

**Minutes of the Otley Chamber of Trade meeting held Tuesday 16th February 2021
at 6pm via Zoom Video link.**

Present:

Trevor Backhouse	Patisserie Vieonnoise
Penny Fardell	(Treasurer) Holling Crow Storr
Simon Raybould	(Acting Chair) Print Crew
Pippa Ridley	(Membership Secretary) Entempa
Carole Drake	(Minutes Secretary)
Elizabeth Fox	(Commercial Manager) Otley RC
Tom Hatley	Christopher Little & Co/ Chair Otley BID
Peter Heald	Lund of Otley/OTP
Gordon Heycock	Heycock & Jay Associates
Cllr. Richard Hughes	Yorkshire Wordwright/Chair OTC
Jo Lyons	Like Nana Did
Victoria Oldham	Cranbourne Accountancy/Ward Cllr. Westbourne & Chair HDC
Lynda Phillips	Clinical Hypnotherapy
Tim & Helen Wilkinson	Dowgill House/OCT Social Media/Bus. Awards
Les Winder	OCT Exec/associated with Cranberry

Apologies:

Katie Burnett
Pauline Dawkins
Alison Lyon-Murphy

1. Nominations for Officers Received

The Otley Chamber have received nominations for:

- President – Simon Raybould
- Vice President - Pippa Ridley
- Junior Vice President – Andrew Hargreaves

The above officers were (proposed) by Trevor Backhouse and (seconded) By Peter Heald, and will be officially approved/appointed at the COT AGM on 16th March 2021.

2. Social Media Co-ordination Position

Helen Wilkinson who has done an amazing job over the last three years will be stepping down at the March 2021 Otley Chamber AGM. Dawn Hargreaves is the only member, at this stage, who has shown an interest in taking over the role. Ongoing

3. Otley Business Awards Update - HW

Still in the process of mystery shopping and that will hopefully end this week and members should know all our winners by then. Katie Burnett has taken a step back this year so Helen Wilkinson is taking the lead. "Not decided how we are going to officially inform everybody - whether by zoom or some other form, we will have to wait and see what structure is in place at the end of March as to whether we can we meet people in person or will be done virtually."

4. BID Report – Tom Hatley

- 4.1 The Otley BID A.G.M. took place on Tuesday 2nd February and for those that couldn't attend the video recording can be viewed on the Otley BID website.
The Otley BID are looking for more Directors and if anyone is interested, please contact Tom Hatley or any other of the BID Directors.
- 4.2 EoO development – Otley BID have formed a response. In the response it covers two main points - employment development must go ahead at the same time as the housing. The response is not yet up on the website to view.
- 4.3 LCC have allocated £7.5k for Otley BID for the Covid recovery, particularly for those businesses which have suffered the most, such as hospitality, like restaurants & pubs in Otley and we will be able to support them with some sort of scheme that incentivises people to get out and spend money - similar to the “Eat Out to Help Out” scheme in 2020. We want to give this benefit to as many businesses as possible and also a benefit to the town as a whole and it would confuse consumers if we were to roll out scheme that did not include, such as the Yew Tree, Roebuck (outside the BID boundary but is associated with Otley), but first TH needs to scrutinise the terms and conditions to see what Otley BID can and cannot do. “If we can help the majority, then that is the most important thing”. If anyone has any ideas then let Otley BID know. Details will be emailed out and shared with all the BID members. A road-map will be announced on Monday 22nd Feb so we should know more by then. Although this £7.5K could be looked at as additional funds, Otley BID has seen a reduction of about one third in their annual income, but want this money to support as many businesses in the recovery period as possible.

Regarding the Road-Map to recovery. TH has been working closely with James Ellis who looks after the Visit Otley website and he has already been in touch to pre-empt how we can go forward as this needs thinking about. Pippa will send out an email to COT members asking what are their future business plans and this will be forwarded to James Ellis.

5. East of Otley Development, update and poll – Les Winder

LW said, “obviously I want to see the development go ahead as quickly as possible. But I would also like to see it developed in the right way. I have concerns about potential conflicts of interest between the Chamber, many of whose members will probably want it to go ahead because of the beneficial effect on businesses with the increased footfall etc. I would also like to see it go ahead in the best possible way re environmentally, which ‘Do The Right Thing Campaign’ is trying to achieve. I have shared with a couple of people a paper I have put together on how we could possibly engage with LCC and all the various interested parties on how we could go ahead in the best way. I haven't sent it out to many, but I had a conversation with Mick Bradley (OTC) as I did send it to him and he was quite supportive of it. He was having a meeting with LCC plus the interested parties which included Persimmon but I have yet to hear the outcome of that meeting. So basically it is a project in progress at the moment.”

“The EoO development will go ahead, it cannot be stopped as it would be disastrous for Otley if it was. As a possible approach I have addressed the environmental issue and to make the development basically a model facility, a model development which will be an example to others across other towns. There is also the linking up with transport, cycle routes and how suitable links to buses will be met and getting in at the ground level and certainly with OTC as well, to push this and make it a united front. My paper only addresses the environmental design of the housing the renewable energy side of things, but have made a

brief mention of the cycle tracks etc. This particular time is an opportunity to influence the project, as if it is not done very, very soon then it won't happen because the self-interest of the developers will take over and they will do what they want within their limitations of what LCC will allow them to do. No harm in submitting comments at all, whether they are your personal comments or the Chamber adopts them - but we will need to ask the members. I will circulate the paper to the exec and get their thoughts and then probably send it out the Chamber members for their feedback."

"May need to set up a different meeting to discuss this topic. Can I suggest that if I send out my proposal to the OTP, Exec Committee, and the BID, RH (OTC) and get some feedback on the ideas and then we will take it from there. Set up a meeting in two weeks time. " Whatever the Chamber says it will have much more clout if it has been agreed by Chamber members. **AGREED**

There followed a general debate/discussion on issues and the positivity of the EoO scheme:

- I think we have to except that this thing is inevitable, we can either accept it and attempt to have a positive dialogue and make sure our concerns are met and the thing happens in the best way possible for the town - this may be the best way to approach it.
- Little bit concerned that the 'Do the Right Thing Campaign' seems to have an agenda where this scheme could be stopped altogether.
- What I am conscious about is that the Chamber of Trade takes the opinions of the 350 businesses in town of which 150 are Chamber members as their stance. It is quite possible to have a personal stance or as a business owner, and the two may conflict with each other- so people may well sit of the fence. I am concerned that the Chamber should take the opinions of its members and not end up by taking a stance that the members might not want. It needs a specific email on this subject as every business needs to be asked and it may even need a bit of door knocking as a lot of businesses are shut.
- There are a number of issues, first the development for the employment land and then the development for the housing. As regards to the housing we have design and access, also the environmental issues associated with both. The benefits speak for themselves, developing that land whether that land is in the actual right area - bearing in mind the flooding issues! But this is the opportunity for everybody (and that is not just Chamber members) on the assumption that it will go ahead. We are not going to stop it on either front, so let's try and make the best of what we can.
- There are four aspects, the road, housing, school to be built on the site & light industry. OTP have already been involved with this over quite a long period and two of its members sat on the steering group of the Neighbourhood Plan which has got quite an extensive section about the EoO development. Our feeling as a group we have got possible conflicts of interest and we would want to make our own thoughts known, so OTP are not going along the 'Do the Right Thing' track, the Partnership will continue to contribute on their own, as we think that that is the

best way. Regards stopping it (this site goes way back to the UDP), so the chance of stopping it, unless there was a problem with the land (flooding or the environmental dept., has objections) we are pretty well wasting our time. Our feeling is yes the road will be a big benefit but all these things come with plusses and minuses. We will all be looking forward to that extra business in the town but all those people have got to come into the town so we have to make sure all those extra vehicles can be coped with. As mentioned there are lot of issues with cycle/walking routes and so on? The main concern is there are three builders, Persimmon which is the main one and they have a reputation of building pretty sub-standard houses and we are very concerned about the standard of housing that will be built, added to this the climate emergency, as it is not going to be far off 2030 when this development is completed and these are very often targets for much improved standards - no gas boilers, things like that and a lot of these things really need bringing forward. We know we will have a battle with Persimmon, because they want to build what they build elsewhere, they are not geared up to doing things that are tailored to somewhere like Otley. So we are going to try and get them to do that, but this is something we are going to have to push for. If we could do that as a collective, but certainly from the Partnership's point of view we will be doing slightly our own thing, but we will be networking with the Chamber, Mick Bradley (OTC) and certainly with OTC in general and LCC to see that we get an exemplary development, as that is what we want to see not, another brick estate.

- OTC has met a lot of other community groups and from talking to different community groups in these meetings together with Otley 2030 there is a huge amount of agreement on what we are looking for. OTC had a meeting with the developers and Otley 2030, and although co-ordination has been a little bit hit and miss in fact it seems pretty much everybody is saying the same thing. We need to keep lines of communication open. The OTC has had a positive meeting with the developers and I think PH said this as well. We will get a lot of what we want in terms of active travel and a lot of environmental works we want, but what we will struggle with is the quality build that we want and struggle to anticipate the future home standards which are coming in. The OTC has also committed itself to the healthy homes principles as well as the future home standards being applied from the start and that is going to be a real struggle. But we are not giving up on it and we need to be fighting on all those fronts, active travel, environment & wild life and the house quality and Otley 2030 are doing some good work as we might finish up with houses in 5-10 years' time needing their energy supplies upgrading to meet renewable standards as we know gas boilers are going to be phased out and any developer if they have the foresight will make it electric only. But unfortunately they will most probably go for the cheapest option.
- The Otley Chamber should be looking at this from a business point of view and not letting their personal preferences overshadow that. Because we need to be supportive of the business community as this is in our (Otley Chamber) constitution that we support the businesses. But it is also important that we have the right housing because that will have a direct impact on businesses if it is done properly.

5a Elizabeth Fox (Otley RC) "We are in the process of drawing up some detail plans for the Rugby Club which will be part of the EoO development land and if you want us to come back

and present what our plans look like, from our point of view, I will be happy to do that.” The Chair said he would let Elizabeth have the date and time of the meeting to be held in two weeks time. **ACTION – to be added to March’s agenda**

6. Shop Otley – RH

RH shared a screen with the members at the meeting showing them/informing them of a new initiative to the town, this being, Shop Otley.

Shop Otley has been brought together by seven Otley businesses to create an independent free next day delivery service, now in its third month of operation, total sales are already over £10,000 with the average order running at £30. Following a slow start it has really taken off since Christmas with loads of positive feedback and gradually more businesses are joining. The whole idea is to give people the opportunity to stay out of supermarkets and to shop locally. It has really been embraced by Otley and we have recently extended the deliveries out towards Harrogate and we will soon be going into Leeds.

Shop Otley Businesses:

Bondgate Bakery
Like Nana Did provisions
Middlemiss butchers
O’Deli
O’Fresh greengrocers
Petwise
White House Distillery

7. Matters Arising from January’s Meeting

10.4 Cars coming up from the bridge and turning onto Boroughgate re the traffic lights on Manor Square. PH said he said he did take this up with OTP Transport group but they’re a bit locked down at the moment so sent email to Cllr. Colin Campbell - still awaiting a response, but will chase this up.

ACTION – PH

8. A.O.B

Statement from James Ellis (Visit Otley). “The PM will be making an announcement on the 22nd Feb with a road map on how we will come out of lockdown. One of the key things according to the Telegraph will likely be the alfresco dining for pubs, bars and restaurants but I think it is a fair assumption it will include non-essential businesses such as beauty salons etc., they will perhaps re-open too.” JE wants to get ahead of the game on this so we can hit the ground running (if it is announced) and give a boost to those missing out the most over lockdown 3. This is to make us aware and prime ourselves and be ready to meet the Tsunami of footfall that is going to happen in Otley.

9 Date of next meeting

Tuesday 16th March 2021 at 6pm via Zoom Video link