Skipton Chamber of Trade & Commerce MINUTES OF MEETING

DATE: Wednesday 25th February, 2015 **VENUE:** Skipton Swadford Centre, Swadford Street

TIME: 5.30pm



PRESENT:

Executive: Billy Moffat, Interim President/Treasurer (Reid Moffat & Co Ltd), Felicity Green (AWB Charlesworth), Dave Parker (Skipton Town Council), Hazel Maxfield, (C & H Brown), Wendy Lawson (Secretary)

Members: Brett Butler (STC), Chris Cooper (Alan Northrop Ltd), Jo Metcalfe (Cancer Research), Paul Keyworth (Clean Cut Gardening), Mary Simpson (Manifest Marketing), Katie Davison (Bizzie Lizzie's), Judy Probst (Skipton Town Ambassador/Skipton Town Partnership)

Speaker: Paul Graham, CEO, Phlok

Non-member: Jonathan Buckingham (Simpsons Menswear)

APOLOGIES:

Tracey Weston (Blue Fin Insurance), David Llewellyn and Victoria Whitehead (Tyro Training), Amanda Casey (Rendezvous Hotel), Paul Mason (Pearson & Associates), Johanna Wood (Spear Travels), Paul Morgan-Roach (Verus Solutions), Chris Fenton (Herriots Hotel), Amie Capstick (The Coniston Hotel), Paul Mason (Pearson and Associates), David Llewellyn (Tyro Training), Angela Cooper (Brooksbank Valves Ltd), Sheila and Michael Cook (TN Cook Ltd), Roland Wohlrapp Morris Associates Ltd, Joanne Driver and Kelly Dixon (Amelia's of Skipton), Ann Harding (Carlton House B&B), Adam Dutton (Shepherd Partnership), Andrew Spratt (Physiofusion Ltd), Julian Kaye (Wright Wine Company), Andrew (Snape Munroe), Mark Byron (Le Caveau), Lyn Creasey (LYNC HR Ltd), Katie Davison (Bizzie Lizzie's), Bill Haigh (Willie Haigh Consulting Engineer Ltd), Jeff Bond (Midgley Motor Cars), Jane Ellison-Bates (Manifest Marketing), Rob Whitehead (Armstrong Watson), Wendy Bateson (Broughton Hall Estate), Verner Wheelock (Verner Wheelock Associates), Andrew Higgins (Billy & Bertie's and Healthy Life Natural Food Centre), Liz Preston (Craven Safety Services), Robert Stead (Rockwood House), Calvin Caspar (Harry Garlick), Amanda Helliwell (Physiofusion Ltd), Tim Forman (Forman Consulting Ltd), Richard Purnell (ME Smarter Mortgage Services), Dave Overend (Co-op Funeral Services)

The meeting commenced at 5.55pm

WELCOME:

Billy welcomed all attending and thanked them for coming along to the February meeting. He thanked Paul Graham for coming all the way from Northern Ireland to offer his presentation to members and non-members.

Adoption of the minutes from the previous members' meeting:

The minutes from the previous meeting on 19th November 2014, held at Craven District Council, Broughton Road, Skipton were adopted.

Billy mentioned that Paul had to make a prompt exit, as he had a plane to catch from Manchester that evening – he asked Wendy to quickly run through the two agenda items:

Matters for Discussion:

2015 Town Guide

Wendy gave a brief update on the current situation with the Skipton Town Guide. The Guide had been produced and the first shipment had been delivered and thanks to the great help provided by Skipton Town Council and the Town Ambassadors; guides were being delivered around the town centre. Wendy



explained that the town guides were distributed voluntarily, and therefore relied on people coming forward to assist with delivering boxes of guides to businesses further afield. Wendy asked if those present and other members could come forward to volunteer assistance with distributing the guides.

Future events:

Wendy mentioned that for the March meeting, Billy Moffat, acting President of the Chamber of Trade & Commerce and Treasurer, was going to present a post-budget presentation at The Rendezvous Hotel, Keighley Road, Skipton. She hoped that members would make an extra effort to attend, as he was putting a lot of work into pulling it together to offer local business advice about budget changes. She explained that for the April meeting they were looking to perhaps holding the activity which should have taken place in January; i.e. Test driving the electric cars at Midgley Motors, this would be confirmed at a later date.

Billy introduced Dave Parker and asked if he could present information about the forthcoming Skipton events. Dave mentioned the forthcoming Waterways Festival – taking place over the May Bank holiday weekend, the Beer Festival coming up at the end of May in at the Refectory, Ermysted's Grammar School.

He explained that announcements were being expected about the forthcoming Skipton Car Show, being held on 7th June in the High Street and exciting news about Skipton Town Centre Cycle Race - <u>The Skipton Criterium</u>, taking place on the evening of Thursday 2nd July, during the lead up to Sheep Day.

Dave provided a background to Skipton's direct link with the Magna Carta and explained that arrangements for the celebrations had been quietly building up for the past 18months. He explained that announcements would start to come through about the activities taking place over the traditional Gala weekend including jousts and medieval-themed entertainment.

Later in the year the Puppet Festival would take place; a biennial event which was proving to be a big draw to visitors and there was lots more to look forward to in Skipton. Dave hoped that everyone would take advantage of the opportunity to promote their businesses to the thousands of visitors anticipated throughout the year.

Here are a list of forthcoming Skipton events; they are also listed on page 31 of the Town Guide:

•	Skipton Music Festival	Monday 16 th until Sat. 21 st March
•	Skipton Triathlon	Sunday 12 th April
•	St. George's Day Parade	Sunday 26 th April
•	Waterways Festival	Saturday 2 nd 'til Mon 4 th May
•	Skipton Beer Festival	Thursday 28 th 'til Saturday 30 th May
•	Le Petit Depart – Cyclo Sportive	Sunday 31 st May
•	Skipton Car Show	Sunday 7 th June
•	Skipton Charities Gala	Saturday 13 th June
•	Magna Carta 800 th Anniversary	Saturday 13 th and Sunday 14 th June
•	Skipton Sheep Day	Sunday 5 th July



Clogfest
 Saturday 11th and Sunday 12th July

• Skipton Fake Festival Saturday 15th August

Art in the Pen
 Saturday 15th and Sunday 16th August

Oxfam Trailtrekker
 Saturday 22nd & Sunday 23rd August

Battle Of Britain Parade
 Sunday 13th September

Yarndale
 Saturday 26th and Sunday 27th September

Skipton International Puppet Festival Friday 2nd until Sunday 4th October

Remembrance Day Parade
 Sunday 8th November

Skipton Christmas Light Switch On Thursday 26th November

Yuletide Festival & Christmas Market
 Sunday 6th & Sunday 13th December

Paul Graham, Phlok

Paul thanked those present for taking the time out to hear his presentation. He was most keen not to 'sell' and promote Phlok as such, but to focus on 'collaboration' and how it was effective in helping local businesses to generate more sales.

He thanked the exec team and Secretary Wendy Lawson, for offering the opportunity to come along and speak to the local retail businesses of Skipton; however, was sorry that there had been rather a low take up attendance. He had introduced Phlok to Skipton some months ago, and there was a minimal take-up of the scheme; he wanted to offer a different view of what could be achieved by businesses collaborating, rather than focusing on the actual mechanics of it.

Paul ran his talk alongside a power point presentation, which is available to view via the Chamber's Dropbox folder (https://www.dropbox.com/s/vv9ftqglirfb9ja/Value%20of%20Collaboration.pdf?dl=0), and alongside a couple of videos to help illustrate what can be achieved through businesses supporting and collaborating with one another.

For instance:

American Express Report

Collaboration with business neighbours can generate £30,000 per year extra income Source: Value of Collaboration Report 2014 http://www.amexshopsmall.co.uk/update--1.html

However, Paul was keen to point out – that the scheme was there to engage with – not for the Phlok team to do the work for the businesses; first and foremost the businesses had to want to be involved and learn how to use it. He explained that they were working with people acting as local 'champions' (ambassadors) of the scheme, who could work locally to help people to understand how to make it work for them.

N.B. The presentation does not have the same impact via the links as it did in person; but it is hoped that you can gain some of the flavour and value of the message Paul came across to impart.



Video one:

An RTE feature focussing on the Phlok scheme which had been adopted by 50 local businesses in Sligo. Link: https://www.youtube.com/watch?v=WiwwpCJS dw

Video two:

Collaboration – just over a minute long – an artistic illustration of what can be achieved when working together. This can be viewed via the Chamber's Dropbox folder here: https://www.dropbox.com/sh/nhghq9ywg53967m/AAA3ZCawBo4KPgHHbFylNC1Na?dl=0

Questions & Answers:

Q. One chamber member asked about the Phlok spend in other towns; their concern being that people could collect points in Skipton but spend them elsewhere.

A. Paul explained that the scheme's value was in collaboration of independents Nationwide, not just locally. The same could be asked of points collected in another town and a visitor to Skipton spending them here, which would be just as feasible. He explained that it was a value-added currency for Phlok members (the general public), to provide a feel-good factor about shopping with independents everywhere.

Billy thanked Paul for taking the time to make his presentation available to the businesses of Skipton. Billy hoped that those present gained value and information and suggested that another meeting could be arranged at a future date; if enough interest was generated from local businesses wanting to hear more about the scheme.

Any other businsess:

Before the meeting was closed, Wendy asked if anyone had any further questions. A non-member asked general questions about Skipton Market and car parking within the town, which were addressed by the exec team and members present.

The meeting was brought to a close at 7.15pm

Date of next meeting: Wednesday 25th March, 5.30pm

Venue: Rendezvous Hotel, Keighley Road, Skipton

Speaker: Billy Moffat, Reid Moffat & Co Ltd

Subject: The Budget and Recent Tax Changes- aimed at local businesses