

# Otley Chamber of Trade

16<sup>th</sup> November 2021 - Otley Parish Church 6pm

## Minutes of the Meeting

Apologies were received

Those present who gave their names were:

- Simon Raybould
- Les Winder
- Pippa Ridley
- Katie Burnet
- Victoria Oldham
- Chris Thornton
- Agnus Zsednai
- Mark Shepard
- Tim Davison
- Stuart Davison
- Sean Parker
- Carla Waite
- Martin Waite
- Gordon Haycock
- Leonie Allen
- Jo Lyons
- Richard Hughes
- Lesley Noble
- Elaine Shuttleworth
- Debbie Keen
- Trevor Backhouse
- Sharnnon Coles

### President's Report

Ish from the phone shop in Orchard gate thanked everyone for their kindness after his health scare.

Simon attended the Town Co-ordination group and with members of LCC discussed how to attract more businesses into Otley. Their goals are to build a sustainable town centre through Facebook promotional campaign.

Feedback, Gaynor at Palatis in Motion thanks everyone for their support.

### Speaker – Doughnut Economics

Speaker Shannon Coles gave a presentation on Do-Nut economics which is a social document from LCC and OTC, 2030 projects which they would like to achieve. Climate Change and Social Justice.

Do-Nut Economics is an On Line platform who hopes to work with businesses in Otley, there will be a zoom meeting on Thursday 18<sup>th</sup> November.

Questions . Will it work in Otley. It already has good results from Courtyard Planters and Like Nana Did.

Do large companies take part. Yes, Uni Lever take part.

HBC have a Climate Change group who encourage farmers to use non chemical fertilisers. More focus on better food and not just cheap food.

The Do-Nut data is collected from scientific studies. Les Winder will issue a link in due course.

Sustainability is the way forward in Otley.

President Simon Reybould thanked our speaker and for all those who asked the questions.

### BID Report

Katie Burnett reported on the BID. Current projects, Paper Bags, Christmas newsletter , Christmas trees and support other decorations/ video. Lido, Benchmarking study, Training for anything businesses want. Please contact the BID

Not all businesses are on the BID data, unfortunately those businesses who work from home are not recognised as BID levy payers .

Ilkley have a Non Levy fee for people to be included in the list.

What about members of the Chamber in Otley who are not on the List. Katie will investigate.

### Ideas For Increasing Otley Footfall

Ideas from the members at the meeting. Otley Show Marquee is booked for next year for members of the Chamber, we would like to see Non Retail businesses take part this time.

In December, Otley is promoting Sunday opening for the 5<sup>th</sup> and 19<sup>th</sup> December for retail businesses to stay open.

Members said they are looking forward to the Lido to be open, plenty of people us the park and consequently the shops in Otley. It is felt that the park and river is an asset to otley.

### The Business Awards

There was a presentation from Katie Burnett. Mystery shoppers judge the categories , usually about 125 businesses take part but businesses have to be based in Otley.

Last year “Like Nana Did” won two awards, she promoted her business through Social media .

Pippa asked several questions to Jo from at Like Nana Did about Social media, the community feel in her shop, a feel good factor during lock down and Jo knew who she was marketing to.

A question was asked if winning two awards was helpful. Jo said it was good publicity and the customers who use the shop felt pride in helping the ethos of what Jo is doing.

### Ideas For Increasing Otley Footfall – From Members

Bus services for Otley could be improved. Unfortunately this is nothing that OTC can help with.

For the 5<sup>th</sup> and 19<sup>th</sup> November, it is Free Car parking in Otley.

Coach Parking spaces are being taken up by school buses. Richard Hughes will look into this.

The Coffee Festival will be on the 30<sup>th</sup> April 2022. There are also plans for a Plant Festival.

President Simon Raybould thanked everyone for their attendance to what was an interesting evening and also to see new faces who were keen to be part of the discussions.