yorkshire Society have joined the organisation alongside Mark Lancaster. We wish the event every success and hope that it receives a lot of support.

## Free Bus Travel on Sundays



The Harrogate Bus Company are offering free bus travel every Sunday during March on their fleet of electric buses: 2A, 2B, 3, and 6. They've also teamed up with Harrogate Borough Council to offer 2-for-1 swimming at any council pool when you travel by bus. The firm have been shortlisted for the Better Society 2019 environment award for their campaign to make Harrogate a low emission bus town.

## New member

Welcome to the following business that has recently joined us. You can find their full details on the Directory page of our website, or introduce yourself if you see them at an upcoming meeting. New members attending their first meeting will have the opportunity to introduce themselves and say a few words to the audience at the end of the meeting.

### True Financial Design

Lottie Kent

[www.truefinancialdesign.co.uk](http://www.truefinancialdesign.co.uk)

Tel: 01423 297077

## UCI Business Roadshows



Harrogate Borough Council is staging a series of roadshows to help businesses make the most of the UCI Road World Championships.

The cycling championships take place in Yorkshire from 21-29 September, with Harrogate selected as the main competition town, where every race will finish.

A series of free-to-attend 'Harrogate Welcomes the World' roadshow events will showcase how local companies and organisations can maximise the business opportunities presented by one of the world's biggest sporting events.

The first three events are:

27 March: Wesley Centre, Harrogate 8.30am

2 April: White Bear, Masham 8.30am

10 April: Henshaws, Knaresborough 4.30pm

Attendees will hear from local organising committee Yorkshire 2019 and Harrogate Borough Council. There will also be a marketing masterclass from Harrogate-based PR experts Cicada.

Thousands of visitors from across the world are expected in the district over the nine days of racing. There will be an estimated global television audience of 150 million and more than three million roadside spectators.

Cllr Graham Swift, Cabinet Member Resources, Enterprise and Economic Development at Harrogate Borough Council, said: "We are delighted and very proud to be hosting one of the world's biggest sporting events. Our goal is to assist as many local businesses as possible to join in and enjoy the benefits of Harrogate being on the global stage. Our business roadshows will provide everything you need to know along with inspiration and tips to ensure that your company can make the most of this once in a lifetime opportunity."

To book your place, visit <https://www.eventbrite.com/e/uci-2019-road-world-championships-business-roadshow-tickets-58368877885>

Details of further events in Harrogate, Ripon, Knaresborough, Boroughbridge and Pateley Bridge will be announced soon.