

Switching on to Switching off!

Our 2019 meetings got off to a blazing start with Going Low Carbon, proving that our organisations take this subject seriously. Jemima Parker, CEO of Zero Carbon Harrogate, lined up three expert speakers.

Andy Gouldson, Environment Policy professor at Leeds University gave us the positive news that the UK is rapidly decarbonising energy. He also explained that more efficient heating would reduce the burden on the NHS. Andy outlined how Leeds is looking to invest £2Billion to reduce carbon emissions. One of many ideas is to improve cooling in retail buildings. Andy hopes that Harrogate will follow suit.

We were all quite impressed by Taylors of Harrogate's pledge to become carbon neutral in the next few months. Among many initiatives outlined by their Head of Sustainability Simon Hotchkin, is the ongoing project to plant 1,000,000 trees in Kenya, benefitting both the growers and the environment.



Myles Monaghan, MD of energy management and renewable energy company Entech Commercial, made the simple, yet profound point that the cheapest kilowatt is the one we don't use. He gave us practical tips for saving energy and money, such as that LED bulbs use 90% less energy than traditional incandescent bulbs.

Question time



The speakers received some thought-provoking questions afterwards. Dr Steffi Harangozo from NYCC asked Andy Gouldson how energy efficiency could be encouraged in non-domestic buildings.

Andy responded by telling us about green leasing, where running costs are folded into the mortgage. In addition, Leeds are issuing Green Bonds to fund renewable energy installations on leisure centre roofs. He believes we need to fund retrofit programmes. The stark reality, according to Andy, is that we have 11 to 12 years to solve the problem before its too late.

Mike Edwards from Property Concern asked Simon Hotchkin when Taylors would be getting rid of their plastic wrappers. Simon advised that they're currently working on it, and that they've already managed to remove plastic from their teabags.

Andy Gouldson responded to one question saying that Bristol could eliminate the need to spend £3Billion on initiatives to cut emissions simply by halving the city's food waste. He also believes that it may be more worthwhile to improve efficiency rather than increase renewables.

Using Social Media like a Pro

Our February 11th meeting on social media should appeal to every organisation. Some of us dabble, some have an almost 24/7 presence, and others still don't know the difference between Facebook and LinkedIn. These three speakers will give you great insights into how to get it right.

Killing it with LinkedIn: Jennifer Phelan, Team Leader, Bee Social



Sick of cold calling? Maybe even the thought of picking up the phone to prospective clients makes you weak at the knees. Jennifer will be sharing some of Bee Social Marketing's best-kept secrets on how they help their clients grow their businesses

through the power of LinkedIn. Prior to being promoted to Team Leader, Jennifer was the Social Media Marketing Manager at Bee Social.

Facebook - Love it or hate it, it's still a marketing must-have: Rachel Moore, owner of Rachel Moore Social Media



Whether you're a one-man band or large corporate, Facebook should have an important place in your marketing strategy. It's great for B2C, but also fantastic for B2B when used properly. Rachel will show us how to make

the most of our time on Facebook and teach us the benefits of B2B Facebook ads.



Why bad press is good news: Sue Scarre, owner of Adrenaline Content Marketing



How do you handle your critics on social media? It's easy to become indignant, ashamed, or embarrassed, or even to delete posts. Sue will explain how bad press on social media provides the perfect opportunity to instil trust and improve your reputation, which

should result in more customers.

Date: 11th February 2019

Venue: Old Swan Hotel

Guests welcome!

[Register here](#)

Got a suggestion?

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