



OTLEY ECONOMIC BULLETIN

The Newsletter of Otley Chamber of Trade

President: Keeley Kear

Issue 113, November 2018

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



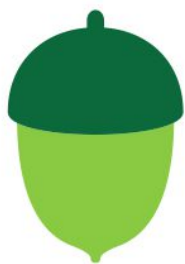
Otley Business Awards 2019

Otley Business Awards - the 5th OBAs will be bigger and better than ever, to be staged within the magnificent Otley Parish Church on Friday 22nd March 2019

To explain the nomination and judging process and to hear from a past winner of the benefits they received through participation all Otley businesses are invited to a launch night reception at Otley Parish Church on Tuesday 20th November 2018 from 5.30pm. Come along and find out how your business can get involved in the Otley business community's most glittering occasion and pick up your information pack, which includes nomination forms. Free food and a glass of wine on arrival. The guest speaker for the main OBA awards evening next March will also be announced.

The nominations window opens on 22nd November 2018

This months sponsors



Christopher Little & Co.
Financial Advisers

Royal Oak House, Manor Square, Otley LS21 3AY

Phone: 01943 851080 or 0800 612 1174

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www.christopher-little.co.uk

Age UK - has closed their charity shop at 10 Boroughgate. It is available To Let via Leeds based commercial agents Walker Singleton at £15,750pa



April's III Dimensions - hair salon has completed their relocation from Kirkgate to Bay Horse Court, leaving their previous premises in Kirkgate, together with flat above now available

BBS (Brick and Stone) Limited - Wharfebank Mills is now attracting businesses from Leeds and Wakefield to Otley. BBS (Brick and Stone) Limited has relocated to Lower Wharfe House, overlooking the river near the eastern entrance to

the estate, from offices in Wakefield along with having further offices in Kimcote (Leicestershire); and Edinburgh from which BBS service the whole of the UK and Ireland

BBS specialises in the supply of walling-stone, paving, and masonry products in sandstone, limestone, and reclaimed stone to the construction industry, all aspects of granite hard landscaping and masonry, facing-bricks and clay and Concrete Landscaping

Sales Director, Fraser Young, told us, "We sell more natural stone than we can produce at our Halifax production yard, so we employ high quality sub-contract masons to work with BBS as required. We also have exclusive supply agreements with many UK and foreign quarries/manufacturers. Having looked at many potential office locations around North Leeds, BBS decided Wharfebank Mills was perfect not only in terms of location but also the overall facilities and the connected 'business community' which the Wharfebank Mills management company actively promote. Moving offices after 18-years was always going to be painful however Siobhan, Linda, and Jane have done all they can to assist, minimising the disruption and making us feel very welcome, which has been very much appreciated."



BBS also has an in-house AutoCAD design facility to help take architectural drawings from the concept stage through to finalising the individual component details ready for manufacture. Further details on the full range of BBS' services can be found through their link on the wharfebankmills.co.uk/occupiers page

Bizarre Bazaar - another unit reoccupied as the 15 Market Street premises formerly occupied by Kim Lorraine is now trading again. A regular visitor to Otley, North Leeds based Richard Cordwell now offers a cornucopia of unusual gifts such as drinking horns, chocolate pizza, military animal busts, lumilights, soap flowers and everything inbetween

Bulletin sponsorship - thanks to Christopher Little & Co, independent financial advisors, for sponsoring this November edition

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 20th November 2018, 5.30pm for 6pm start. The spectacular venue will be the Parish Room, Otley Parish Church, Kirkgate, as the night incorporates the launch of the 2019 Otley Business Awards

Chevin Country Park Hotel & Spa - has been sold by Edinburgh based Crerar Hotel Group to Yorkshire-based buyers. The 'off market' deal negotiated via Colliers International is understood to have been in the order of £5m for the freehold property and business. The 52-room hotel on Otley Chevin was the one 'outlier' in the chains portfolio with Crerar's remaining chain of 11 leisure hotels, all located in the Highlands of Scotland



Coinage - Some 2.6 million more special 10p coins featuring the likes of James Bond and the Loch Ness Monster have been released into circulation, among an A to Z of 26 designs celebrating 'what makes Britain great'. Other designs include the Full English breakfast, fish and chips, the Houses of Parliament and Stonehenge and one tongue-in-cheek design making fun of the famed British custom of queuing

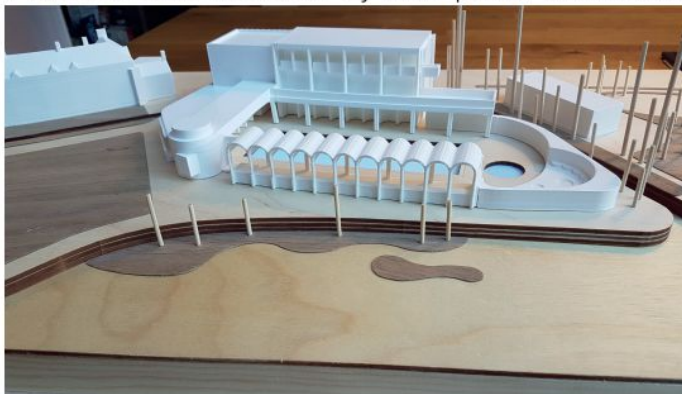


Flowers by Lynn - is relocating from Bay Horse Court

For the Love Of... - the Sidmouth, Devon based Donkey Sanctuary charity deem the current retail climate a risky prospect and are closing both their shops, including their original retail venture in Boroughgate

Friends of Otley Lido - in the height of this summer the Friends of Otley Lido unveiled their state of the art concept designs to restore the outdoor swimming pool at an event attracting over 500 people to the site. Attended by local councillors and our MP, the event demonstrated how much support there is for the scheme to restore the old derelict pool, on the current footprint of the site

The ambitious but achievable plans for Otley Lido include an all year round, heated 30m swimming pool supported by leisure related activities to make the scheme viable for all the year. The concept model revealed at the Open Day includes potentially a gym and a restaurant which the Friends say would provide much needed



income to support the community accessible pool. The pool will be heated through environmentally sustainable renewable energy and will include plans to assist and alleviate the flooding to the area. A retractable roof will enable the scheme to be closed in during really inclement weather

The scheme would become the 'jewel in the crown' for the riverside and the whole of Otley. The fabulous new home for Buon Apps in the old Garnetts Mill and the re-launch and success of Otley Boats have brought Wharfemeadows Park alive again, opening up the riverside to visitors from near and far as it did in years gone by. All together the riverside is coming back to the community, generating much needed interest and attraction for the whole of Otley town

Similar lido restoration schemes have gained funding from sources such as large charitable organisations and Lottery Funding, ensuring that their body is a Community Interest Company, not for profit and for the objective of restoring the pool and related facilities to the community and promising to 'Make a Big Splash! All (swimming) hats off to this team of enthusiastic volunteers and their professional advisers working to transform the eyesore into Wharfedale's finest leisure facility, so to support the Otley Lido individually or as a business please contact Leonie Sharp on 07765284078 or email friendsofotleylido@gmail.com

Glide + Slide - the Station Road mountain sports shop has had a smart new Alpine style make over



Groove Pad - the former Rocca Bar at 9 Orchard Gate, is now open, bring your own vinyl to play and relax with a drink, soft drink or coffee

Halifax - the Kirkgate branch has undergone a refurbishment with the counters being replaced for the most part by self-service machines. This won't suit many, especially our elderly customers, but is surely better than simply closing down like four national banks have enforced on Otley

Household finances - the annual growth rate of total pay in the three months to August rose more strongly to 3.1% compared to the same time last year. Compared to the Consumer Price Index inflation indicator which fell from 2.7% in August to 2.4% the difference represents a slight improvement in the average standard of living, at long last some daylight between the two (source: ONS)

Johnston Press - the Scottish based media group that owns dozens of titles across the UK including the Yorkshire Post, Yorkshire Evening Post and Wharfe Valley Times has been put up for sale, having failed to find funding for its £220m deficit

L&S Dog Grooming - dog grooming parlour has moved from Bondgate to The Gallery Floor, upstairs at Kirkgate Arcade (accessed from the side door on Church Lane)

Both from Otley and sharing a love for dogs Savinder Trodden has been a dog groomer for 7 years and mum, Louise for 15years or so. "We bath clip and do the dogs nails, cats are welcome too, I'd like to think we are professional but are not too pricey. Business has been very busy but starts to quieten off this time of year although they still need doing people think they get cold!" Contact 07733466332 and 07546336878

ON 8TH OCTOBER OTLEY BUSINESSES HAVE TWO CHOICES

Vote **YES** to keep £375,000 investment in Otley.
8 Oct - 9 Nov 2018



As most of you will probably be aware the ballot, as to whether Otley Business Improvement District (Otley BID) will continue for a second 5 year term, **will end on Friday 9th November 2018 at 6pm.**

Business owners have been voting since 8th October on whether to keep £375,000 of investment in our town. So far we have received a good number of ballot papers returned to Leeds City Council, who are managing the ballot process on our behalf. We were delighted to be informed that only in the first week they received over 100 ballot papers, which is a fantastic response.

544 individual ballot papers have been sent to business owners and landlords within the BID levy area of Otley, and some businesses will have more than one ballot paper because they pay business rates on more than one property. So please make sure you return all ballot papers BEFORE Friday 9th November 2018.

What happens after the ballot?

For the vote to go ahead, three voting 'hurdles' must be passed:

1. More than 20% of the eligible businesses in the proposed BID area must vote.
2. More than 50% of those voting must vote YES.
3. Those YES votes have to represent more than 50% of the total rateable value of all votes cast.

If these conditions are fulfilled, payment of the Levy becomes mandatory for ALL eligible businesses, regardless of how they voted. As the vote takes place between 8th October and 9th November 2018, the Rateable Values used for the aggregate calculation will be based on those in force at the time.

If we are voted in, Otley BID Ltd will once again be run by a voluntary board of directors drawn from people within Otley.



The decision to keep £375,000 of investment in our town will have been approved and how this money will be spent over the next 5 year term will be decided in line with our 2019/24 Business Plan, which can be found on our website www.otleybid.co.uk

How do I keep updated on your future plans?

You can keep in touch with us in a variety of ways:

1. **One to One Meeting** : By contacting our part-time BID Manager Tim Wilkinson from Dowgill House on email at tim.wilkinson@otleybid.co.uk or by telephone 07481 891 686.
2. **Online** : or via our website www.otleybid.co.uk.
3. **Social Media** ;
 - a. We have set up a Facebook group where you can ask questions and keep updated with all the information about the ballot at <http://ow.ly/OMVG30lpVru>
 - b. Or via our social media at www.facebook.com/otleybid, or www.twitter.com/otleybid.
4. **Chamber Meetings**: Join us at the Chamber of Trade meetings where will give an update on projects and there will always be a representative there to answer your questions. Meeting dates can be found on their website www.otleychamber.co.uk
5. **By Post** : Otley BID Ltd, c/o The Old People's Welfare, Crossgate, Otley, LS21 3AA.

*Join us and
together we
will make
a difference*

Who is supporting the BID?

We have been pleased with the positive response we have received from many businesses within the town. You may have seen some familiar faces on our social media showing their support by having their photo taking holding our huge "VOTE YES" message outside their premises – thank you so much, your support is very much appreciated.



ON 8TH OCTOBER OTLEY BUSINESSES HAVE TWO CHOICES



TO ENSURE THAT OTLEY...

- ✓ COMPETES WITH OTHER BID TOWNS AS LEEDS, BRADFORD ILKLEY**, HARROGATE**, SKIPTON*, KEIGHLEY, RIPON** & MORLEY**
- ✓ IS LIT UP AT CHRISTMAS
- ✓ KEEPS FREE CHAMBER MEMBERSHIP
- ✓ KEEPS OUR BUSINESS AWARDS
- ✓ KEEPS PROMOTING TOURISM
- ✓ KEEPS OUR COLLECTIVE VOICE FOR BUSINESS
- ✓ KEEPS SUBSIDISED BUSINESS TRAINING
- ✓ HAS MORE COACH VISITORS

*2nd BID term **BIDs underway



AND THERE WILL BE...

- ✗ LESS FLORAL DISPLAYS
- ✗ NO CHRISTMAS TREES
- ✗ NO FREE CHAMBER MEMBERSHIP
- ✗ NO BUSINESS AWARDS
- ✗ LESS FUNDING FOR FESTIVALS & EVENTS
- ✗ LESS TOURISM PROMOTIONS
- ✗ NO COLLABORATION WITH OTLEY ORGANISATIONS ON JOINT PROJECTS
- ✗ LESS COACH TRIPS VISITING THE TOWN

FACT

51 INITIATIVES HAVE BEEN COMPLETED BY OTLEY BID TO DATE

Tel: 07481 891 686

Email info@otleybid.co.uk





ex - Leafy Couture - florist under Conservative Club appears to be let, with terms agreed. Commercial agent Dale Eddison acted

Mannings Jewellers - in Market Place has closed down and is being refitted and reopened as a branch of Ramsdens. Established in Stockton on Tees in 1987, Ramsdens has over 130 branches throughout Northern England, Scotland and Wales. Nearly all of the branches have the appearance of a jewellers but also contain bank style counters that provide a mix of financial services such as traditional pawnbroking services, the buying of gold, silver, mobile phones and tablets as well as the sale of foreign currency, jewellery and watches

Otle Events - as the nights grow darker so the Otle events come even thicker and faster; some dates for your diary:-

- **Beer Festival**, Friday 23rd & Saturday 24th November Otle RUFC
- **Science Festival**, 5th - 10th November, Otle Courthouse
- **Christmas Light Switch On**, Monday 26th November from 5.30pm
- **Victorian Fayre**, Sunday 2nd December from noon
- **Christmas Tree Festival**, Wednesday 12th- Saturday 15th December, Parish Church
- **Otle Snowman Trail**, 1st - 22nd December - don't forget to sign your business up to join in (www.otleysnowmantrail.weebly.com)

Otle Tavern - after 6 years in charge of the pub formerly known as the Ring O Bells Peter and Fiona Jackson are moving to a new challenge and the Newmarket hostelry is now under new management

OTP Transport Group is short of 'cycling members'. OTPs Transport group used to have three members who attended the monthly meeting and who were regular cyclists in the town but is now looking for a person/persons with an interest in transport issues in the town and who are regular cyclists. The group is overburdened with car users so needs to balance the team a bit. The Transport group meets on the 1st of every month except August at 5.30pm at the OTP premises in Mercury Row. Contact Pete Heald 07940 178 248 p.heald@ntlworld.com

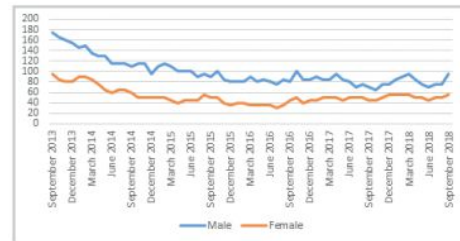
Otle Zebras - a number of Otle businesses are supporting a festive fundraising initiative by Otle RUFC. Friday 30th November, 7pm. Welcome fizz and mince pie on arrival. Christmas shopping with stalls from local businesses featuring exclusive offers. For tickets please contact Gemma Parker 079600 16650, Chris Payne 07484 059035 or Jill Bentley 07930 735239



Unemployment - nationally unemployment fell by 47,000 to 1.36 million in the three months to August as the jobless rate remained at 4% with the number of people in work little changed at 32.39 million (source: ONS)

September's rate for Otle & Yeadon Ward rose inexplicably to 145 (1.1%), a significant increase compared to 115 (0.9%) last year and 125 in August (source: LCC)

Otle Claimants



Yorkshire Bank - as the Bulletin continues to update, the £1.7bn acquisition of Virgin Money by the owner of Clydesdale and Yorkshire Banks, CYBG has now received regulatory approval by the Financial Conduct Authority (FCA) and the Prudential Regulation Authority (PRA) and is now set to complete by the end of October. The boards of the two companies reached an agreement on the terms of a recommended all-share offer in June 2018

Yorkshire Wordwright - welcome to a new Chamber member, Richard Hughes. He explains, "What happens when a newly graduated graphic designer and an energetic retiree live in the same household? A business start-up with the aim of combining our design, writing and management skills was the outcome in our case. We think the blend of youth and experience has been ideal, even if it can be difficult sometimes to separate the personal and professional



Nine months ago, we started The Yorkshire Wordwright with the intention, of offering value for money creative solutions that don't compromise on quality. It has been an exciting, but sometimes frustrating journey. As a former business studies teacher, it has been more noticeable what business theory has not been relevant, rather than what has; I have learnt more about real business in the last year than in the previous 30. As a design graduate with friends in design employment, it has been tough for Rhiannon to accept the uncertainty that comes with early self-employment but, as the business has grown and delivered successful client outcomes, we have become more and more convinced that we are in the right place - Otle - doing the right thing, at the right price

The two greatest challenges have been pricing and promotion. Our current prices are low, reflecting our low profile in the market and recognising that we are relatively inexperienced. We understand, however, that some potential clients find this offputting, as they use price as an indicator of quality. We think we judged it right, but we will be raising prices in a few months. How will that affect demand? We don't yet know. Promotion has been a mixture of the modern, website and social media, and the traditional, including cold calling. The latter has been more successful, but we have clients telling us that our social media strategies are working for them. What does this all tell us for our future? We think you just need to try everything and work really hard!"

Contact richard@theyorkshirewordwright.co.uk



Presidents Note

The Otley business in the 'hot seat' this month is Ceri Newberry from Alpha Male. Ceri was nominated by her customers and presented with the award for Best Small Business in the 2018 Otley Business Awards. Alpha Male is a local barbers/hair salon located on Bondgate, Otley

As always I would like to thank Ceri for taking the time to chat with me. It is always such a pleasure and really very interesting listening to others unique business journey. I would like to take this opportunity to wish Ceri and her business continued success with her business in the town

I would also welcome anyone who is interested in joining the executive committee. Our team have vacancies for a Junior Vice President. This is currently an exciting time for our business community as we 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 2019

Otley Chamber of Trade are very excited to welcome the Otley Business Awards Launch evening to our next Chamber Meeting. Please join us for your complimentary glass of wine and buffet from 5.30pm at Otley Parish Church

I look forward to seeing you all then.

Any business owner who is interested in sitting in the 'hot seat' with the President please do contact me. It is always exciting to hear from you

Q Please tell us about you and your business?

Business owner Ceri is from Bradford. She studied at Emmanuel College, Bradford and left at aged 16. Ceri started out working in a salon at aged 15, initially as a junior although she reports in the early days this was mostly making tea! Ceri commenced her training at Christopher Paul Hairdressing College in Little Germany, Bradford aged 17, she worked at a number of different salons, working for others and also included in house training for ladies hair styling/cutting before opening her own business in Otley. Alpha Male also offers a service for the Groom (stag/wedding groups), beard shape & trim, eye brow trim and children's cuts

Q How long have you been here in Otley?

Ceri opened Alpha Male in December 2015

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

A close friend of Ceri was presented the opportunity of securing

the lease on the premises in Bondgate and encouraged Ceri to open her own salon. Ceri had talked about opening her own salon and welcomed the opportunity. However she did go on to say she did not want to 'step on anyone's toes', she therefore checked other salons in the town and found that they were mostly ladies salons and therefore decided to launch her barbers shop

Q Please tell us what you do to promote your business

Initially Ceri suggested that she did use advertising with leaflets, however that word of mouth and personal recommendation are mainly her source of promotion and business via the Otley community. Ceri also offers a loyalty card which is popular with customers

Q How does being a member of OCT help you?

Ceri was keen to join the Chamber. She reports that she was initially introduced to OCT via the Economic Bulletin which is delivered each month to the salon. Ceri reports that she finds this a very informative and interesting read, one which her customers also enjoy. It keeps her updated about what is going on in the town and business community. As an Otley BID Levy payer Ceri is entitled to free membership of OTC. Ceri also follows the OTC Facebook page and reports this was where she was initially made aware of the Otley Business Awards. Ceri's immediate thoughts were that this would be very helpful to local business and the wider audience

Ceri went on to win the Best Small Business Award 2018 and is thrilled to present her experience with us for the Otley Business Awards Launch Night. This will be welcomed to the next Chamber of Trade meeting which will be held Tuesday 20th November at Otley Parish Church



Any business owner interested in sitting in the 'hot seat' with the President please do contact me. It is always exciting to hear from you

Best Wishes
Keeley Kear - President

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



NEXT CHAMBER MEETING

EVERYONE WELCOME - member or not

Tuesday 20th November 2018

6:00pm at the
Parish Room, Otley Parish Church
Kirkgate, Otley LS21 3HW

Open networking with
food & drinks from 5:30pm