**Minutes of the Otley Chamber of Trade Meeting held Tuesday 17th November 2020 at 7pm**

**via Zoom Video Link**

**Present:**

Trevor Backhouse Patisserie Vieonnoise

Simon Raybould Print Crew

Penny Fardell (Treasurer) Holling Crowe Storr

Pippa Ridley (Membership Secretary)

Carole Drake (Minute Secretary)

Leonie Allen LA Beauty Salon

Katie Burnett Courtyard Planters/Otley BID/Otley Bus Awards

Helen Costello Cuddle Me To

Gaynor Coward Palates Studio in Bayhorse Court

Dr. Stuart Gore & Emily Yorkshire Counselling Psychologist and Technical Assistant

Andrew Hargreaves Westbourne House

Tom Hatley Christopher Little & Co./Chair Otley BID

Gordon Heycock Heycock & Jay Associates

Peter Heald Lund of Otley/OTP

Kathleen Holloway Team Leader (LCC)

Cllr. Victoria Oldham Cranbourne Accountancy/Ward Cllr. for Westbourne & Chair HDC

Robert Meddows Newstead & Walker Solicitors

Mark Shepherd

Stephanie Stead Stead & Co Architects

Helen Wilkinson Dowgill House/OCT Social Media & Bus. Awards

Tim Wilkinson Dowgill House

Les Winder OCT Exec/associated with Cranberry

Agnes Zsednai

**Apologies:**

Ish (Otley Mobiles)

**1. Welcome**

The Chair welcomed all in attendance followed by attendee’s introductions.

**2. Mental Health Support – Counselling Psychology Dr Stuart Gore assisted by Emily have come along today to address some of the issues we may be facing.**

*“This evening is a quick, practical whistle stop tour on how to better understand stress and some practical steps you can take and ways you can get help. I am a Counselling Psychologist by profession, prior to my career in academe I worked for the NHS for 17 years and primarily worked in addiction services and also secondary care mental health.”*

Stress – Recognising signs and symptoms

Agenda

Introduction

What is stress?

What keeps stress going?

Practical steps

Where to get help

What is stress?

Feelings

* Tense
* Irritable
* Overwhelmed
* Helpless
* Anxious

Physical

* Butterflies in stomach
* Tired
* Exhausted
* Nausea
* Disturbed sleep
* Poor appetite

Thoughts

* I won’t be able to cope
* I won’t be able to manage all this
* I am going to make a mistake

Behaviour

* Constantly busy
* Drinking heavily
* Short tempered
* Procrastinating
* How do we know we are stressed?
* How can we understand it?

*“When exploring stress, with someone I work with, we kind of look at stress in terms of thoughts, feelings, behaviours and bodily experiences. Stress comes under the category of being a physical emotion: some of the feelings are of being helpless and anxious, overwhelmed, tense, and that is going to be true for all of us. There is a lot of bodily symptoms and physical symptoms associated with stress, like butterflies in your stomach, tired and exhausted, nauseous, disturbed sleep and sometimes over eating and some of these things can go in completely the opposite direction depending on the person. So some typical thoughts we have when we start to feel stressed. Stress comes in all different forms and it really depends on the person. Typical ways of coping for some people is drinking/smoking more, and constantly being busy - just running round like a headless chickens and people seem to get short tempered or even start to procrastinate by putting off really important things.”*

* Stress is a common problem
* 1 in 4 people experience severe stress
* Typically a response is life events e.g. debt, loss of income, relationship breakdown
* Stress is a physical emotion commonly known as the fight, flight, shallow breathing, muscle tension, racing thoughts
* Kept our ancestors alive enabling them to make rapid decision to run, fight or hide from predators
* We still need that survival response today
* We can’t deliberate all course of action all the time
* If you accidently stepped out in front of a bus you simply need to respond to survive
* Stress symptoms are not dangerous, they just occur at the wrong time e.g. travelling into work, watching your favourite TV show

*“Stress or anxiety and depression are called common mental health problems and they are common because they affect at least 1 in 4 people, so just think about that for a moment. When you walk down a street every 4th person you pass by will be suffering from anxiety and depression and it’s much more a prevalent issue in that the impact COVID is having on people’s mental health and typically people in the business community. So typical things that can be trigger: divorce, breakdown in relationships, getting into debt, bereavements and loss of income.”*

*What is going on with this physical emotion? It is all to do about this threat system. Threat system is part of the region of the brain that is called … nervous system, it is autonomic which is automatic and responsible for things like blood pressure, heart rate, breathing and body temperature things we don’t have any conscious control over and that threat system is part of that. It is commonly known as the flight, fright, and freeze response.*

*Bodily changes occur when we are stressed*. *Our body starts to sweat, rapid heart rate, and breath more shallowly and muscles become tense. The physiological responses are all gearing us up to either fight or hide. Why do we have this survival response? Well it was really important for our ancestors as they really had to run, fight or hide in order not to get eaten my predators. If they heard a rustle in the grass, for those ancestors who assumed it was a gentle breeze, well they were lunch! Our ancestors on the other hand either ran like hell or decided to pick up a rock and whack whatever was coming for them. That means we have a highly finely attuned threat system and we are very good at looking for risk/danger and we have developed a ‘better to be safe than sorry’ brain set. Saying all of this, the threat system still has its place in society. If we were to accidentally step into the road and not check for any oncoming traffic and we found ourselves coming face to face with the X84 then we don’t need to deliberate over our different choices and how to respond to a* *situation we want a survival mechanism which will just allow us to jump out of the way.”*

*“Stress symptoms are not dangerous they are just very unpleasant and often arrive at times when we least need them, like travelling into work or watching our favourite TV show. So what’s the stress cycle and what keeps stress going? The kind of two things that keep stress going are: either avoid situations or we distract ourselves. We avoid problems rather than face them – like a really important communication; email or telephone call we just keep putting off. Or we distract ourselves progressively making ourselves more and more busy and taking on too much work.”*

*“Practical steps; it is kind of two ways we can look at this, we can challenge some of these unhelpful thoughts and then we can think of actually instigating some of the tensions through to relaxations. When we get stressed out thinking styles get changed and if we are stressed for a prolonged period of time these intrusive negative thoughts can almost become like a habit and a way of being. You tend to find that these stressful thoughts we have are very slanted to being negative. And you start to become much more rigid and fixed, so we find ourselves catastrophizing and focussing on the negative. Predict the outcome of the future it is always bad in some way and the setback we have gets massively amplified.*

*So balance the thinking and this is a process you can do for yourself – it is not positive thinking it not like approaching a situation of positive mental attitude it is kind of looking at a situation in a more balanced way. As often we start to take these thoughts we are having as facts about reality, facts about our lives and usually our thoughts are just very random and they have no bearing or connection to what is factually potentially going to happen. So some balancing thoughts you may have - what advice would you give a friend? We are much better at giving advice and not following it ourselves, so think about the situation in terms of you were actually advising a friend. The key defence against stress/anxiety even panic is a breathing technique called … breathing and there are some guideline there from the NHS and how to practice … breathing. When you go into hyper drive you start to breath rapidly and this stops you oxalating your blood. So … breathing is when you breath deep down into you abdomen slow and in a controlled rhythmic way and it is a little bit of a body hack as it tricks your brain into thinking you are more relaxed that you are and is very powerful and effective.”*

*“In terms of relaxation I would encourage you to consider something called mind… it is very popular at the moment. It is a form of meditation and there is a helpful app there that is called head space. This is a subscription service but you can get access to 10 sessions of mindfulness and it is not limited you can go over them as many times as you like and that may be something you could get into the habit of doing.”*

WHAT KEEPS STRESS GOING

* Avoiding problems rather than facing them e.g. NOT responding to important communications
* Distractions

E.g. taking on too much work

PRACTICAL STEPS

Challenging unhelpful thoughts

* Balanced thinking is not positive thinking
* Thought are not facts
* What advice would you give a friend?
* Is there another way of looking at the situation?

Relaxation

* Diaphragmatic breathing
* Mindfulness
* <https://www.nhs.uk/conditions/stress-anxiety-depression/ways-releve-stress/>
* <https://www.headspace.com/>

*There are resources and websites you can read up on (as above and below). There are also self-help guides for absolutely everything you could possibly imagine and all life challenges we’re having a little bit of support can be helpful. For people in crisis there a link to crisis card it is a service provider when things get very overwhelming. But speak to your GP if you are worried or worried about someone you love or care about.”*

WHERE CAN I GET HELP?

Moodjuce

<https://www.moodjuice.scot.nhs.uk/>

Go get Self Help

<https://www.getselfhelp.co.uk/>

Leeds Crisis Card

<https://www.leeds.gov.uk/docs/CrisiCard.pdf>

Speak to your GP

Leeds Metal Wellbeing Services

[https://www.leedsscmmunictyhealthcare.ns.uk/our-services - a-z/leeds-mental-wellbeing-servicce/home/](https://www.leedsscmmunictyhealthcare.ns.uk/our-services%20-%20a-z/leeds-mental-wellbeing-servicce/home/)

Any questions?

Q. “I found you talk very useful as I am currently going through an employment tribunal in support for my partner, acting as his solicitor as we cannot afford to pay for a qualified one. It is the worst thing I have ever done in my life and I take my hat off to all the solicitors on how they do it. The last two weeks I have been feeling really down, stressed and presumed it was anxiety as when I’m like receiving an email from them I start getting quite cold and shaky. I might try some of the breathing exercise you have recommended.”

A. “*Sometimes you can anticipate those emails coming through and like I said before one of the un-helpful ways it just to avoid them, as you may be dreading what is going to be in those emails – one might start to imagine and predict and it is very scary and negative and that might be a sign you are starting to experience some stress symptoms. Check out the website links I have provided as there may be some very useful guides in there with much more detail than I have spoken about to day.”*

Q.”For employers who have got staff, what is the best way to approach these kind of topics as it could be an awkward subject and that leaves us feeling anxious and depressed?”

*A. “I still think there is a lot of stigma even though it is common issue and there will always be some life event/series of life events that means we will feel anxious and depressed. I think the best way to approach it will depend on the individual but I think it is important to have dialogue and conversation about it, as you are worried about you employee(s), it might be an opportunity for a one to one meeting and share some of your concerns with them.”*

All slides and links will be email through so everyone can access them.

The Chair thanked Stuart and Emily for their presentation with slides and links and said they will be shared with the members here present tonight, also the members who are not.

**3. Launch of the Otley Business Awards 2021 - Katie Burnett**

“Last year’s Business Awards got stalled but we were determined to hold the Business Award this year (all information on the COT website). This year we have a few less categories, so you need to get your customers to nominate you in the appropriate category. These categories are: Best Newcomer, Best Service Sector, Best Retail, Best Eatery, Best Pub or Bar and under the Best Good Service Award we have slightly renamed one Covid 19 Community Award for any business that has contributed to supporting Otley during the Covid 19 pandemic. We also have the Lifetime Achievement Award. So those are all categories you can get your customers to nominate you in. This year there are no paper nomination forms, you need to direct your customers to the online nomination form which are on the website. There is a new ways you can do that, you can print off the poster which is available on the website and stick that in your shop window and there are various ways you can promote it through social media as well, just make sure you LIKE the COT Facebook page and follow the Twitter page, and use the # OBA21 in any social media post - we will be able to share it more widely. There will also be an advert and press release in the Wharfedale Observer. There are a couple of categories that you may want to nominate your own business under, and they are: Best Apprentice or Trainee, if you are an employer and we have also got the Environmental Award, so that is if your business is shown to be working hard to improve its environmental footprint – so those last two categories you can nominate yourself. Finally, every single business in the Town is automatically part of the curb appeal category which is about how clean the front of your premises are, your branding that is visible from the roadside, planters – things like that, and this will be judged by Otley in Bloom.”

“The nominations open today and the form is live on the website and they run until 10th January 2021 so you might want to prompt your customers to nominate you a few times over the next few weeks. Don’t be shy in asking them to nominate you as we have found your customer really want to nominate you and want to tell you how fabulous you are!

How will the winners be decided. There is a slight change to last year and previous years as we have always used ‘mystery shoppers’. Mystery shoppers (all from out of town) visited every single nominated business in the past. However because we are not sure what the rules and regulations will be, come February, we do not want to commit to every single business being mystery shopped, so there will be a short listing process. The things that will be looked at in the short listing process are, social media, website, branding and curb appeal, community involvement that your business has and then everything that is on the nomination form will go into that short listing process.

Awards Ceremony will be an on-line event on May 19th 2021 and we will release more details about that nearer the time.”

“If you haven’t got a physical shop it would be difficult to enter the curb appeal as it is about your road side presence but there will be other categories you can encourage your customers to enter you into.”

The Chair thanked Katie and said the mantra of the Otley Chamber has been for many years “Shop Local and Otley Prospers”.

**4. UK Government Grants what’s available to businesses and how to apply - TH**

**“**These grants will not apply to everyone but I think it is useful to mention a couple of changes. The main one that has been announced for the current lockdown we are in, is a grant available if you have business premises. So if your business has a rateable value (Leeds CC have made available 3 tiers of a grants) and these are: for those under 15K, you can claim £1334 for 4 week lockdown. Those that have a rateable value of 15-51K can claim 2k for the 4 week lockdown. Those with a rateable value above 51K can claim 3K for the 4 week lockdown. There are caveats to claiming this money, your business has been forced to shut. So if you are carrying on trading, effectively you need to be careful and look at the rules to see if you are eligible to claim. If however you have a restaurant and you do a delivery or takeaway service you can claim because you cannot open your door as you normally would. There is very useful and succinct information on the Leeds.uk website and most of you should have received the link via Otley BID email. There are some other grants that sometimes come up. Just worth mentioning as well LEP Leeds City Region Enterprise Department Partnership every now and again they allow grants that are available for a variety of different areas, could be research, development or training, obviously the one that is going through is anything to do with Covid/Coronavirus. Recently closed there was a grant if a business had to adapt and this was money to adapt for coronavirus as an example and I have heard there will be a phase 2 application available in the next couple of weeks, so it’s always worth googling Leeds City Enterprise Partnership (LEP) and looking at the information on their website. There are support schemes still available for self-employed to be announced and the furlough has been extended. For the information given above go to OtleyBID.co.uk and this covers all the grants that are available.”

**5. East of Otley Development update – Kathleen Holloway (Team Leader LCC)**

Kathleen Holloway is a team leader for major projects in the Strategic Planning Department of City Development of Leeds City Council. “I am evolved with a team looking at the implementation of the East of Otley allocation (mixture of housing & employment). The reason I approached the Chamber is to look more closely at the evidence and demand locally around what the market might be for that employment land. So we have got 5 hectares of employment land allocated within 30 hectares approximately allocation, it is a large site and there is a lot of guidance going back to this site from 2001 – so it is a long standing allocation. I am sure many of you locally are aware of the site and thinking, well it is never going to happen! It is progressing and it is now progressing at speed. We got granted some Homes England initiative funding and this is help for the funding of the road, the relief road, that will join Pool Road to Leeds Road.” An Ariel view of the allocation was shown, “indicatively in purple with the star in the middle is where we believe the hectares of employment land will be located and that stems from guidance and Government principles that were in those policy documents that were shown on the first screen. That is really aligned with the need to have that employment accessed by the new relief road joining Pool Road/Leeds Road. We can’t get the development off the ground until we get the road. The site itself has got great accessibility to Otley Town Centre and good access to the new relief road. 15 min bus ride to Leeds & Bradford International Airport, 25 mins bus time to Ilkley, 40 min bus time to Harrogate and 34 mins bus time Leeds City Station.”

“So what are we looking at in terms of employment provision as its shows 5 hectares of general employment land? On the planning we categorised that as used class B2 and B8 (B2 industrial processes and B8 for storage and distribution). So this is a brand new employment land opportunity and really provides a strategic opportunity for new employment or the re-location of existing employers within Otley to upgrade and to maintain their presence within Otley. The emphasis within the Otley Neighbourhood Plan is looking at opportunities to create that start-up space for new employment within Otley focussing on the opportunities around manufacturing, low carbon, digital and creative industry. So I approached the Chamber and Simon very kindly came back to me and invited me to this meeting. My question was around whether the Chamber could help with evidence around supporting that strategic need for 5 hectares of employment land allocated? We are working in a cross partnership with the developer on site, but they are predominantly residential lead and not necessarily interested in employment land as the Council are. So I approached the Chamber with the question of, do you have any evidence around market needs? Picking up on work that was undertaken in 2015 where ACOM was appointed as consultant to undertake employment review of the Town in looking at the market needs. Here the conclusions were yes there is a strategic support for the allocation - manufacturing, local manufacturing, digital industries have the potential growth opportunities within Otley, the social economic context suggests there is local demand.”

Time frame re application - Spring 2021, Relief Road Autumn 21-23 and wider scheme completed by Summer 2028.

“The road plan for a wider infrastructure is a mixed use allocation, so it is housing roughly 550 new homes that will generally raise a need for a new primary school and through the site allocations planning of 2019 we introduced a new site requirement for a new primary school on the site. The Otley Rugby Club will be impacted by the ground alignment so there is a requirement to re locate and re-provide a pitch. The rugby club itself have grander ambitions to re-located from Cross Green and build a brand new stadium and this will be a separate planning application.” Kathrine said she was happy to share a copy of the slides and also said we (LCC Planning) are working with Pegasus which are drafting up a concept master plan for the site and that will be shared, with the Town Council prior to the application coming in and there will be a much wider public consultation showing a lot more detail than the slides to be shared.

LW – has already been in touch with Katherine with regards to requirements. Also been in touch with SW who’s responsible for letting the Otley Mills employment units (there has been large demands and only one left at the moment). Been in touch with Tim at Dowgill House, Tom from the Otley BID and Peter OTP and has had an input from all of them. I think I am at the state now that I can put together a draft note for Katherine that we can agreed in house before we send it off and any other information Katherine needs we will be happy to provide.

The Chair thanked Kathleen for her presentation and also informed members that Les Winder had kindly volunteered to be the ‘front man’ for LCC, OTC, OTP and COT and Les will liaise with Kathleen LCC, Tom at Otley BID, Pete at OTP etc.

LW – has already been in touch with Katherine actually re requirements, been in touch with SW who responsible for letting the Oley Mills employment units and there has been large demands and only one left at the moment. Been in touch with Tim Dowgill House, Tom from the BID, and Peter OTP and had input from all of them. I think I am at the state now that I can put together a draft note for Katherine that we can agreed in house before we send it off and any other information you need Katherine we will be happy to provide. One last comment, Leeds’s push for the environment - clean air and so on.

PH asked about the slides. I have been involved with this as I am the Chair of the OTP Development & Environment group and was also on the steering group of the Otley Neighbourhood Plan. I am also in the process of moving my business up to Otley Mills and as Les has already mentioned we were concerned that, that would end up as housing, fortunately it has been retained as employment land as Leeds had promised. You mentioned the ACOM report and that highlights the whole area around here where businesses, maybe have rather dilapidated premises but still want to stay local simply because there employees are skilled/semi skilled and do not want to be moving away. We have lost one or two businesses over the last few years to the Shipley development which is only 4 miles away. I have spoken to one major employer in Otley who was very interested in possibly re-locating there and one or two other businesses have shown interest, so I don’t think there will be any problem and I think we can demonstrate demand for that. One of the things I talked to Les about was there is a lot of housing development on the back of this about 600 houses roughly about 20% housing stock increase for Otley, which again will bring a lot more customers and a lot more business and we want to retain existing businesses and allow them to expand if they are builders, plumbers merchants, so I think there will be quite a lot of demand from those as well. Our OTP Development Group have been very interested in knowing where the employment land would be, as it is a great rumour mill is Otley but we do know from other developments particularly the Garnett’s & Ashfield development, that these developer are always trying get out of provision for employment land.

LW -Given the employment land in Otley this should lead to a reduction as people not having to commute into Leeds and other places, so this is a benefit as well.

**6. Otley’s Commercial Future – Pete Heald**

“I have done quite a lot of research, too much to discuss at the meeting this evening. What I will do is put it into a document so the Chamber secretary can circulate it. But just to go briefly back to what we were talking about there are quite a lot of housing developments round and about Otley. We have about 300 houses in Bramhope and anything up to 700 in Burley in Wharfedale. Otley is recognised by Leeds as being a district centre so its customer base is not just Otley, but we get great support from Otley, but we do draw in from Pool, Arthington, Bramhope, Adel, a little bit from Headingley, Horsforth and Guiseley, and Menston, Burley in Whafedale, & llkley these are very good areas for drawing in people. So as these developments come round they present opportunities and threats. The biggest threat in some ways, is the motor vehicle, because 600 houses alone at the East of Otley will produce more competition for car park places – however it does mean will have a lot more customers coming in and we have to be thankful for that. We have to gear up to ensure we attract them. If you look at somewhere like Bramhope at the bottom of King Lane they could very easily go the other way down the Lane and they are at Sainsbury’s and Homebase and just up the road is a Marks & Spencer’s. We have got a very, very good offer here and I know we have a lot am empty shops, but that will rectify itself and we are well below the national average at the moment. Once we get some normality back towards the middle end of next year this will improve a good bit. But we have to be ready to attract those people and make sure that they do come to Otley, but we have got to be prepared to promote what we have got and promote the changing environment. Focussing on positive, over the two - five years we should have a very healthy town – but we have got to keep on working on that.”

**7. A.O.B.**

7.1 Visit Otley & Buy in Otley updates from James Ellis reported by Katie Burnett – don’t forget if you want to enter the Window Dressing Competition, there is the Alan Furze Memorial Cup for the winner and also prizes for the voted best businesses who dress their windows for Christmas. The judging is on the 6th December. If you want to take part you need to email [james@endurecommunications.co.uk](mailto:james@endurecommunications.co.uk) so he knows to judge it.

Super Sunday reminder – two extra shopping days to buy in Otley and promote the Town, these are the 6th December (which should have been the Otley Victorian Fayre) and 20th December which co-insides with the Farmers’ Market. If your business is open on those days would you email James Ellis and he will include you in the publicity,

James has sent out an email today saying they are filming a Christmas video – the Otley Christmas videos are always a thing to behold, and it is really good advertising for your business. They are filming on Tuesday 24h November focussing on businesses that are doing collect or delivery services, so if you are one of those businesses that takes part, it would be good if you have your festive decorations up. If you are available on Tuesday 24th November email James. [james@endurecommunications.co.uk](mailto:james@endurecommunications.co.uk).

7.2 VO – reported that the Yorkshire Bank on Kirkgate will be closing on 16th March 2021 so this is not good for a lot of people in the area.

PH – There is a planning application in for new signage Virgin Money which is part of Clydesdale & Yorkshire Bank so just wondering if it is just going to be re-branded. Can’t see why they would put a planning application in if they were closing. We are going to object to the sign as it very large and RED.

TB – said he heard today from one of the Councillors that the Yorkshire Bank was definitely going to close and it is the 16th March 2021 and I think the writing was on the wall as there are very few people that use banks now. Anyone under the age of 30 never use a bank. So this is not a possibility it is a definite.

TW – said we had 8 banks when he first came to Otley – the big 4, Santander, Yorkshire, Halifax and the Skipton and now there will only be the Halifax and the Skipton, plus the Post Office. There will only be 4 ATM’s in the town Sainsbury’s, Halifax, and two at Waitrose. Last year under the auspices of the BID I found a number of locations that were happy to host free standing cash point machines. I also approached all the main independent cash point machine providers and sadly not one of them were interested in deploying a machine in Otley.

SR – we also talked about the possibility of people being able to get cash from shop traders and that would mitigate some of the damage the banks are doing.

TB – as a shop keeper we hardly take any cash at all.

AZ - I know the very young do not use cash but I think it is very wrong for the older population who are relying on banks and I believe that banks should be forced to keep a certain level of service.

SR – but what can we do If the Halifax and Skipton go?

TH – replied we will have to open a Bank of Otley. There used to be one where Brown’s Galley is and an Otley Building Society.

SR – we need to re-address how people can get cash from the traders if that is a possibility.

TH – speaking to businesses it is just not about people needing cash it need people who can deposit it as there are a lot of people/businesses who do need this facility. People come into the Town from all areas. They deposit their cash and do some shopping and this is good for boosting trade. This highlights the loss in footfall for Otley due to the banks closing down.

SR – one of the shops only takes cash and at the end of the day this could run into hundreds of pounds and at the moment cannot bank it safely.

TW – there are towns comparable with Otley who have no banks at all. We will have to investigate which banks are offering switching bonuses at the moment.

7.3 PH – reported that OTP (Yorkshire Farmers’ Markets) would carry on with the Farmers’ Market in Otley in November but there will be no non-food stalls on that date which is the 29th November.. You also need to be aware that the Otley Bridge is closed virtually all day, because they are re-surfacing but the pedestrian footpath attached to the bridge should will be open.

**8. Date of next meeting: Tuesday 19th January 2021 at 6pm via zoom video link**