

# Skipton Chamber of Trade & Commerce

## MINUTES OF MEETING

**DATE:** Wednesday 25<sup>th</sup> 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 19<sup>th</sup> 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



- Clogfest Saturday 11<sup>th</sup> and Sunday 12<sup>th</sup> July
- Skipton Fake Festival Saturday 15<sup>th</sup> August
- Art in the Pen Saturday 15<sup>th</sup> and Sunday 16<sup>th</sup> August
- Oxfam Trailtrekker Saturday 22<sup>nd</sup> & Sunday 23<sup>rd</sup> August
- Battle Of Britain Parade Sunday 13<sup>th</sup> September
- Yarndale Saturday 26<sup>th</sup> and Sunday 27<sup>th</sup> September
- Skipton International Puppet Festival Friday 2<sup>nd</sup> until Sunday 4<sup>th</sup> October
- Remembrance Day Parade Sunday 8<sup>th</sup> November
- Skipton Christmas Light Switch On Thursday 26<sup>th</sup> November
- Yuletide Festival & Christmas Market Sunday 6<sup>th</sup> & Sunday 13<sup>th</sup> 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 focussing 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.amexshops-small.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](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/AAA3ZCawBo4KPgHHbFyINC1Na?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 business:**

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 25<sup>th</sup> 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**