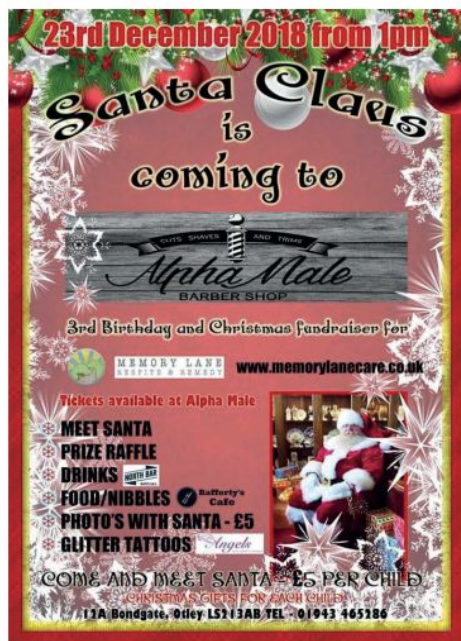


Otley Chamber of Trade is a nonpolitical, independent, not for profit body of volunteers that seeks to represent and assist the local business community and promote the town. This Bulletin is a monthly summary of local economic news relating to Otley and its business activity:-

**Alpha Male** - the Bondgate barber is organizing a festive event in aid of Memory Lane activity and day centre helping older people with dementia



**Bank closures** - with Barclays due to cease trading on 14th December, Otley is not alone. More than 40% of local bank and building society branches in West Yorkshire have closed since 2010 and about 13 million adults in the UK now live in areas where at least half of the local banks and building societies have closed, as nearly 6,000 local branches have shut since 2010. Sowerby Bridge, for example, had six

banks a decade ago but the last one, a branch of Halifax, closed in July. The UK has lost two thirds of its bank branches in the last 30 years (7586 today compared to 20583 in 1988) (source:Which?/FT)

The ONS reported in August that more than two-thirds of people now use the internet to access banking services (source: BBC)

**Banknotes** - the Treasury has announced that, following a public consultation about whether to scrap it the £50 note will stay part of UK currency. The current paper-style £50 notes will be replaced with a new, more durable polymer material, similar to the new £5 and £10 notes, designed to help tackle counterfeiting by being tougher and harder to forge

In addition to the Queen, the note will include the portrait of an eminent late scientist from fields such as biology, astronomy and medical research. The public can offer suggestions on the Bank's website over the next six weeks. Convention is that it can't be someone who is still alive

The £50 note was introduced in 1981 and evidence from the Bank of England suggests demand is still rising with 330 million notes in circulation, worth around £16.5 billion. A new polymer £20 note design will be launched in 2020

**Barbers Tobacconists & Artamis Gifts** - James Barber advises, "Barbers is on the move. We would like to thank all you lovely people who have supported us. We are proud to have traded in Otley for the last 151 years and feel sad to be leaving. We will miss Otley and the great community spirit in the town. Business is business though and we have not made the decision lightly to relocate to Cold Bath Road in Harrogate. We will be moving sometime in February or March and look forward to meeting old and new customers. Thank you once again for all your support over the years. It is much appreciated."



The first Otley business to have a website, it goes without saying that the departure of such an Otley institution will be a heavy loss both to the town and community but at least Otley's loss will be Harrogate's gain and good luck to James and his staff in their new venture

## This months sponsors



**Bay Horse** - the Market Place pub is currently in darkness, once again, but promising a refit and reopening although little signs of activity within

**Best Kebab** - progress is slow. Party wall agreements are required between the owner and the owners of the neighbouring buildings but two months after issue the agreements are not yet signed, stalling the assessment of the structure of the building and undertaking of essential repairs. A scaffolding and skip company are ready to start works which had been forecast for October

Be assured both Otley Chamber and Otley BID continue to press for action on the scruffiest building in town and other unsightly empty premises, adding to pressure already applied by Cllr Colin Campbell







**Birdcage Cottage** – the home accessories emporium in Westgate looks ready to fly the nest, having announced a closing down sale

**Bizarre Bazaar** – welcome to a new Chamber member, the unusual gift shop at 15 Market Street

**Black Horse** – the building owner, Ei (formerly known as Enterprise Inns) confirms that they are now willing to hear from anyone who is willing to take over the operation of the Black Horse on a tenanted, tied house or who would buy the pub freehold. A freehold sale is complicated by the Asset of Community Value listing that applies to all of Otley's pubs. Having declared their willingness to sell as of 31st October there is now a 6-week moratorium on any potential open market sale during which an appropriate community interest group can make a written request to be treated as a potential bidder. That 6 weeks will end on 12th December 2018

If a community interest group does make a request during this 6 weeks, then the full 6 month moratorium (up to April 30th 2019) will operate. During this period the owner may continue to market and negotiate a sale, but may not exchange contracts. After the moratorium period expires the owner is free to sell to whomever they choose

Otley Pub Club will be drawing up a list of potential pub/hotel owners who they will contact with details of the opportunity, in an attempt to find appropriately experienced owners who could make the Hotel profitable

**Budget** – the headlines of Chancellor of the Exchequer, Phillip Hammond's third budget ranged from a new digital tax on the tech giants, spending on the military, NHS, public health and welfare and pensions but on a more local scale some of the measures of more immediate interest to Otley businesses included:-

- The personal allowance threshold (the rate at which people start paying income tax at 20%) will rise from £11,850 to £12,500 in April 2019, a year earlier than planned. The higher rate income tax threshold (the point at which people start paying tax at 40%) will rise from £46,350 to £50,000 in April
- National Living Wage will increase by 4.9%, from £7.83 to £8.21 an hour, from April
- Of interest to our many licensed premises, beer, cider and spirits duties are to be frozen although the cost of a bottle of wine duty will rise by 8p, in line with inflation, in February
- Fuel duty is frozen for ninth year in a row
- Easier to take on an apprentice as the contribution of small companies to the apprenticeship levy will be reduced from 10% to 5%
- Business rates bills for premises with a rateable value of £51,000 or less will be cut by a third over two years, intended to benefit 90% of independent shops, pubs and restaurants, equating to £900m in business rates relief for small businesses
- £650m to rejuvenate High Streets and a new 100% mandatory business rates relief for all lavatories made available for public use
- Extending changes to the way self-employment status is taxed, from the public sector to medium and large private companies, from 2020
- A new tax on plastic packaging which does not contain 30% recyclable material although no tax on takeaway coffee cups but to be reconsidered if the industry doesn't make enough progress

The Spring Statement due next March could be upgraded to a full Budget if needed, depending on the outcome of negotiations surrounding the UK's withdrawal from the EU

A full list of bullet points is available at [www.tinyurl.com/oeb1218](http://www.tinyurl.com/oeb1218)

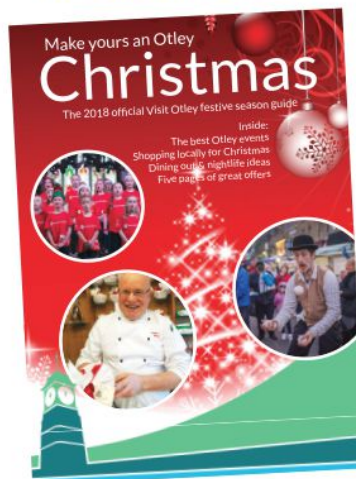
**Bulletin sponsorship** – thanks to Arundel Travel, travel agents for sponsoring this December edition on their first anniversary of their arrival at 1 Manor Square. Happy Birthday!

If your business would like to sponsor an edition of the Otley Economic Bulletin this is available at £60. If you'd like to share an edition with another business for £30 each, please contact [admin@otleychamber.co.uk](mailto:admin@otleychamber.co.uk) with your logo(s)

Chamber Next meeting - will be on Tuesday 15th January 2019, 5.30pm for 6pm start, venue to be decided

**Charity shops** – always a topic of discussion, is Otley really 'full of charity shops'? The recent demise of a couple of charity shops and more permanent use of others leaves the current tally at 9, which is larger than the 12 we had at the time of a Chamber report into the subject in 2012, itself the same number as in 2000, 18 years ago. The proportion of Otley's charity shops has reduced to now make up only about 3%, a way lower proportion than most comparable towns

**Christmas publicity** – a free 16 page brochure summarising Otley's many and various Christmas events for 2018 is being distributed by Royal Mail to 35,000 homes in Otley and surrounding postcodes such as Bramhope, Ilkley, Menston, Adel and Baildon. The content includes a diary of Christmas events happening in the town, shopping guide and five pages of money off vouchers from participating businesses. Following last year's YouTube hit, watch out for a Twelve Days Of Otley Christmas music video sung by Otley's own Sally's Army Choir, again featuring the best of Otley's seasonal offering, both initiatives designed via Visit Otley and funded by Otley BID



**Cycling World Championships** – next Autumn the 'world cup of cycling' will take place between 21st and 29th September with the 9 day event centred on Harrogate which will be the finish location each day. Race start locations for the various men's, women's, junior and para races will be Beverley, Bradford, Doncaster, Leeds, Northallerton, Ripon, Richmond and Harrogate. Otley is visited on two days, 28th and 29th September when the elite women and elite men races pass through town. More as more is known

**Doris Dent Estates** – congratulations to Chamber President for her success, awarded 'Best Residential Estate Agency – Otley' by Build the construction, engineering and property magazine

**Fast food** – if it seems like the number of fast food outlets in our town centres is ever increasing, analysis of ONS data by the BBC's Shared Data Unit seems to agree. Between 2010 and 2018 the UK has seen a 34% increase in fast food outlets. Whereas the average number of fast food outlets per 100,000 people was 47 in 2010 it has risen to 61 by 2018. On that ratio Otley should have around 7 take aways, a quick count up reveals we actually have 17...

**Geo. Middlemiss & Son** – congratulations to the Market Street butcher for their success at the Deliciously Yorkshire Taste Awards 2018, winning 'Best Free From' product with their Yorkshire Bratwurst

**Household finances** – the annual growth rate of total pay in



the three months to September rose more strongly to 3.2% compared to the same time last year, the strongest since December 2008

Compared to the Consumer Price Index inflation indicator, which stood at 2.4% in October the net difference represents a slight improvement in the average standard of living. Food and clothing prices pushed down on inflation last month, offsetting a rise in utility bills and petrol prices. However, adjusted for price inflation to 2015 currency levels, wages were still £10 per week below the pre-financial crisis peak of £473 per week recorded in March 2008. Almost 32% of Britain's workforce of 32.5 million people were given an increase that was less than one-third of the inflation rate, which reached 3.1% in November 2017 (source: ONS/Reuters/City AM)

**ex-Ideal Standard** – the site at Otley Mills, Ilkley Road is now owned by Andrew Hillas Properties Ltd and now subject to an application (18/06537/FU) for planning consent for 'Demolition of part of former works and chimney' on the basis that 'The buildings and chimney stack are disused the buildings are in poor condition unsuited to reuse and restrict access to other buildings on site'. The applicants supporting document assures that they intend employment uses on the site

**Johnson Press** – owners of the Yorkshire Post, Evening Post and Wharfe Valley Times amongst 200 other newspaper titles, has been bought out of administration by a consortium of their creditors. Publication of the titles is assured to continue under the new ownership

**Orchard Gate** – the two vacant units at 12-13 Orchard Gate, Market Street (previous occupiers were Beauty on a Budget and Otley Martial Arts/Doris Dent Estates) are subject to a planning application by owners Tatton Settled Estates for 'Division of retail space to form 4No. shop units; external alterations including new shop windows and entrance doors' (18/06225/FU)

The planning application relating to first floor, 5 Orchard Gate (above A Casa di Alessia) for 'Change of use from first floor office to form one flat' was duly approved

**Otley Christmas Tree Festival** – the 8th Chamber of Trade organized festival will be held in Otley Parish Church, trees kindly sponsored by Stephen H Smith's garden centre



**Ramsdens** – the jeweller is now open in Market Place, where S. Manning has been. Established in 1987, Ramsdens has over 130 branches throughout Northern England, Scotland and Wales. Offering traditional pawnbroking services, the Stockton on Tees based business also buys gold, silver, mobile phones, tablets as well as the sale of foreign currency, jewellery and watches

**Rose & Crown** – a full internal refurbishment seems pretty much complete on the historic Bondgate pub with a retail partnership tenancy advertised

by Ei (the pub owning group formerly known as Enterprise Inns) at a rent of £15,000pa, plus £13,250 start up costs. Ei advise that they have someone ready to take over as soon as the refurbishment is finished (depending on how many unexpected problems they encounter)

**Scarlet Poppy** – the Pudsey based bridal wear boutique has ceased trading from its Otley branch in New Inn Court

**State pension** – in a town reliant on the 'grey pound', it's worth noting that the state pension is set to rise in real terms next year. Since 2010 the Government has maintained a policy known as 'the Triple Lock', by which the state pension is increased either at the same rate as the rise in earnings, rise in inflation or by 2.5%, whichever is higher. This year, CPI averaged 2.4%, but earnings rose by 2.6%, so pensioners' incomes will rise at that higher than inflation rate. The upshot is that in 2019 pensioners will receive £168.60 per week from April next year, an additional £221pa

**S K Thompson Haulage** – the planning application for the conversion of the S K Thompson Haulage Ltd yard at Gallows Hill into 3 industrial buildings containing 15 individual units accessed from Pool Road, has been withdrawn (18/01404/FU). There is scope for resubmission of a revised, less dense, scheme

**ex-TSB** – the planning application for 'Change of use of ground floor bank (use class A2) to Office (use class B1)' 18 Manor Square, has been approved. Welcome news in that the building can now be brought back into beneficial occupation by owners WRM Ltd (the waste, recycling, re-use and resource management consultant currently located at Wharfebank Mills)

**TUI** – the former Thomson/First Choice group travel agent, German owned since 2007, has closed their Otley branch at 29-31 Kirkgate. Otley retains two local travel agents in Burnley based independent chain, Althams and independent local lass Arundel Travel, both committed to local service

**Unemployment** – nationally the number of people unemployed rose by 21,000 on the previous quarter to 1.38m (4.1%). As a comparison, Greece has around 20% of those available to work still unemployed, Spain 15.2%, Italy 10.9%, France 9.2% and the overall EU area 6.9% (source: Statista.com)

The number of people actually in employment compared to the same period last year gained strength by 23,000, up 0.5% to 75.5%. Meanwhile, the number of EU nationals working in the UK fell by 132,000 to 2.25m compared to 2017 figures, the largest annual fall since records began in 1997 (source: ONS)

October's Claimant Count rate for Otley & Yeadon Ward dropped from 145 (1%) to 140 (source: LCC)



Following on from the ever growing Otley Victorian Fayre on Sunday 2nd December, both events are intended to help businesses around town by generating footfall and generally making Otley a cheerful family destination for Christmas shopping, so please do your bit to spread the word and support them

**Pool Business Park** – Change of use from Light Industrial to D1 Non Residential Education/ Training Centre for indoor golf coaching centre at Unit 9 Pool Business Park, Otley has been granted



## IT'S A YES

### Otley BID Wins Vote for 2nd Term

On 9th November voting closed for Otley businesses to decide whether Otley BID should continue for a 2nd term.

Steph Lee, Chair of Otley BID announced:



"We are delighted with the ballot results which gives Otley a further £375,000 to spend over the new 5 year period beginning 1st April 2019, and would like to say a huge 'thank you' to everyone who supported us."

The results of the ballot were as follows:

543 ballot papers were issued of which 245 were returned (45.49%), of those papers returned 71% voted yes and we also passed the rateable value threshold that is legally required.

Our Directors meet on a monthly basis, therefore, if anyone has any questions or have any ideas of projects they would like to see implemented in the town, please do not hesitate to contact us on [info@otleybid.co.uk](mailto:info@otleybid.co.uk).

If you would like to view the 2019/24 Business Plan which will form the basis on how the Otley BID Levy is spent over the next 5 years, it can be viewed at <http://www.otleybid.co.uk/business-plan-2019-4>

### Are You Eligible for Business Rate Relief?

One of the first projects that we will be working on is contacting businesses who may be eligible for Small Business Rate Relief.

Businesses who qualify for the 100% relief will have a rateable value of £12,000 or under, then a reducing percentage up to a rateable value of £15,000.

The criteria is that it must be the only property subject to Business Rates in England.

The qualifying businesses will have previously received a Review Form from Leeds City Council, but not yet returned it. To apply the form must



be sent to the Business Rates Department.

We look forward to hopefully helping these business owners save a significant amount of money through the coming weeks.

**Otley - who does what?** - although all generally pulling in the same direction, it might be useful to define the functions of the various bodies active in the Otley business community, who they are and what they do

### Leeds City Council

Colin Campbell, Ryk Downes and Sandy Lay are Otley's 3 elected City Councillors of the city's total of 99. They attempt to resolve issues in the areas for which LCC is responsible for i.e. highways, parking, refuse and recycling, markets, education, social services, parks and leisure, tourism, social housing, planning applications, food standards, pest control, building regulation, museums and libraries etc

Their £496 million budget funded by domestic council tax and business rates plus income from assets (property rents, parking charges etc) and central government grants

Councillors receive £15000pa allowance to offset costs and lost work time and the council as a whole employs around 33,000 to service their functions

[www.leeds.gov.uk](http://www.leeds.gov.uk)

### Otley Town Council

Small number of full and part time office staff, every 4 years 20 unpaid local town councillors are elected to work to resolve local issues for residents and the town

Tourism initiatives, neighbourhood Plan and contributes to city council responsibilities, manages allotments and assets such as Gallows Hill nature reserve, war memorial, Orchard Gate toilets, Buttercross and organizes Christmas lights switch on, Remembrance Sunday parade etc

Funded by a 'precept', ie part of the LCC rates bill

[www.otleytowncouncil.gov.uk](http://www.otleytowncouncil.gov.uk)

### Otley BID

Set up 2013, works to improve and enhance the overall appearance and climate of the central business district of Otley for all businesses

and customers. Funds numerous events and festivals to enable them to happen

Unpaid, volunteer Board of Directors plus a part time assistant  
Raises c £75,000pa via a 1% levy on book rateable values, spent on projects suggested by the businesses  
[www.otleybid.co.uk](http://www.otleybid.co.uk)

### Otley Chamber of Trade

Established 1930s

Unpaid, volunteer committee which represents and promotes the interests of the shops and businesses in Otley

Activities are funded by a £52 pa membership, which is now paid for by Otley BID (whilst it exists)

Bi-monthly open meetings, produces Otley Economic Bulletin newsletter, organizes summer and winter flag and Christmas Tree displays, free Otley Show marquee, Business Awards etc

Join free by completing the form on [www.otleychamber.co.uk](http://www.otleychamber.co.uk)

### Otley Town Partnership

Unpaid, volunteer Board oversees strategic development of Otley, reports and lobbies on major developments, tourism, infrastructure etc

Runs the [www.VisitOtley.co.uk](http://www.VisitOtley.co.uk) website, Otley Victorian Fayre and Otley Food Festival

Funded by getting up early and running Farmers Markets in Otley and other towns

Some of the functions do overlap and some of the groups contain the same people wearing 'two hats', everyone is working to promote the town and businesses in it, such as yours, but here just aren't enough people willing to step forward to help support the town. New blood and new ideas are always welcome





**Voluntary Living Wage** – the new hourly rate payable by the 4,700 businesses signed up to the living wage (calculated by the Living Wage Foundation to give workers enough money to offset the rising cost of everything from public transport to monthly rent) rise by 25p to £9. This is higher than the statutory national living wage, which is due to rise to £8.21 in April for workers aged 25 and over

**White Rose Training** - is offering free CPR and AED courses for residents and businesses of Otley. We have 19 Community Public Access Defibrillators (CPAD) around the town, many of which have saved lives. We thank all those involved in raising funds to purchase and maintain this life saving equipment. However, many people are nervous about using an AED, despite their simplicity, therefore White Rose Training would like to support the residents and businesses of Otley by providing free life saving training on adult CPR and the use

of a CPAD at Courtyard Planters, Westgate on Saturday 5th January 2019 @ 09.30 hrs, Saturday 5th January 2019 @ 12.30 hrs and Monday 7th January 2019 @ 18.30 hrs. Please book via Eventbrite only, look out for links on the Chamber's Facebook page

**Yorkshire Water** - the recent work undertaken on Manor Square hasn't gone unnoticed by local businesses and Councillors. Removing setts to complete their work, and replacing with tarmac does not leave the path looking its best. Whilst businesses nearby, such as Weegmann's, strive to keep the town's conversation area looking smart, it doesn't seem right that Yorkshire Water can leave the footpath looking tatty during the important Christmas trading period. Yorkshire Water have 6 months to complete the reinstatement of the setts before 1st April 2019



**VOTE FOR YOUR FAVOURITE OTLEY BUSINESS**

**AWARD NOMINATIONS OPEN 21ST NOVEMBER 2018 UNTIL 18TH JANUARY 2019**

NOMINATION FORMS AVAILABLE FROM VARIOUS OTLEY RETAILERS AND THE CORE OR DOWNLOAD ONLINE AT [WWW.OTLEYCHAMBER.CO.UK](http://WWW.OTLEYCHAMBER.CO.UK)

## Business Awards Categories

### BEST NEWCOMER

Nominate any business that has opened since March 2018

### BEST SMALL BUSINESS

Nominate any business that has 4 or fewer employees

### BEST LARGE BUSINESS

Nominate any business that has 5 or more employees

### BEST SERVICE SECTOR

Nominate any business that sells services to other businesses or the public e.g. Accountants, Banks, Estate Agents, Cleaners, Care Service Providers, Hair & Beauty, Solicitors, Financial Services etc.

### BEST RETAIL

Nominate any shop or business that sells goods to the public

### BEST FOOD & DRINK

Nominate your favourite Restaurant, Pub, Take Away  
(Please do not nominate CAFES in this category please see the Best Café Award)

### BEST CAFÉ

Nominate your favourite café/coffee shop

### GOOD SERVICE AWARD

Nominate any business that has demonstrated continued exceptional service

### COMMUNITY AWARD

Nominate any business that has contributed in some way to benefit the Otley community, outside the scope of their normal business

### BEST APPRENTICE/TRAINEE

Employers nominate your apprentice or trainee who has contributed to your business

### BEST EMPLOYER

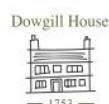
Nominate your employer if they have inspired, influenced or guided your career

### LIFETIME ACHIEVEMENT

Nominate an Otley Business Person(s) who have made outstanding contributions to Otley and its business community over a period of time

Please note that only businesses that are based in Otley and that have an LS21 postcode qualify for entry into the Otley Business Awards.

### CATEGORY SPONSORS



The Otley Business Awards 2019 #OBA19 were officially launched by the Otley Chamber of Trade on Tuesday 20th November. Over 60 businesses came to the event held at Otley Parish Church to find out how they could get their business involved. The delegates heard;

- how they would need to encourage their customers to nominate them in one of the 12 award categories, each one kindly sponsored by an Otley business, many of whom are past winners themselves
- how they could ensure that they benefited from the marketing and promotion that the event brings to the business community. LIKE @otleychamber on facebook and share our posts, FOLLOW @otleychamber on twitter and retweet our posts and remember to use the hashtag #OBA19 so we can share you posts
- The mystery shopping process was explained where every nominated business will be visited or called by an independent mystery shopper who will score each business, and the results are independently ratified by the mystery shoppers – the winners are not decided by the Chamber of Trade. We couldn't choose anyway; it would be like picking your favourite child!
- Our President Keeley Keer interviewed the "Best Small Business" winner from last year, Ceri from Alpha Male Barbers who was enthusiastic in how being part of the awards had helped her business thrive and helped her feel part of the business community
- The main sponsors of the event Otley Town Council, Otley BID and our media partners Stray FM were introduced, along with the committee of Chamber of Trade members who organise the event
- And finally, save the date for the Otley Business Awards 2019 on Friday 22nd March when we will present the winners with their awards and hear from Peter Dodd, Commercial Director of Welcome to Yorkshire who will be the guest motivational speaker on the evening

If you are a business and want to know more about how to get involved email [admin@otleychamber.co.uk](mailto:admin@otleychamber.co.uk)

If you are a customer of a business you think deserves an award please nominate them.

Nominations are open until Friday 18th January 2019. You can nominate online [www.otleychamber.co.uk](http://www.otleychamber.co.uk) or by picking up a nomination form from The Core, Orchard Gate or at several businesses around town





## Presidents Note

Dear all,

We have seen an eventful few weeks around the town. Firstly, Otley town proudly remembered our fallen heroes with a respectful and honourable Remembrance Parade led by the Town Mayor, Councillor Mary Vickers. Vice President Sam Pinder and I were both humbled and proud to be a part of the parade, service and laying of the wreath on behalf of the business community. The poppy displays around town, especially at the Parish Church, Remembrance garden and around the shops and businesses were a credit to Otley's community spirit.

The community, including numerous local tradesmen, then rallied to rebuild the bonfire at the Roebuck mischievously lit the day before Guy Fawkes Night in time for the festivities.

I would like to offer my congratulations to Otley BID on winning the vote for a second five year term, assuring a substantial investment of around £75,000 into the town centre to enhance the trading environment for everyone.

Another community success with the Friends of Otley Lido looking favourites to have beaten opposition from across the country in their bid to win £25,000 funding from Aviva towards their lido restoration project.

The Otley Business Awards Otley launch night was a fantastic success with around 60 businesses attending the reception and Chamber meeting afterwards at Otley Parish Church. Open to all Otley businesses, if you couldn't make it (and the weather was pretty foul) please see how to be involved via the Chamber website. One of last year's winners, Cerleigh Newberry of Alpha Male barbers, spoke with great passion about what it meant to her and her business. The guest speaker for the main OBA awards evening next March was announced as Peter Dodd, Senior Marketing Campaigns Executive of Welcome To Yorkshire, one of the key figures in the massive raising of Gods Own County's profile in recent years.

With the 200+ Christmas Trees, organized by the Chamber and paid for by the BID, now twinkling and the town lit up, the festive season is fast approaching and hard work and preparation for the Christmas Tree Festival and Otley Victorian Fayre that has been taking place behind the scenes comes to fruition. The Snowmen are almost upon us for the Otley Snowman Trail and the town will soon be flooded with Christmas decorations and festive cheer. May you all prosper during this busy shopping time.

The Otley business in the 'hot seat' this month is Laura & Sara at Puffin Pottery, a new and unique business located in Boroughgate, Otley.

I would like to thank Laura & Sara for taking the time to answer my questions and would like to take this opportunity to wish Puffin Pottery much success with their business.



If your business has any interesting economic news, large or small (expansions or contractions, achievements, announcements, minor victories or anecdotes) or would like any rumour or concern investigation, please email [wilkinson\\_tim@sky.com](mailto:wilkinson_tim@sky.com) and Otley Chamber of Trade will do our best.

Although by no means comprehensive, this newsletter is produced after reasonable direct research from a number of reliable sources and accordingly, this information is offered in good faith and believed to be accurate and authentic. If in doubt readers may like to rely on their own investigations.

Previous editions are available by visiting the Otley Chamber of Trade website [www.otleychamber.co.uk](http://www.otleychamber.co.uk)



PRINTED BY PRINT CREW

[getmore@printcrew.co.uk](mailto:getmore@printcrew.co.uk)

## Presidents Q&A interview: Puffin Pottery

### Q Please tell us about you and your business?

Puffin Pottery in Boroughgate offers a great deal of services including paint your own pottery, children's birthday parties, Ladies Nights, pre-school storytime & craft sessions, school holiday activities, private parties (for hen dos/baby showers, work parties etc), art/craft/clay workshops for adults, office team-building sessions and 3D clay and prints for babies and pets. There really is something for everyone!

We have been very well received and we're getting fantastic feedback, plus many events and workshops are selling out very quickly which is a very positive sign. Puffin Pottery looks forward to a successful future in this thriving town.

### Q How long have you been here in Otley?

We opened in July 2018, our first 4 months have flown by!

### Q Where did you find the inspiration for your business idea?

I have over 3 years' experience of working at a paint-your-own-pottery studio and also at a Baby Clay Castings company creating keepsakes. I felt now was the right time to utilise my expertise and set up my own business. After extensive research I knew Otley was the perfect place to set up shop due to its excellent footfall, strong family appeal and great investment in local events.

### Q Please tell us what you do to promote your business

We are active on Facebook, Twitter and Instagram and we receive a lot of coverage on these social media platforms. We recently ran a small competition on Facebook (to win a personalised baby handprint bauble), it was very successful as people liked and shared we were thrilled that in a week we reached well over 2000 people.

We have received excellent feedback from customers and 'word of mouth' has also been a fantastic promotion for us. We are also supporting local charity groups, such as the Yorkshire Children's Hospital Gift Appeal and we are hosting a charity night on 9th December.

### Q How does being a member of OCT help you?

We are very grateful to Otley Chamber of Trade, the Bulletins are really informative and keep us up to date with Otley's busy schedule, plus we are very excited about the future events such as the Otley Business Awards.

We always strive to shop local and buy from Otley businesses wherever possible. We are committed to supporting other local companies. We are so proud to be part of Otley's thriving business community.

See you soon and all Best Wishes for a Merry Christmas

Keeley Kear - President

## NEXT CHAMBER MEETING

EVERYONE WELCOME - member or not

**Tuesday 15th January 2019**

6:00pm at the  
venue to be decided

Open networking with  
food & drinks from 5:30pm