

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:-

Apollo3d – “has created a couple of great 3D walkthroughs for both Buon Apps and The Mill Bar & Bistro and has also planned to do a second 3D showroom for KT Green together with a couple of other firms around Otley. The new tech can be seen here at bit.ly/buonapps and bit.ly/millbar . We are based in Bramhope and Huby but Otley is one of our preferred areas. Happy to chat anytime”

Aura – the New Inn Court business “would like to welcome Jess White to the Aura Jewellery team as our apprentice. After working as our Saturday girl for the past 3 years, Jess is now embarking on a Retail Apprenticeship whilst learning the tricks of the jewellery trade from Chris to become a working jeweller”



ex-Beauty on a Budget – Orchard Gate owner, Tatton Settled Estate has made an application to convert the upper floor of the long empty shop number 5 into a flat, one of several similar applications

Browse Time – congratulations to Hannah Russell on her new baby, although sad to hear that family life now means the end of Browse Time, books and sweets on Manor Square...

...For The Home - congratulations to the Manor Square furniture shop on their impending expansion into what was Browse Time. Proprietor Chris Broadbent has been prospecting for larger premises for some time so doubling his premises size without needing to move from 27 Manor Square is a great solution

Bulletin - various businesses tell us they know that the Bulletin is read far and wide - if you're outside Otley, Wharfedale or even Britain, it would be interesting to learn where you are reading it? Please email admin@otleychamber.co.uk

Bulletin sponsorship - thanks to one of Otley's senior manufacturers for sponsoring this September edition. Sinclairs, a leading UK manufacturer of paper stationery based at Silvine Works, North Street has been in the stationery business since 1837

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 18th September 2018 at Falcon Social Club on Westgate, 5.30pm for 6pm start. Bar and free finger food will be available. Entry is free, available to anyone, business owner or not, and all views and opinions are welcome. Do come along and interact, it's very informal and nobody bites, although July's meeting was lively. We don't get many local issues raised, please let us know what we could help with. Special guest will be Alex Sobel MP, so please email your business related question for him to admin@otleychamber.co.uk

This months sponsors



T: 01943 46 11 44

E: enquiries@sinclairsproducts.com

W: www.sinclairsproducts.com

Silvine Works, North St, Otley
West Yorkshire, LS21 1AH



Chevin Trek – it's the end of the road for the outdoor equipment shop on Gay Lane. The premises have been sold with the benefit of planning consent for conversion to residential use although the business continues online. See www.chevintrek.co.uk

Christmas publicity #1 – a free brochure summarising Otley's many and various Christmas events will be created for 2018. The booklet will be 12-16 pages, about a third of the content being a diary of Christmas events happening in the town, a third shopping guide and a third money off vouchers from participating businesses

Otley BID has agreed to fund the printing and distribution of 25,000 brochures, to be direct mailed via Royal Mail to selected postcodes such as Bramhope, Ilkley, Menston, Adel and Baildon

If your business is a BID levy payer and you would like to provide a small advert (14 x 7cm) with a special offer for customers over the Christmas period please send it to katie@courtyardplanters.co.uk who is collecting the content. There is no charge for BID levy payers

Designed with the help of James Ellis at Endure Communications (formerly All About The Story), James advises that money off vouchers will make people keep the brochure for longer than if it just contains adverts

If you are a group or an individual who runs a festive event please send details to the same email to be included in the brochure. The deadline for inclusion in the brochure is 1st October

Christmas publicity #2 - a reminder that the Otley Chamber's mini Christmas trees scheme will be 'opt in' rather than automatic this year

'OPTIN'

Local business, Manson Electrical will be able to provide and erect a tree (supplied by David Lawson of Russell Farm), a new set of LED lights, installation, checking the bracket, fault repair during the season, taking the trees down in January, disposal and the appropriate insurance cover. The cost of this package is £100 per tree which will again be fully funded by Otley BID

Unlike previous years, when the entire project was laboriously managed by Chamber team, this year businesses will need to take part responsibility in this process. Those who have existing brackets will receive a letter in early September telling them how to order their tree direct with the contractor, so please look out for that coming through your door, then order your tree direct (one per business free issue, any extras at your own cost). This will save wasting the cost of putting trees up on businesses that don't really want them

Any businesses without brackets/outside electrical supplies should contact admin@otleychamber.co.uk to find out if they can be part of this project

Don't wait till December then say you weren't told!

Craftsman Tools - is to take part in the Leeds Manufacturing Festival in October. Covering the entire Leeds City Region, Leeds Manufacturing Festival was set up by the Leeds Manufacturing Alliance with the intention of bringing greater awareness amongst young people to the depth of career options within manufacturing that exist within the region.



As part of an effort to source and grow talent locally, Craftsman Tools will be opening their factory doors to school groups around North Leeds and Wharfedale during the festival.

Engage Comms Ltd - previously based in Otley town centre since it was founded in 2012, Otley's award winning content marketing agency has moved into new larger premises within Wharfebank Mills in Otley. The purpose of the move was to accommodate the company's growing team and provide private space for meetings with clients and suppliers.

Previously an artists' studio, Engage Comms new home at Units 2-4 on the ground floor of the Pegholme building within Wharfebank Mills has since been specifically converted for the company to incorporate a large open plan office space with kitchenette and separate meeting room with glass doors

Engage Comms' co-Founding Director Jo Parker said, "After six years in business, things are going from strength to strength for us and we have ambitious growth plans to enable us to continue delivering high quality work for regional and national clients in specialist sectors in partnership with our network of trusted associates. We now have a strong core team with scope for recruiting again in the next year and needed a bigger more fit-for-purpose space.



When we were looking for larger offices to rent in Otley, Wharfebank Mills was the obvious choice. The high ceilings and large windows in the old mill building give us a light, bright space which has undergone a modern renovation to include everything we need from superfast broadband to air conditioning. It also benefits from ample parking and shared facilities with the other businesses on the estate. We're looking forward to welcoming clients and other external people we work with to our slick new meeting space with bespoke handmade boardroom table and wall-mounted presentation screen"

If you want to know more about Wharfebank Mills. Or about Engage Comms Limited, please go to: www.wharfebankmills.co.uk

Household finances - the annual growth rate of total pay dipped from 2.5% to 2.4% while regular pay growth eased from 2.8% to 2.7% in the year to June, a narrowing margin but still above the Consumer Price Index which edged up 0.1% to 2.5% in July (source: ONS)

Hunters - advises they have some much sought after town centre office space available above their 56-58 Kirkgate estate agents

Office 1 extending to 177 sq ft, and Office 2 of 150 sq ft are both available. Office 3 is already taken with a mortgage broker. All offices have kitchen facilities and bathroom and are available on flexible terms of a minimum 3 months licence, rent from £375 per month inclusive of all utility bills and WiFi. Contact Lester Hurst, Hunters 01943 660002

For a list of all available space and empty properties in Otley see Otley Chamber' website <https://tinyurl.com/otleybusinesspremises>

OTLEY ECONOMIC BULLETIN

The Newsletter of Otley Chamber of Trade

Issue 111 September 2018



Interest rates - Bank of England raised their minimum lending rate, the rate at which they lend to other banks, during August. At 0.75% the rate is still minuscule compared to more normal economic times meaning borrowing money is still cheap. Conversely, interest paid on savings should increase fractionally, if building societies etc. actually pass the increase on

Leeds Bradford International Airport - our area will soon be connected to yet another international capital and fashionable tourist destination as Jet2 has announced that they will be commencing a scheduled service from Otley's local airport to the Icelandic capital Reykjavik. Flight-only deals start in February 2019 from £169 return

Otley Beer Festival - a reminder that the two day celebration of beer and cider will be on 23 & 24th November 2018 at Otley RUFC. To join in the fun and support an Otley institution businesses can sponsor a barrel (for £30). Contact Andy Peckham andrewjohnpeckham@hotmail.co.uk 07837 155940

ex-Otley Health And Martial Arts Centre - the planning application for conversion of the first floor to form a flat above Unit 13, Orchard Gate has been approved

Otley Wedding Fayre - Dawn and Andrew are looking forward to meeting everyone who would like to call in to see this new wedding venue at Westbourne House, Westbourne Close, Otley, LS21 3LG on Sunday 30th September 2018, 12 midday till 3pm. "We can accommodate 100 guests for formal dining and there is a separate lounge bar. We have a large room suitable for wedding blessings and we also have ample car parking spaces in our private grounds



At the Wedding Fayre, we have invited local wedding suppliers who can assist and advise on how to make your wedding day special. Refreshments will be available on the day and the event is being sponsored by local businesses and the Otley BID"

For bookings and enquiries call 01943 467062 or email westbournehouseotley@btinternet.com or visit Facebook - @WestbourneCateringOtley

Retail sales - buoyed by good weather and England's world cup run, retail sales volumes rose by 0.7% last month on the previous month and were 3.5% higher than a year earlier. Online sales leapt to a new record with a 15.3% increase in

July compared with the same month last year. Online sales by department stores also stood out with a 35% annual increase in sales, a notable contrast to the High Street fortunes (source: Guardian)

ex- Rocca - the Orchard Gate bar is believed to have been let to new bar operator

Shoe Box - is the renamed and revamped identity of Top Show Shoes in Bay Horse Court



Social media - those businesses using Facebook and Twitter will have noticed a large upturn in the activity of the Chamber's accounts recently, Facebook posts reaching 6,900 people in one August week alone. We will do our best to forward your news and, in turn, please like and follow the Chamber's accounts and share our posts to help us get your message out.

Facebook - @otleychamber
Twitter - @OtleyChamber (both case sensitive)

Sowden Heating - a local plumbing and heating company which was established in Otley in 1979 by Alan Sowden is delighted to announce that they have been successful in



winning the contract to carry out all the plumbing and heating installation for the new Burley in Wharfedale Scout & Guide HQ. The building, which is sited off Peel Place, was designed by an Otley architect, Mark Hide of Mark Hide Associates and constructed by Tim Greenbank, a local builder

The heating installation comprises of an underfloor heating circuit covering over 350sqm which will be one of the largest underfloor installations in a community building locally carried out by Sowdens

In October 2015 they obtained planning permission for a replacement HQ, since then they have raised sufficient money to commence the construction of the building. The development is in 3 phases, the construction of the building at a cost of £250,000 (completed), fitting out at a cost of £91,000 (on-going) and finally demolish the old building and improve the road area where it once stood at a cost of £57,000

Unemployment - nationally the unemployment total fell steeply by another 65,000 to 1.36 million in the quarter to June giving a jobless rate of just 4.0 %, e.g. one in 25 (source: ONS)

Unemployment benefit claimants in Otley & Yeadon Ward in July remained the same as June at 120 (0.9%), out of a total of 11,190 (2.2%) across all wards in Leeds (source: Leeds CC)

The total number of people in work increased by 42,000 from the previous quarter to just under 32.4 million. Of that total, the number of EU nationals working in Britain is 2.28m, down 86,000

The official figures also showed that the number of people employed on 'zero-hours' contracts, which do not guarantee a set number of hours per week, fell by 104,000 leaving 780,000 people with those conditions as their main job (source: BBC)

Wharfe Meadows Crown Green Bowls Club - Chamber Past President Alan Sowden has recently joined the bowls club and reports, "it has been suggested in the past amongst themselves that they would like to arrange a bowls competition between local businesses, perhaps summer 2019. Who is up for the challenge? Please email alan@sowdens.co.uk

Wharfebank Mills - a party of 12 architectural history enthusiasts from Skipton Civic Society chose Otley's historic riverside industrial site for their annual site visit

The original tenants of the building were Skipton cotton spinning partnership Peter Garforth and Samuel Sidgwick, who followed their fathers business, at High Mill in Skipton, by renting the New Mill (now known as Pegholme) for cotton spinning in the late 18th Century

Wharfebank Mills has been the largest employment location in Otley since the 18th Century. Known locally as Otley Mills, it is believed the first building to be erected on site was owned by Jonas Bates, a glazed board maker. His products were used in the finishing process of cloth making and his addition of a water mill to drive the board pressing roller is the first recorded evidence of the early industrialisation of the cloth and woollen trade in Otley

The first large mill on the site, constructed to house the new Arkwright cotton spinning machinery, was built in 1786 and occupied an imposing position on the site. New tenants introduced the manufacture of worsted yarn in 1810, as opposed to cotton, which continued on site for a further 175 years until it was destroyed by a fire in 1982 which

completely destroyed the original Georgian features. From 1815 until the end of 2016, Otley Mills, as the combined mill buildings were locally known, were owned by William Ackroyd, who ran the mill with a rod of iron by all accounts, until his death in 1865, having spent 50 years building up his business, and his personal wealth

Pegholme building and the attached Engine House were the largest constructions in Otley when they were built towards the end of the 19th century although the various mill buildings were added to the site on a piecemeal basis, although always using the same stone and similar architectural features, so that they eventually linked into one another

WRM Ltd - the waste, recycling, re-use and resource management consultant currently located at Wharfebank Business Centre has applied for planning permission to change the use of the vacant previously Lloyds, then TSB, branch in Manor Square from bank to offices

Your First Smile - has recently been named the Best Maternity & Newborn Photographers in West Yorkshire by Lux Life magazine. The 3 Bay Horse Court baby photographer has more information and images available on their website www.yourfirstsmile.co.uk



Yorkshire Day - whilst the flags (and the volunteers that usually put them up) had a rest this 1st August, having already had a good airing from early May for the Tour de Yorkshire, via the Carnival in June and Chippendale 300 events during July, Otley Pub Club's pub renaming project again generated welcome publicity for the town.



Read about it here www.tinyurl.com/otleypubclub

It's just over 4 weeks until voting begins!

It is up to the businesses of Otley to decide if the Otley Business Improvement District (Otley BID) will be renewed for another 5 year term! If successful, the BID will continue to invest circa £375,000 into our beautiful town.

Our plans on how this funding will be spent is outlined in our 2019-24 Business Plan which can be viewed on <https://tinyurl.com/BID2019-24> Our hope is that you will agree with us and vote for a second five years in the ballot which is being held from 8th October to 9th November 2018.

I have an Otley business, how do I vote?

Prior to the start of this secret ballot, all businesses within the BID area (who have a rateable value and that are liable to the Levy) will be sent ballot forms from Leeds City Council, who will be managing the process on our behalf.

"Alone we can do so little; together we can do so much."
Helen Keller

The ballot will run for 28 days from 8th October to 9th November 2018

Please complete the form as instructed and return your form before the end date of 9th November 2018, otherwise your vote will not be counted.

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 on 8th October 2018, the Rateable Values used for the aggregate calculation will be based on those in force at the time.

Does the BID have to abide by any kind of legislation?

Yes - the ballot process and our Business Plan is governed by the Business Improvement Districts (England) Regulations 2004. These Regulations cover all rules pertaining to a BID application and can be viewed and downloaded in full from www.legislation.gov.uk/ukSI/2004/2443.

I'm not sure how to vote. How can I find out more information?

You can contact our team of Directors in a variety of ways:

1. **Face to Face** : Throughout August, September & October 2018 we will be visiting as many Otley businesses as possible, to discuss our plans for the next 5 years.
2. **Drop In Clinics** : We are also holding a series of drop in clinics in early September in the Market Place. Please come along and speak to us about the BID, our plans and if you have any ideas you'd like to share with us on how we can continue to help Otley thrive. The Drop in Clinic dates and times are as follows :

Mon 10th Sep 2018 : 8am-11am

Wed 12th Sep 2018 : 4pm-6pm

Thu 13th Sep 2018 : 11am-2pm

3. **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.

4. **Online** : or via our website www.otleybid.co.uk

5. 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 <https://tinyurl.com/otleyBIDvoteYES>
- b. Or via our social media at www.facebook.com/otleybid, or www.twitter.com/otleybid.

6. **By Post** : Otley BID Ltd, c/o The Old People's Welfare, Crossgate, Otley, LS21 3AA.

What has Otley BID done so far?

Over the 4 year lifetime of Otley BID so far, we have successfully completed over 50 individual and diverse projects that benefit the town as a whole, which is always our main aim.

These can be found summarised in our 2019-24 Business Plan, pages 8-11 <https://tinyurl.com/BID2019-24>

Many businesses have had the opportunity to recoup the cost of their BID levy by taking advantages of the BID Deals that we have negotiated with other Otley businesses, ensuring that we continue to give value to our business owners, and keep our money within the local community, continuing our mantra of #BuyLocal.



Order your VOTE YES stickers today!

If you will be voting YES on 8th October 2018, we'd love it if you can show your support by placing one of our stickers in your window.

To order your sticker, please contact Tim Wilkinson at tim.wilkinson@otleybid.co.uk

Join us and together we will make a difference
VOTE YES!

WHY BUY LOCAL?

THE OWNERS OF local businesses ARE BEHIND THE COUNTER

LOCAL BUSINESSES STOCK local products AND BUY LOCAL SERVICES

£ £ £ £
BUYING LOCAL KEEPS

#BuyLocal

4x

THE MONEY IN THE ECONOMY COMPARED TO SHOPPING AT CHAINS

LOCAL BUSINESSES SUPPORT LOCAL EVENTS, SPORTS TEAMS & CHARITIES
more than big organisations

Otley BID supporting #BuyLocal in Otley
Email info@otleybid.co.uk



Presidents Note

Dear All,

The Otley business in the 'hot seat' this month is Shane Dickinson of Shake, a small, fun and inviting business located in Market Street, Otley

I would like to thank Shane, Izzy and Megan for taking the time to chat with me. I found it very interesting listening and experiencing this community hub and their animated tales and unique journey. I look forward to continuing to work with Shane and his team in the future. I would also like to take this opportunity to wish Shane and his business continued success and remember, I can bring Shrek for your next dance off!

Otley Chamber of Trade will be opening nominations for the roles of Vice President and Junior Vice President. The executive committee and members will welcome anyone who is interested in joining our team

On behalf of the Otley Chamber I would like invite you all to attend the next Chamber meeting on Tuesday 18th September at the Falcon Sports & Social club on Westgate, meeting from 5.30pm with food provided by Sam at the Real Food Shop. Do come along if you have any ideas or suggestions or even any grumbles, we are here to support each other. I'm delighted that our local MP, Alex Sobel will be our special guest for the evening so please email your business related question for him to admin@otleychamber.co.uk so he can do a one man 'Question Time' for us

Presidents Q&A interview: Shake, Otley

Q Please tell us about you and your business?

Shane Dickinson was born in Leeds and he grew up close to Leeds city centre, mostly working in the leisure industry, catering and hospitality. Shane attended Park Lane College in Leeds to pursue a career in sports and recreation. He worked in a gym alongside his college course and thought he would follow this as his career.

However at aged 18 he found himself working in bars for companies such as Stakis Casino in Leeds, he went on to say at the time, "it was a job"

Shane left the casino behind and went on to work for Oulton Golf Club in bar and catering where he remained for 10 years. Aged 29 he left to work for Leeds City Council Parks and Countryside in various roles in customer liaison

In 2006, Shane and his partner, Catherine Bowhill decided to open a business in Otley called Cherished, a gift shop selling cards, gifts and they also featured an art gallery on the first floor. Shane would help out in the shop as he was at this time working 4 shifts per week. Although Catherine and Shane enjoyed this, after 8 years Catherine decided to close the business as she wanted a change Shane had worked for Parks and Countryside for ten years at this

point and was offered redundancy. He made the decision to take the redundancy and open Shake in Otley

Q How long have you been here in Otley?

Shane opened Shake in Otley in February 2017 he refurbished, redecorated, re branded and relaunched and reported he had a lot of fun doing so

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

Shane explained that for many years he had always wanted to open his own cafe bar. The opportunity presented itself as the previous owner was selling and contacted Shane. Shane had some inspirational ideas about how he could change the business and put his own 'stamp' on it and create a 'hub to hang out in'

Q Please tell us what you do to promote your business

I was very interested to hear that Shane is promoting his business by listening to his customer market. His customer base are mostly teenagers and younger children and, although he does use some social media, his staff and customers are using more recent favourites such as Snapchat and Instagram to promote ideas such as 'shake of the week'. This sends out images and promotions directly to his customers and they will come in and buy them

Shane recently posted a video of a dance off with a shake cow and a Super Mario brother as a promotion and Izzy, a member of his team, reported she had a lot of fun dressing up as the cow. Izzy is 16 years old and she was initially a customer of Shake she asked for a job and is now working in Shake after school and weekends. When asked what she enjoys most about working for Shake she replied Shane her boss because he is fun to work for and it has a community feel. Megan (Shane's niece), aged 19, also works for Shake what she enjoys most about working there is the 'vibe of the place' and Shane is fun to work for, for Megan working there provides a family feeling

Q How does being a member of OCT help you?

Being a member of OCT helps me when I attend meetings, it is good to be kept informed of what is going on in the town and financially

Shane reports that he feels a part of the business community, he says that coming to work he feels like the other businesses around him are his work colleagues. That they support each other with community chat and networking as a community

I would like to invite anyone who is interested in sitting in the 'hot seat' with the President please do contact me, I would be really pleased to hear from you

See you soon

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 18th September 2018

6:00pm at the

The Falcon Sports & Social Club

1 Westgate, Otley LS21 3AT

Open networking with
food & drinks from 5:30pm