

Otle 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 Otle and its business activity:-

Angels of Beauty – the Bondgate hair and beauty salon celebrated their expansion with a visit from Stray FM to the salon with the interview aired on their lifestyle show. Nicola Macauley continues, “During the interview I discussed our recent renovation and expansion along with an exciting new arm to the business; I have launched a training academy within the salon, this will be an opportunity for many local people to expand their qualifications and possibly open their own businesses.” Hear it here ; <http://tinyurl.com/vyxoe97>

Armed Forces Day 2020 – Otle’s debut Armed Forces Day will be Sunday 5th July 2020. Organizer and current Town Mayor, Peter Jackson advises, “We have agreed to host the event in the town with some road closures, Kirkgate will be closed for a couple of hours to enable the parade to march into town. Once the parade has finished the road will open to traffic. The full road closures will be the top end of Boroughgate, Newmarket and Mercury Road, this will be the area of the event including the Market Place

On that note we are reaching out to local businesses to be involved to make this event a success. Business owners can be involved by adorning their shop fronts with items and bunting depicting the Armed Forces and any business with a website that would like to sponsor this event and secure its future years can advertise on our website, we will place the business logo on our website with link direct to the owner’s website. The fee for this will be £50 per year. By advertising on our web, which we are confident

will drive traffic to sponsors website, will secure funding for the outgoing costs of the event as we are a not for profit organisation



If any Chamber members would like to take advantage they can do so by forwarding me a copy of their logo, name and address of business and website address, we will supply an invoice which they can use for their accounts

Banknotes – now less than 100 days to the release of the next polymer note. The new £20 note features artist JMW Turner who replaces the image of economist Adam Smith on the current design. Replacing the current £20, which is the most used note and the most forged, the new ‘Turner 20’ is the most secure ever produced and contains two transparent windows and foil strips in two different colours to make it harder to counterfeit. Scheduled to be introduced on 20th February next year, the existing paper £20 notes will continue in circulation for the meantime and 6 months notice will be given before they will start to be withdrawn



Barclays – having quit town last year leaving Otle with a stubbornly empty building, Barclays first advised that their arrangement whereby customers can withdraw cash from Post Office branches would also be withdrawn from January 2020, then quickly reversed that, under a hail of criticism

According to consumer magazine, Which? about a third of the UK’s bank branches have shut within the past five years alone. There were 3,303 bank branch closures, equating to 34% of the network, between January 2015 and August 2019, with the total reduced in size from 9,803 branches to 6,549 over that period, slightly offset by 49 new branches opening

Bay Horse – after a number of short lived and temporary re-openings the historic Market Place pub reopened on 12th October after a £40000 refit by management company Hawthorne Leisure. Good luck to new incumbents, Dean and Jan Ball, no strangers to the pub in the past, who have arrived from the Fox & Hounds at Langthorpe near

This months sponsors





Harrogate. The refit includes inside gents WCs – those who braved the original ones, outside and across the passageway, must think modern pub goers are going soft

Bethel Evangelical Church - hopes to take over the long empty former JN Barber tobacconist and gifts at 20-24 Westgate to convert to a place of worship. A planning application is currently with Leeds city Council

Bulletin Sponsor – thanks to Jenni's Dresser for sponsoring this edition. Located at 26 Cross Green, Jenni's Dresser has two floors of new and pre-owned designer labels at a fraction of their original price, a large range with something to appeal to all ages

Cash points – the reduced number of cash points (now down to 4 locations in Otley) is creating queues and no doubt having a detrimental effect by inconveniencing would be shoppers

Before we can approach cash point machine operators Otley BID and Otley Chamber would like to hear from you with locations that could be offered to cash point machine operators, either built in or stand alone. Please let us know if your premises might like to host one. It will guarantee you a queue outside your shop! admin@otleychamber.co.uk

Chamber new members – welcome to a triumvirate of new businesses who have recently joined OCT:-

Two for Joy Tattoo Studio

11 New Market, Otley LS21 3AE,
tel 01943 968 988. twoforjoytattoo@gmail.com, www.twoforjoytattoo.wixsite.com. Tattoo parlour

Tailored Dog Grooming

17-19 Boroughgate, Otley, LS21 3AG, tel 07532 763 177.
tailoredoggrooming@gmail.com. Bespoke, fully qualified dog groomers offering a variety of services in a friendly relaxed salon

The Otley Burger Company

tel 07584 357 229.
theotleyburgerco@outlook.com,
www.theotleyburgercompany.com.
Food truck takeaway

If you're a BID levy payer it's free to join Otley Chamber as Otley BID will pay your membership for you. If you're an Otley business located outside the BID area it's still only £52. The bigger we are the louder our voice. Go to <http://www.otleychamber.co.uk/pdfs/appform.pdf>, print off the form, fill it in and take it round to Courtyard Planters on Westgate, easy as that

Christmas initiatives – with the BID sponsored tree up in the Market Place, at 25ft the maximum its allowed to be, the various town governance bodies (Council, Chamber, BID and Partnership) have again been working to help attract custom to the town:-

Free Parking - on Leeds CC car parks on Saturdays, 30th November then 7th, 14th & 21st December www.otleytowncouncil.gov.uk/

Lights Switch On – will be Monday 25th November. Proceedings begin at 5.30pm featuring local talent Emeli Mumford, Joseph O'Brien and the Otley Brass Band, as well as fairground rides, an appearance by Santa and street performances with a fireworks display concluding events at 7pm www.otleytowncouncil.gov.uk

Lighting scheme - will be extended to 50 lighting column motifs along Otley's main thoroughfares, while several areas of the town that were previously unlit at Christmas will benefit from the addition of festive lighting this year www.otleytowncouncil.gov.uk/ and www.otleybid.co.uk/



freestanding cash point in Whitby

Otley Victorian Fayre – the 34th annual fayre will be on Sunday 1st December 12 noon - 6pm www.visitotley.co.uk

Otley Christmas Tree Festival – inside Otley Parish Church. Opens Wednesday 11th December from 12 noon-6pm then 12th, 13th & 14th December 10am - 6pm. Free display of 43 decorated trees and various musical performances daily www.otleychristmastreefestival.co.uk

Visit Otley Christmas film – watch out across social media platforms for the third promotional video to promote the town's festive shopping offer www.visitotley.co.uk/

Otley Snowman Trail – make a snowman, any size and out of anything, to display in your window between 1st and 22nd December for the public to trail round and tick off their programme. Entries close 15th November www.otleysnowmantrail.weebly.com

Feedback as to what you would like, what works and what doesn't would be useful; please email admin@otleychamber.co.uk

Doris Dent Estates – as of 3rd January the 9 Westgate estate agent will cease trading with owner Keeley reverting to her first love of property renovation. The office is available to let at £200pcm

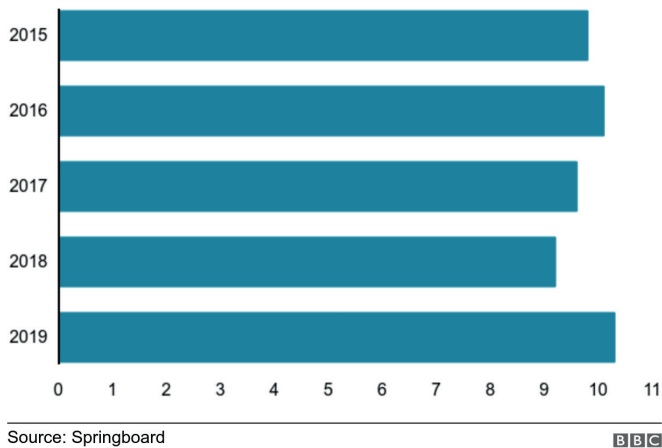
Empty shops – the situation in Otley is always worth a reality check by comparison with the rest of the nation's High Streets where nearly 3,000 shops shut in the first half of 2019. During July the proportion of all shops that are empty reached 10.3%, its highest level since January 2015. For example, in Harrogate since January 2018, 23 chain stores and restaurants have become insolvent and entered CVAs. Internet shopping is having an increasing effect with £1 in every £5 now spent online whilst The Guardian reports that the number of shoppers heading to UK High Streets, retail parks and shopping centres has fallen by 10% in the last seven years

OTLEY ECONOMIC BULLETIN

The Newsletter of
Otley Chamber of Trade

More empty shops in the UK

Average vacancy rate in July (%)



For The Home – the Clapgate furniture store advises, “we have 2 stores in Otley next to each other. Unfortunately the original store we have been requested to do a new lease with the landlord as the store is too small for us now we do not want to do this, so after 20 years there from December we will be closing that store (only). The shop next door/ opposite will remain as it is. We have built a good business stemming from that building and would like to thank all our customers for their continued support at Otley and at Pudsey it has been so nice to see so many people visit our Pudsey store from Otley”

Dacres commercial will be letting the 659 sqft shop, 0113 3863100

Jenni's Dresser – owner Jenni Small has been asked to participate in Strictly for Martin House children's hospice in Boston Spa. “As a complete novice to dancing this is proving to be more of a challenge than my cycle ride from Otley to Scotland! I am leaning to dance the quickstep, the Charleston and the rumba, performing in front of 200 people on 9th November at the Aspire, Leeds. We hope to raise £25,000 (the cost of running the hospice for one day!)” Not too late to sponsor Jenni via her Just Giving page <http://tinyurl.com/yx2wjs9r> - or pop into her shop

Income Tax – the average amount of Income tax paid per person is £4,617 per annum. A study of 579 towns in the UK by accountants, UHY Hacker Young found that, perhaps not surprisingly, 9 of the top 10 taxpaying towns are in the London stockbroker belt with the townfolk of Esher & Walton paying most at £18,900pa (28% of their average earnings of £68,600). Lowest was Nottingham North contributing only £2,080pa from the local average income of £21,700 (10%)

ex-NatWest - the empty 5-9 Manor Square bank building is currently subject to a planning application for conversion of the upper floors to 10 units of low cost multiple occupation accommodation. The ground floor will remain as retail

Observed in Kos

Greece – maybe Otley needs a branch?

Otley Business Awards 2020

the Business Awards were launched at the Chamber meeting on 12th November. Planning is well under way and nominations are now open and can be filled in by your customers, and in some categories by business owners themselves, and returned to the voting collection boxes at Otley Core, Orchard Gate or The Real Food Shop (Market Street) or online via www.otleychamber.co.uk



Otley in Bloom - is celebrating the town winning a Silver Gilt Yorkshire in Bloom award. Chair and Chamber Past President, Katie Burnett said, “It is always a pleasure to take the judges on a tour around the town and show them all the great projects that the people of Otley are involved in to enhance our green spaces. The judges are always very impressed by how many different volunteer groups the town has that are all working towards the same goals, along with the involvement of local businesses through Otley BID and the environmental credentials of Otley Town Council.” As ever, thanks from Otley Chamber goes to the hardworking group of volunteers who labour unsung to keep Otley flowering for almost 20 years

Parkgate Café – the Bridge Street cafe at the entrance to Wharfemeadows Park is in new hands, those of Ali and James



Pensionable age – Under the Pensions Act 2011, from December 2018 the state pension age for men and women harmonized at 65 years. As of this November it increases to 66 for men and by October next year the same for women

The basic state pension can be claimed by a man born before 6th April 1951 or a woman born before 6th April 1953, those born later will get the new state pension. The basic state pension is currently £129.20 per week and the new state pension £168.60 per week (set to rise in 2020 by 3.9%, ie £344 pa)

Remembrance Sunday – President Keeley Kear again represented the town's business community in this year's Remembrance Sunday Parade, church service and wreath laying ceremony at the Remembrance garden

Rumagin Spirits – Mark Jarvis, Director of the new arrival at 13 Orchard Gate, is on a mission; to bring small batch, hand crafted artisan spirits to Otley and beyond

"We were born from our owner, Mark not being able to find anywhere that sold small batch gins in the local area, and after exploring the idea further, it appeared he wasn't alone. Working with a former colleague to create the name, design the shop and then fill it with amazing small batch spirits, Rumagin Spirits opened its doors just a few short weeks ago. Since then, the tasting table has been a real success, allowing people the opportunity to 'Try before you Buy' (something the supermarkets are not so keen on!) and the range is expanding on an almost weekly basis. Regular 'Meet the Maker' sessions have proved popular too, allowing people to find out about the people behind their favourite spirits.

Add to that a focus on exceptional customer service, we hope to be here bringing these amazing spirits to the local people for many more years to come!"

Unemployment – despite minimal growth, although some, in the economy as a whole in the three months to

September, unusually both the unemployment and actual employment levels fell

The UK unemployment rate decreased by 23,000 to a shade below of 1.31m redressing the previous increase to August 2019 of 22,000. At 3.9%, now as a comparison, the unemployment rate in the UK averaged 6.96% from 1971 until 2019, reaching an all-time high of 12% in February 1984 and a record low of 3.4% in November 1973

Falling off this summer's all-time record, the number of people actually in employment decreased by 58,000 (source: ONS)

August 2019 figures show the total of jobless people in Otley & Yeadon Ward standing at 240, a reduction of 23% compared to 5 years ago. Of the 33 wards in LCC only 7 have a better record (source: Leeds City Council)

Meanwhile, total pay growth advanced by 3.6% to September (3.6% to August) compared to inflation of 1.5% in October, itself down from 1.7% in September

Yorkshire Evening Post – published a list of the best 20 cafes in the city of Leeds area for lunch, analysed from TripAdvisor rankings. Congratulations to the four from Otley;

Little Corner of The World (20th)

Sift (18th)

Cranberry (11th)

and an incredible accolade to the overall winner across the city of Leeds area,

Salami & Co of Market Place (1st)



SALAMI & CO.
COFFEE HOUSE

Tailored Dog Grooming

has opened its paws at 17-19 Boroughgate (formerly Tranmere then Leafy Couture florist). Shipley based Samantha and Jade are City and Guilds qualified and have 10 years combined experience in their bespoke dog grooming service



Otley - Who Does What?

Although all generally pulling in the same direction, there are a few different bodies you'll come across in the Otley business community:-

Otley BID - Set up 2013 for a 5 year term, another term started in 2019 as voted for by a majority of all businesses within the BID town centre perimeter who used their vote

The BID 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 couple of part time assistants, paid by the hour

Budget of about £75,000 raised by a 1% levy on rateable values, collected on the BID's behalf by Leeds City Council (who has the information to do it) each spring and spent entirely in Otley on projects suggested by the businesses. Suggest something to them!
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. A sort of trade union for shops and businesses

Activities are funded by a £52 pa membership, which is now paid for by Otley BID. Join free by completing the form on 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 website, Otley Victorian Fayre and Otley Food Festival

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

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 is funded by domestic council tax and business rates plus income from assets (property rents, parking charges etc) and central government grants.

Councillors receive a £15,000pa allowance to offset costs and lost work time and the council as a whole employs around 33,000 to service their functions
<https://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 such as tourism initiatives, neighbourhood Plan and contributions 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 <http://www.otleytowncouncil.gov.uk>

Some of the functions do overlap and some of the groups contain the same people wearing 'two hats' but everyone is working to promote the town and businesses in it, such as yours

New blood and new ideas are always welcome so do get involved!

Otley Business Awards

Friday 20th March 2020 sees the 5th annual Otley Business Awards. We are pleased to be one of the main sponsors and to support this fabulous business event which showcases the best that Otley has to offer!



Know Your Rights – Rent & Lease Advice

We recently worked with 2 businesses in the town to help resolve building repair disputes which had come to light recently through our face to face visits with business owners by our BID Champions Rachelle Atkin & Tim Wilkinson.



We are pleased to say that the disputes were resolved quickly and here's some kind words that one of the business owners sent us after the work had been carried out:

"After years of a leaking roof and failed attempts

from the landlord to do the necessary repairs, I am very grateful that Otley BID offered to step in and offer their assistance. I have had to close on several occasions due to the leaks being so bad which is devastating for any small business! After Otley BID wrote to the landlord directly, the work was undertaken in a matter of days and my business was back in full working order. This aspect of assistance to a local business from the BID is a most welcome contribution, one that I hadn't realised was available until they visited me. Thank you again."

Laura Collier – Ottah's Leah

If your business is suffering in silence we can help. Please contact tim.wilkinson@otleybid.co.uk if you need free advice or assistance.

Business Training

This month (November) we have arranged 2 x Fire Safety Workshops for our member businesses. These workshops are Free to attend and help our Otley businesses to keep up with fire safety legislation.



We're delighted that we have another 12 Otley business owners & employees fully trained in Emergency First Aid following our recent Free Training Workshop run by Ken at White Rose Training.

Here's what a couple of our attendees had to say:

"I can highly recommend it the First Aid Training I recently attended. Ken ran an excellent course. Thank you to Otley BID for putting this on!" - Helen Wilkinson from Dowgill House B&B



"I've just completed the first aid training. Wonderful opportunity, thanks Otley BID and thank you Ken for delivering!" - Pippa Ridley of Etempa Solutions

Gateway to Otley Project Survey

Have your say!

Otley BID is always looking for new and innovative ways to encourage more people to use the businesses of the town centre. We recently sent an email out to the mailing list of our businesses to gain feedback from our stakeholders about whether they would be happy for us to pursue a project of putting 2 large coreten steel sculptures (same material as the Angel of the North) on the roundabouts at either end of the by-pass (Bradford Road and Leeds Road).

What would the sculpture be?

A life size stag approx. 2.5m x 2.5m



The picture above is an idea, not the final design, we are thinking of a single stag, not a family (it would cost approx. £8k per roundabout for a family of 3).

Why a stag?

The idea is to have a strong “visual” at the gateways to the town that sticks in peoples minds even if they can't remember the name of the town. So it is more about attracting customers to our businesses from out of town than making residents happy, although happy residents are good too!

- ◆ Here's a snippet from the from www.chevinforest.co.uk to show the relevance of the stag / deer in Otley.
- ◆ The Fawkes family also created a Deer Park and stocked it with exotic game (on land on the other side of the Holbeck water course). What we refer to today as the Danefield Estate would have been separated into Danefield Woods and Caley Deer Park. In the early 1900's there are references to a small toll booth at which anyone wishing to use the private track through Danefield Woods from East Chevin Road would have had to pay a fee.
- ◆ A sculpture of a living thing will appeal to people more on a sub-conscious level rather than an inanimate object e.g printing press/bicycle
- ◆ A stag structure should immediately convey that Otley is; a natural place, a creative place, a bold place, a place with a strong identity, a striking (risk taking) place.

Why would this help my business?

We think it would encourage more people to visit the town rather than by-passing it.

We think it sends a positive message about our town, its businesses and their values.

We are keen to support some of the businesses which lie more on the outskirts of the town centre such as Waitrose, Wharfebank Mills and Leeds Road Business Park.

What would it cost?

Approximately £4,500 per sculpture, they could be done separately or together.

(For information, our spending on the Christmas lighting/marketing last year was around £10,000 and the Wednesday market entertainments are around £6,000 per year.)

How can I give my feedback?

If you are a BID Member we would be grateful if you could please take 2 minutes out of your busy day, to give us your thoughts on this project.

The survey can be found here - <http://ow.ly/N5Vr50x8Li5> and will be available until end November, and we look forward to receiving your views.

Christmas Trees

This year we will be funding 60% of the total cost of each tree you see above each of our fantastic Otley businesses. The remaining 40% of our budget has been spent on upgrading the existing lights around town, as well as introducing new areas of lighting where the previously was none.

This includes:

- ◆ An upgrade of the large motif lights on streetlamps around town
- ◆ Reinstatement of the string of lights which used to run down Tittybottle Park
- ◆ All year round decorative lighting to the outside of the Buttercross. This will potentially be on a timer 8pm to midnight so as not to cause too much light pollution
- ◆ All year round lighting of the ex-HSBC triangle within the trees, again on a timer so as not to cause too much light pollution.

We appreciate that this means that businesses will have to contribute £40 per tree to be supplied, lighting attached, installed and disposed of, but we feel that this is still a considerable saving compared to businesses supplying these themselves. It also gives us the opportunity to upgrade & introduce new lighting



throughout the town as a whole which we feel was much needed to help us attract good footfall throughout the Christmas period.

Christmas Video – Visit Otley

As part of our commitment to encouraging visitors into the town, we are delighted to be part-funding this year's Visit Otley Christmas video at a cost of £500. We can't wait to see the final cut!



Photo Credit: Visit Otley

Bus Station Flower Display

As part of our ongoing relationship with Tatton Estates, owners of Orchard Gate, we are continuing to part-fund the beautiful floral wall decoration along the side of the Bus Station as a way of giving our visitors a warm welcome to the town. The display is maintained by our friends at Otley in Bloom.



North Bar Social Welcomed "The Lion of Flanders"

To celebrate the UCI World Championship races, Otley Pub Club twinned every pub in town with a different cycling nation, and contacted all the relevant National Embassies, High Commissions and National Tourist Boards for help.

The Belgian Embassy put them in touch with the tourist board for Flanders (VisitFlanders), who agreed to help organise an event at the pub twinned with Belgium – North Bar Social on Bondgate, which was temporarily called 'The Flemish Lion' to celebrate Belgian ex-World Champion Cyclist, Johan Museeuw's visit.

On Friday the 27th of September, Johan arrived at North Bar Social along with around 30 other cyclists on an organised cycle ride from Harrogate ahead of the UCI World Championships. They were greeted by our Chair, Tom Hatley, the Otley Town Mayor, Councillor Peter Jackson; and the Otley Bellman, Terry Ford. Otley BID not only co-sponsored the whole Otley Pub Club project, along with Otley Town Council, but had also paid for the provision of food for the riders. O'Deli café and Prosecco Bar had provided the sandwiches, and the centrepiece of the buffet was a specially-made pork pie from Middlemiss butchers. The pie – which had the words "de leeuw van vlanderen" baked into the crust as a further tribute

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Christmas Newsletter

We have again teamed up with Visit Otley to fund an A5 double sided Christmas Newsletter which is an update from last year's Christmas Guide. We hope that you will join us in encouraging everyone to #ShopLocalThisChristmas!

Ain't we got fun in Otley this Christmas...

If you're looking for somewhere to spend Christmas this year, make it Otley. The town is set to undergo its usual magical festive transformation, and this year we have a new, all-white lighting display to really tap into the Christmas spirit.

Join us for church services with ringing bells and the cry of carols, visit our unique events (see below) such as the Christmas Tree Festival and the Otley Victorian Fayre, or blow the cobwebs away with a bracing walk by the River Wharfe or high on the Chevin with its magnificent views over the Wharfe Valley.

If you're looking to shop, we have it all. Pick up items for the Christmas table from our fabulous selection of shops, including three award-winning butchers, our Parisian-trained chocolatier and artisan stores including traditional bakeries, and specialist wine, spirits and beer shops. Our street market is held three times a week, and there's a specialist farmers' market on December 22 for last-minute local produce. While in town, pick up a gift or two, or take the weight off your legs with a warming coffee, or a pint in one of our friendly pubs.

To make it all easier for you, Leeds City Council car parks in Otley are free on December weekends until Christmas Day.

However you enjoy the holidays, make sure yours is an Otley Christmas...



Our fabulous Otley Christmas events

Christmas Lights Switch-On
Nov 25, 5.30pm-7pm, Market Place, free
otleytowncouncil.gov.uk

Otley Snowman Trail
Dec 1-22, Locations around town, free
otleysnowmantrail.weebly.com

Otley Victorian Fayre
Dec 1, noon-6pm, Town centre, free
victorianfayre.co.uk

Otley Christmas Tree Festival
Dec 11-14, noon-6pm (Wed), 10am-6pm (Thu-Sat),
Parish Church, free



For more festive events in
Otley, see visitotley.co.uk



to Johan Museeuw – was presented to him by Peter Middlemiss before being cut and shared between the cyclists.



Photo credit: Otley Pub Club

Cyclists on the ride came from a number of different countries, and were delighted to see the Mayor and Bellman in their traditional costumes. Johan even grabbed the bell himself and rang it to announce when the ride was leaving on its way back to Harrogate! They were also extremely impressed with the pork pie – which was something many of them had never tasted before – and the buffet as a whole. North Bar social were thanked for providing the location and the free hot drinks, and Otley Pub Club expressed their thanks to Otley BID for funding the refreshments as well as supporting the project as a whole. Without this sort of financial help, Otley Pub Club wouldn't be able to organise projects that highlighted the name of Otley in the media and attracted tourists to the town.

Otley Town Crier Competition

In September, the nation's top town criers gathered in Otley in a bid to be crowned one of the country's loudest hailers.



Otley BID were delighted to provide £300 funding for the second annual Otley Open Town Crier Competition which sees contestants from around Britain attempt to shout each other to take top spot.

Otley Events

We were pleased to contribute towards the following recent events with the overall aim of increasing footfall into the town:

Family Trick or Treat – Children wear their scariest costumes and go Halloween Trick or Treating amongst participating shops and businesses of Otley in October!



Otley Story Walk – Organised by Otley Writers in August as a fun way of promoting literature. It's members, working with a local illustrator, created a batch of new stories and poems - for children and adults - which were displayed in the windows of 15 town centre businesses. Otley BID contributed prizes of book tokens for the competition winners.

We're Here to Help

Is there anything that you are bursting to tell us that we should be doing? Don't keep ideas to yourself, speak to us, we may be able to make your idea a reality. Please email us at info@otleybid.co.uk.



CHART TOPPERS: Korean boy band BTS sporting a range of two-block mens' hair cuts

K-pop style is a cut above

K-pop may be overtaking our airwaves but it's also about to take over our barbers!

The ever popular Korean pop sound has been around since around 2009 when Hwangbo first hit the charts, but its popularity has exploded over the past couple of years thanks to the massive success of K-pop boy bands such as BTS who performed live in the semi-finals of *Britain's Got Talent* this year and also headlined Wembley Stadium twice in June.

Not content with storming the charts, the clean-cut, K-pop look is now one of the number one requests at Otley's gents' salons. "The skin fade hair cut continues to dominate barbering, but the K-pop haircut is catching on fast," says Michelle Hutchinson of Grade 1 Barbers on Boroughgate. "It's reminiscent of some of the late 1980s and 1990s cuts in that it consists of two blocks – hair at the sides is shaved or trimmed short, while hair on the crown is left long. The beauty is, you can slick it back for a more sophisticated look, or rough it up for something more casual."

Grade 1 is currently offering two deals on unlimited haircuts: £120 for six months and £200 for one year.

Grade 1's ladies' stylist Julie is also currently completing her Level 3 NVQ barbering apprenticeship and is looking for models to help her pass her exams, so pop in and ask for an appointment.

Over at one of Otley's other leading men's barbers, Alpha Male, owner Cerileigh Newberry says the classic scissor cut is on its way back, offering a longer alternative to the current trend for short, sharp fades.

"The classic scissor cut is coming back... moving away from the harsh style of clippers and fades," she says.

"The scissor cut achieves a more natural shape and look, and creates more texture throughout the hair. It's great for longer styles in the colder coming months."

Cerileigh and the Alpha Male team take on a number of different services, from quality haircuts and beard trimming, to ear and nasal waxing.

While customers are waiting, they are also treated to a cup of tea or a beer. The barbers was voted Otley Small Business of the Year in 2018.

See directory for details of Otley barbers

Book now to save disappointment

While Otley offers a number of salons, it always pays to book appointments early to avoid disappointment in the run-up to the festive season.

"It may seem early to be thinking about Christmas and New Year, but salons get particularly busy in late November and early December, so it's a good time

to plan ahead and make sure you see your favourite beauty therapist or hairdresser," says Rachel Whelan of Radiance Beauty, a salon in the Kirkgate Arcade.

The salon, which has been in operation since 1998, uses Jessica and Guinot products, and all treatments, from nail varnishing to make up and

facials, are undertaken by Rachel herself.

Rachel also offers her top tips for looking after your own skin ahead of the busy and stressful holidays.

"Don't forget that good skin is also about a good diet, keeping healthy, getting plenty of sleep and looking after yourself," she advises.

Otley Beauty Directory

BARBERS

Alpha Male, 12 Bondgate LS21 3AB

Tel: 01943 968908

Antalya, 37 Kirkgate LS21 3HN

Tel: 07533 990040

Blue Barbers, 1 Park Row LS21 1HQ

Tel: 07747 741699

Chevin Barber, 1 Mercury Row LS21 3HE

Tel: 01943 468846

Courtyard Barbers, New Inn Ct LS21 3AL

Grade 1, 46 Boroughgate LS21 1AE

Tel: 07951 266136

Machine Head, 10 Boroughgate LS21 3AL

Tel: 01943 466913

Otley Barbers, 5 Crossgate LS21 1AA

Tel: 01943 968500

Q Barber, 23 Manor Square LS21 3AP

Tel: 07902 464444

DENTISTS

Bridge Street Dental Practice,

1b Bridge Street LS21 1BG

Tel: 01943 462415

Manor Square Dental Practice, 10 Manor

Square LS21 3AP

Tel: 01943 461501

One Dental, 1 New Market LS21 3AE

Tel: 01943 464964

Otley Dental Care, 69 Boroughgate

LS21 1AG Tel: 01943 462215

HAIRDRESSERS, SALONS & SUPPLIES

Angels Hair Beauty Massage, 6 Bondgate

LS21 3AB Tel: 01943 461351

Atrium LXI, 61 Bondgate LS21 3AB

Tel: 01943 466294

Beauty Box, 11 Boroughgate LS21 3AG

Tel: 01943 461991

Beauty Within, 5 Bay Horse Court

LS21 1SB Tel: 01943 467191

Daniyal Baig, 26 Newmarket LS21 3AE

Tel: 01943 850475

Debutante, 28 New Market LS21 3AE

Tel: 01943 462996

Endless Hair & Beauty Supplies,

18 Westgate LS21 3AS

Tel: 01943 465000

Esquire Et Cie, 1A Bridge St LS21 1BQ

Tel: 01943 850093

The Gallery, 9 Boroughgate LS21 3AG

Tel: 01943 850751

Gifted Angel, 1 New Inn Court

LS21 3AJ Tel: 01943 464276

Golden Scissors, 2 New inn Court LS21 3AG

Tel: 01943 464676

Hair By Christine Mawson,

7 Courthouse Street LS21 3AN

Tel: 01943 461101

Halo Hair Design, 59 Kirkgate LS21 3HN

Tel: 01943 850008

Pretty Nails, 22 Market Place LS21 3AQ

Tel: 01943 850302

Rachel Sykes Hair Beauty Massage

8 New Inn Court LS21 3AJ

Tel: 01943 468277

Radiance Beauty Salon, 12 Kirkgate Arcade

LS21 3HW Tel: 01943 464688

Solo Hair Team, 12 Manor Square

LS21 3AP Tel: 01943 468001

Unity Hair, Nail & Beauty Salon, 44 Leeds

Road LS21 1BT Tel: 01943 851020

Presidents Note

Dear all,

As the festive season approaches and preparations are in place for Otley Business Awards 2020 and the Victorian Fayre and a host of other Christmas events. This is an exciting time for our town and business community as we continue to work alongside Otley BID, Otley Town Council and Otley Town Partnership

I would like to take this opportunity to acknowledge the strength of our Executive team and reiterate the Executive team members are there to whole heartedly support you as business owners and to help the town flourish. I would encourage you all to please become actively involved as we all have the same goal. Otley is a great town. Please continue to support the Chamber and each other. I would like to welcome anyone who is interested in joining the executive committee. Our team also have a vacancy for a new style ceremonial President to commence March 2020

The Otley business in the 'hot seat' in this edition is Groove Pad Beer and Vinyl's and, as always, I would like to thank Manager Debbi and owner Andy for taking the time to chat with me. It is always a pleasure and really very interesting listening to others unique business journey. I would like to take this opportunity to wish Groove Pad continued success in the town. Any business owner interested in sitting in the 'hot seat' to share their story with the President please do contact me, it is always exciting to hear from you

Keeley Kear

President

Presidents Q&A interview: Groove Pad, Orchard Gate, Otley

Q Please tell us about you and your business:

Groove Pad Beer and Vinyl's is a proudly independent small bar in Orchard Gate, Otley owned by Andy & Marie Parkinson. Andy is a professional musician and teaches electric and acoustic guitar at a studio in Saltaire, he also plays bass

They offer a number of products and services and a different concept to most bars and pubs. The services include a 'bring your own vinyl' where customers can play their own music or choose the music from the bar's own huge range. Weekly quiz nights and fortnightly acoustic hangouts make for a visit unique to each customer. Groove Pad offers a wide selection of teas and coffees, a huge selection of gins (including local products), cask ales which rotate on a regular basis along with premium lagers and IPA's and bottled beers and a selection of non-alcoholic drinks. They host a number of events, including quizzes, open mic night, and themed events.

They are family and pet friendly and offer wheelchair accessible toilets. Snacks are also available to purchase and include brownies baked by a local chef. They also have a 'bring your own food' policy. Groove Pad is available to hire for private functions. Also available is a wide range of vinyl records and music clothing to purchase. Photos displayed on the walls inside Groove Pad were taken by a music journalist from live events and can be purchased to order

Q How long have you been here in Otley?

Groove Pad opened in October 2018 and within 3 months of opening were put forward by WhatPub, and named as one of the top 20 new bars in Britain

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

Through their love of music, Andy & Marie's long term goal was to create a space to bring like-minded people together. For them it is 'all about the music' and together have created a platform for other musicians, especially young, to come together and play, to provide them with an outlet

Q Please tell us what you do to promote your business

Mostly word of mouth, 'awesome staff'. Social media, boards and posters promoting 'gin or cocktail of the week' and sales of 'vinyl of the week' along with the sale of gift vouchers

Q How does being a member of Otley Chamber of Trade help you?

Andy reported that for some this is really helpful and the business awards is very good. However that up to now they have not needed to contact the Chamber for support so can't yet a personal experience but are aware that help and advice is there

Groove Pad has kindly offered to host our next Chamber meeting from 5.30pm on Tuesday 21st January 2020 which will focus more on networking along with a pub quiz and a music, with a play list of our choice

We look forward to seeing you all then.

