

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:-

Anniversaries – both Sainsbury's and Dowgill House celebrated 10 years in business in Otley, both opening their doors in December 2008

Arundel Travel – owner of the Kirkgate independent travel agent, Helen Parry announces, "Wow...I'm lost for words. We have just been awarded 'Best Newcomer' Award at the Jet2holidays Super Star Awards in Turkey. I am so proud of my amazing team and want to say a massive thank you to all our customers and Facebook followers for all your support in our first year"



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Bay Horse – the Market Place pub has been back in business, re-opened during December

Best Kebab – some progress. Party wall agreements required between the owner and the owners of the neighbouring buildings are now in place. Investigative and internal works to assess the extent of the full works required will start in January, somewhat later than had been forecast for October, and expect scaffolding and a skip

Elsewhere, the building owner has been fined £6,500 by Leeds City Council for consistent breaches of trading hours and requirements at their Westgate premises

Black Horse – the building has been put up for sale via agents Westlake & Co. by owner, Ei (formerly known as Enterprise Inns). 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. However, as the pub is part of the Asset of Community Value listing that applies to all of Otley's pubs there is a 6 month window of opportunity (up to April 30th 2019 for a community interest group to have first refusal

An ever resourceful place, a consortium of community minded Otley residents has formed a limited company under the name LS21 Ltd, with the 5 strong board led by international haulage business owner, David Bone of V4B. A business plan is well advanced with the intention of securing the £450,000 freehold then operating based on five income streams from the function room, accommodation, restaurant, bar and refurbishment of the stables area as a performance and community space

Bulletin sponsorship - 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 with your logo(s)

Chamber Next meeting - will be on Tuesday 15th January 2019, 5.30pm for 6pm start, venue the Parish Room inside Otley Parish Church, Kirkgate

Christmas feedback – the four main business, community and development agencies in Otley (Otley BID, Otley Chamber of Trade, Otley Town Council and Otley Town Partnership, with their collective VisitOtley brand) have been working to support the business community through December, pushing hard to promote the town for the festive season with a number of initiatives:-

Lights switch on – Otley Town Council's switch on event and fireworks started the festive season with a bang. The Market Place Christmas Tree, sponsored by Otley BID, was the largest allowable at 25 feet tall. Thanks also to the unsung heroes such as Houldsworths builders who erected a picket fence around the tree base at very short notice without charge or recognition and the volunteers who set up and cleared away afterwards and picked up litter. The towns whole lighting scheme will be reviewed for 2019 as the existing contract expires

Mini Christmas Trees - Otley Chamber's 9th year of installing trees above the businesses saw a record 240 trees erected (in turn supporting two local businesses, Manson Electrical and David Lawson of Russell Farm), with the project again financed by Otley BID. Continuing problems with businesses failing to leave the lights switched on throughout trading hours and spoiling the evening effect by turning them off after shutting. Each year the project is reviewed to consider if it returns value for money given the expense and project management time invested. If after 9 years trees remain switched off then it may be time to consider alternatives

Video – the second Otley Christmas video produced for VisitOtley by retained PR advisor Endure Communications, The Twelve Days of Otley Christmas received 27,000 views on Facebook



plus 5,000 via YouTube). If you haven't seen it, here it is <https://tinyurl.com/oebxmasvideo>

Free parking – Otley Town Council secured an amnesty in parking charges at Otley's three main Leeds City Council-operated car parks at Beech Hill, Courthouse Street and North Parade are free from 3pm on 26th November, the day of Otley's Christmas Lights switch on and fireworks, then free all day on the weekends leading up to Christmas Day

Snowman Trail – the second Snowman Trail, organized by Cllr Nigel Francis, invited participants to wander around the shops looking for Otley's snowmen and find the letters in some of the windows which spell out a Christmas message

Otle Victorian Fayre – another bumper attendance, made the most of a brief break in the dismal weather to celebrate Christmas in Otley. Otley Town Partnership is always on the lookout for volunteers to help arrange the largest free event in Otley's calendar

Christmas Tree Festival – Otley Chamber's 8th festival, larger than ever with 42 trees (supplied by Stephen H Smiths garden centre) twinkling inside Otley Parish Church and each themed with decorations by a different charity, again drew around 3,500 visitors into town

Late Night Shopping – even accounting for last year's debut event having suffered from Storm Caroline's adverse weather, Otley Chamber deemed the lack of support from shops and customers outweighed the massive amount of resource required to promote a repeat this year

Otle Christmas Guide - another first for the town, produced by VisitOtley with the support of the other town agencies, the glossy 16 page Make Yours An Otley Christmas 'whats on' and shopping guide pamphlet was distributed to 35,000 households in Otley and the surrounding Wharfedale towns including Bramhope, Ilkley, Menston, Adel and Baildon

Stray FM – 10 days of radio presenter talk up of the free parking, Snowman Trail and Christmas Tree Festival, again arranged by Otley Chamber and financed by Otley BID. Did you hear it?

Feedback is always welcome and helps shape the future. Please email admin@otleychamber.co.uk with your comments (only one business and two members of the general public responded last year, so any thoughts are welcome)

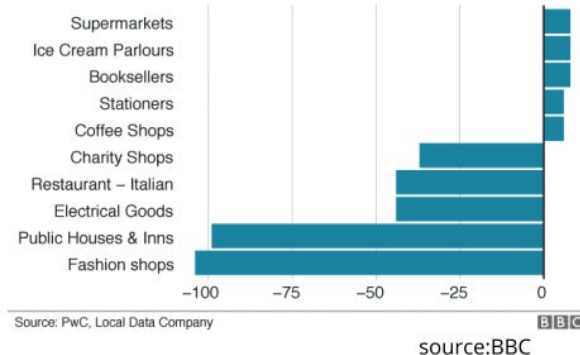
Green Man Forge – welcome to a new business in town, located at the top of Kirkgate Arcade (where once was Wharfedale Angling Classics). The master bladesmith offers a range of countryside related handcrafted gifts such as hunting knives, bushcraft tools, fine art originals and prints, walking sticks and blacksmithing



High Street - an unhappy anniversary, in January 2009, ten years ago, Woolworth closed marking a sea change in the national view of the High Street. Clintons and Thresher quickly followed in Otley but were quickly filled by regional alternatives. A net 1,123 stores disappeared from Britain's top 500 high streets in the first six months of the year, according to the accountancy firm PwC. They reported that fashion and electrical stores had suffered most as customers did more shopping online. Restaurants and pubs also floundered as fewer people go out to eat or drink. It seems most closures were in London

Fashion shops disappearing from the High Street

Net difference between store openings and closures in H1 2018



Inflation - Britain's Consumer Price Index inflation indicator, dropped from at 2.4% in October to 2.3%, a 20 month low, assisted by cheaper petrol prices

ex-Korks – the owner of the former Korks restaurant and music venue on Bondgate, Burning Night has placed its nine subsidiary companies, including Potting Shed, into administration. The venues continue to trade as Leeds based administrators Begbies Traynor seek buyers for the group. Prospects for the Bondgate landmark returning to life from the darkness it's been in since New Years Day 2018 look remote

Mentoring – a new year is always a good time to consider how your business is doing and think about putting into place new plans and ideas, but with that comes doubt and caution, such as will it work and has it been done before? Otley Chamber has a panel of mentors experienced in business around Otley at members' disposal. Just ask admin@otleychamber.co.uk



Otle Town Council is backing a nationwide scheme to reduce the use of single-use plastics having signed an agreement with Refill to make Otley a Refill Town. This intends to tackle the issue of plastic pollution by encouraging businesses and local organisations to sign up to the scheme to provide free tap water should someone come in to their establishment with a reusable water bottle (not plastic bottles!)

Nationwide this scheme is growing in popularity and building a vast network of locations where you can get a reusable water bottle refilled. The commitment of businesses to back this scheme simply involves them adding their details on the Refill website to appear on an app (5 minutes time maximum) and displaying a Refill sticker in their windows

To sign up there are two simple requests, firstly register on the Refill app at www.refill.org.uk/add-refill-station/ then contact Jason Knowles via email at community@otleytowncouncil.gov.uk to inform us that you have signed up and so he can supply a window sticker advertising you are a Refill Station

The Town Council is selling some 'My Otley Refill' bottles for sale priced at £4 for cold liquids or £20 Chilly bottles (warm and cold liquids) to support this initiative

The Rookery – Otley's newest bar and music room is now open on Kirkgate, replacing the former Scope charity shop



Rose & Crown – following a full internal refurbishment the historic Bondgate pub should be open by the New Year, having put back their reopening from 20th December, with the new tenants offering a change of direction including evening food and no late night disco

Skills support for SMEs – Small and Medium Enterprises in Otley can now access funding and support for training through The Skills Service. Managed by the West Yorkshire Consortium of Colleges, the service is funded by the European Social Fund (ESF) and offers:

- A free skills planning session to plan employee training
- 40% funding from ESF towards the cost of training the workforce (eligibility applies).
- A chance to shape future training programmes for your sector

The online Skills Catalogue lists courses currently available or you can make an online skills enquiry about training that is not currently listed in catalogue because this can be commissioned. For full information, including eligibility and courses visit www.skillservice.co.uk call 0113 3861910 or email skills@westyorkshirecolleges.ac.uk

It may be the case that Otley BID may match fund this – watch this space...

According to research from Lloyds Bank, more than four in ten of SMEs in Yorkshire and Humberside lack the basic digital skills that could drive growth

Tour de Yorkshire – will again pass through Otley on the afternoon of Sunday 5th May 2019 as the 4th and final stage of the race nears its finish on the Headrow, Leeds having departed from the Piece Hall, Halifax. The Friday Barnsley to Bedale stage only comes as close as Pool in Wharfedale



This follows on from the news that the Cycling World Championships will visit Otley on two days, Saturday 28th and Sunday 29th September, when the elite women and elite men races pass through town (see Bulletin 114, December 2018)

Unemployment – November's Claimant Count for Otley & Yeadon Ward stood at 145 (1.1%) compared to October's 140 (1.0%) (source: LCC)

Victorian Fayre – making the most of a lucky break in the weather in an otherwise dismal and wet week, the Victorian Fayre again drew bumper crowds



photograph taken by Christopher Winpenny

Otley Large window results were

- 1st. Patisserie Viennoise
- 2nd. Casa Vitae
- 3rd. Ottas Leah

The Elsie Brumfitt Alehouse Award for the pub with the best Victorian costumed staff results were

- 1st. The Black Horse
- 2nd. The Old Cock
- 3rd. North Bar Social

Honorary Mention

- Costume for Ben McMurdo
North Bar, Wendy Fearby
Whitakers and Donna Naude



O'Christmas Tree

We were delighted to fund the largest number of Christmas trees the town has ever had! We collaborated with the Otley Chamber of Trade and provided 235 trees above businesses throughout the town centre. Thanks to Manson Electrical who managed the project and successfully lit up Otley!



We also linked up with Otley Town Council and joint funded the main Christmas Tree in the Market Place.



Make Yours an Otley Christmas

35,000 copies of the official 2018 Visit Otley Festive Season Guide were printed and delivered by post to Otley residents and the surrounding areas. The booklet included the best of Otley's festive events, a local shopping guide, dining out & nightlife ideas and 5 whole pages of great seasonal discounts & prizes which many businesses very kindly offered. Many of these are still available throughout January, February and even March 2019, so please continue to shop local throughout the New Year.



You will have also seen the fantastic Twelve Days of Otley Christmas single release created by Visit Otley. It's still available to buy on iTunes or Amazon Music with profits going to local charities. Both of these festive projects were a result of collaborations between ourselves, Otley Town Council, Otley Town Partnership and the Otley Chamber of Trade.

Seasonal Window Art on Empty Properties

We were also on a mission to help make our empty shops look more festive in the run up to the busy shopping season. We therefore decided to commission talented artist, Jenny Tribillon to create these beautiful Winter scenes on the former Tui and Taylor's Shoe Shop in time for the thousands of visitors who descended for the Otley Victorian Christmas Fayre. Our thanks go out to her for making such a visually inspiring improvement to our high street in the busy run up to Christmas. She worked so hard, starting at 9.30am and finishing at 8.30pm, that's dedication for you especially when it's freezing cold outside!

Please head over to her website if you like her work www.jennytribillon.com

Free Business MOT Session – Monday 21st January 2019

When was the last time you spent some time looking after the welfare of your business? We expect our businesses to provide us with a reliable income and an enjoyable working life, but often the inner workings of a business are neglected. Make a New Year's resolution to give your business an MOT and a service.

This workshop will be led by Otley BID director and past president of Otley Chamber of Trade, Katie Burnett, and will include lots of activities looking at target setting, getting the best from your people, reviewing your customer base, pricing and profit margins, ways to grow and future-proof a business and controlling your cashflow. The workshop will run on Monday 21st January from 10am – 1pm at The Garden School, 9 Westgate, Otley. All materials and morning coffee/cake is provided.



The session will be FREE to any BID Levy payer or member of the Otley Chamber of Trade. If you are not a member of either of these groups the cost is £50 per person. Only 8 places are available so please book early by emailing katie.burnett@otleybid.co.uk.

We'd Love To Hear From You

Our Directors meet on a monthly basis, therefore, if anyone has any questions or you have any feedback or ideas of projects you would like to see implemented in the town, please do not hesitate to contact us on 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 www.otleybid.co.uk/business-plan-2019-24/



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

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.

Nominations have been flooding into Otley Business Awards headquarters with the Core commenting on a high number of nomination forms being picked up from their offices.

BUSINESSES - Have you been encouraging your customers to vote for you? Our experience is that your customers would love the chance to celebrate how good your business is, so don't feel shy about recommending they nominate you.

CUSTOMERS OF OTLEY BUSINESSES - make sure your favourite business is nominated by going online to www.otleychamber.co.uk or pick up a form from the Core, Orchard Gate or at The Real Food Shop, New Market.

NOMINATIONS CLOSE ON FRIDAY 18TH JANUARY

The next edition of the Otley Economic Bulletin will list all the nominees in each category so we hope to see your favourite business listed there.



Otley Business Awards Committee

Tom Hatley, Sam Pinder, Simon Raybould

Katie Burnett, Keely Ker, Helen Wilkinson & Rachelle Atkin

**HAVE
YOUR
SAY!**





Presidents Note

Dear all,

I hope that the festive season was a merry one and I would like to wish each and every one of you a very Happy New Year. May 2019 bring a prosperous year ahead

What does your business have in store for the town in 2019, and what can the town do to help you? We are lucky in having a town containing a number of organizations, including Otley Chamber, only too happy to help, just tell us what you want us to do

I would like to encourage any business owner in the town interested in sitting in the 'hot seat' with the President to contact me. It is always exciting to hear from you

Once again the executive committee would welcome anyone who is interested in joining the executive committee. Our team have vacancies for a Junior Vice President. As always it is an exciting time for our business community as we move into a new year and continue to work alongside Otley BID, Otley Town Council and Otley Town Partnership. Otley Chamber of Trade would be very pleased to hear from anyone interested in the position of Junior Vice President to commence in the spring

The Otley business in the 'hot seat' this month is Dr. Stuart Gore of Yorkshire Counselling Psychology and located 9, Westgate, Otley. I would like to take this opportunity to offer a warm welcome and to wish Dr. Gore and his new business much success in our town

Presidents Q&A interview: January 2019

Q Please tell us about you and your business?

My name is Dr. Stuart Gore, I am a Counselling Psychologist and Lecturer in Counselling and Psychotherapy at the University of Leeds. Prior to my transition to academia two years ago I worked in the NHS and third sector organisations for 17 years offering psychological therapy. I am passionate about the field of Psychotherapy and have published a number of articles in respected scientific journals. A recent highlight in my career occurred in 2016 when the British Association of Counselling and Psychotherapy made me the recipient of the Outstanding Research Award for my work investigating some of the obstacles preventing patients with complex needs accessing psychological therapy.

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 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



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When people come to see me they are often at one of the most vulnerable points in their lives. Offering psychotherapy is frequently a humbling experience as you stand alongside your clients' path to recovery. Supervising and teaching students in psychotherapy renews my excitement in the field as they constantly remind me why I decided to become a Counselling Psychologist.

Q How long have you been here in Otley?

Yorkshire Counselling Psychology opened its doors in December 2018.

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

Twelve years ago I was invited to join a private psychology practice in Otley which I thoroughly enjoyed for a number of years. It has always been my aspiration to start my own private practice one day and when the right opportunity arose I grabbed it.

Q Please tell us what you do to promote your business

I promote my practice through online Counselling and Psychotherapy directories as well as social media, but ultimately word of mouth is the best marketing strategy for letting others know what I do and can offer.

Q How does being a member of OCT help you?

Being a member of Otley business chamber of trade offers me a bridge to a supportive business community who have a collective wealth of knowledge which they are willing to share to encourage new business. Starting out on your own has the potential to be very isolating, just knowing there is a whole network of people out there is very reassuring. As an Otley BID Levy payer Stuart is entitled to free membership of OTC.

Yorkshire Counselling Psychology can be contacted on

Tel: 01943 968437 and

<http://www.yorkshirecounsellingpsychology.co.uk>

Keeley Kear

President

NEXT CHAMBER MEETING

EVERYONE WELCOME - member or not

Tuesday 15th January 2019

5:30pm at the

Parish Room inside Otley Parish Church

Kirkgate

Open networking with
food & drinks from 5:30pm