

Berwins marketing expert delivers social media masterclass

-November's meeting reviewed-

This month's meeting was a social media masterclass delivered by Berwins' Head of Marketing.

In a 25-minute presentation, Associate Director Martin Whincup, took the dozens of attendees through a step-by-step guide on how to include social media in the marketing mix.

Martin, who last year created Berwins highly-successful #ThanksHarrogate campaign, which reached almost 130,000 people, said businesses needed to decide which was the right platform to use.

Ahead of that, they first needed to think about "who and what you are, and then decide who your target audience is".

He said: "For marketing campaigns to be successful you need to get the mix right. All the best ones use a mix and social media forms a part of this.

"Eighty-seven per cent of people online are active on social media; nearly 80 per cent of all adults are on Facebook with just under 50 per cent on Twitter. But what are they doing there is the question?"

Martin said there were massive opportunities for businesses using social media well and Yorkshire Tea was a great

example of one that builds brand confidence and has a personality.

"The hard sell will put people off, so use social media as you would when speaking to someone face-to-face. Use it to build confidence. Brew Dog uses social media to build a close community. But to do it well you need time, and you need creativity."

But how can you tell if what you are doing is actually working, and how do you measure if your social media is working?

Martin said there were a number of ways of achieving this, including awareness and engagement.

"In the end it's about selling. It's getting potential clients to visit your website and ultimately buying a service."



Free Berwins Employment webinar for Chamber members

Law firm Berwins is offering a free Employment webinar for Chamber members.

Your business. Your people. What employers need to know during these unprecedented times, is being held at 9.30am on Tuesday, (November 24).

In this practical session, Berwins' Head of Employment, Mike Patterson, will explore those challenges. As well as taking a closer look at the practices around redundancy and alternatives, to help your business get it right, Mike will also explore

the latest Government support and best practice when it comes to managing employees in 2020 and beyond.

To register just follow this link: <https://www.eventbrite.com/e/making-employment-and-hr-decisions-tickets-127465321207>



Three weekends of changes for Rail Passengers

Network Rail has announced three weekends of rail service changes, as work to improve reliability and capacity between Poppleton and Knaresborough, which is on the line between York and Leeds, takes place.

The work starts this Sunday, November 22, and continues for the following two Sundays.

The project is an investment of £9.8m and is being funded by North Yorkshire County Council and the York & North Yorkshire Local Enterprise Partnership, with Network Rail carrying out the work.

The project will enable more services to run in the future, as well as creating a more modern and reliable railway for passengers. To do this, Network Rail will carry out various improvements on the route.

Firstly, the signalling system will be upgraded. Currently, the line uses token signalling, a system where a train driver must physically pass an object, known as a token, to a signaller before the train can move forward. This project will modernise the signalling system and remove this process.

There will also be changes to the track layout at Cattal Railway Station. This will mean trains will be able to travel through the area at 40mph, up from the current speed of 20mph, enabling two trains to arrive in the station at the same time. Finally, work to install new safety measures at some level crossings on the routes will also take place. This work is to maintain safety once more trains begin running on the route.

This weekend, Network Rail will also continue work to install a specialist piece of equipment at Harrogate Railway Station, which will allow trains to move from one piece of track to another. This will help to reduce congestion at the station and provide an improved service for passengers.

Message from the Chief Executive

Dear Member

Driving around Harrogate town centre the other evening, the Christmas lights I saw looked lovely.

How good it is to see Harrogate looking so festive?

And I do hope when allowed, we will all enjoy shopping amidst the festive feeling.

I have my fingers crossed for a Covid-19 vaccine, which will be the best solution to seeing the end of more lockdowns and enable us to get down to some proper business planning.

I am looking forward to our December

meeting and hearing about the possibilities of doing my own small something to save the planet.

Yours

Sandra



Harrogate based Millennia Cloud launches *Support Local*

Harrogate based Millennia Cloud has created *Support Local* to connect the local community to local businesses whilst we are in Covid-19 lockdown.

Local Harrogate businesses that are believed to be open have provisional business listings. Businesses need to claim their listings via the web site and follow the instructions.

To take advantage of this free opportunity, please visit <https://supportlocal.org.uk/>

Welcome New Member!

We are delighted to welcome Rachel Porter from Knaresborough Now LLP to our membership. We look forward to meeting her very soon.

****Important update on Covid-19 grant funding for Harrogate district businesses****

Applications are now being accepted by Harrogate Borough Council for the Government's Local Restrictions Support Grant (LRSG).

This is a national grant scheme specifically targeted at businesses who pay business rates and have been forced to close as part of the current #lockdown restrictions (subject to specific eligibility criteria).

Check your eligibility and access the online application form on the HBC website

<https://www.harrogate.gov.uk/business-investment>

ZERO CARBON HARROGATE

Join us for December's Meeting

Our last meeting of 2020 is being run in conjunction with Zero Carbon Harrogate.

The Value of Moving Your Business to net Zero Emissions is being held between 6pm and 8pm on Monday, December 7, and features the following speakers:

- **The Importance of a Low Carbon Future**

Jemima Parker, Chair of Zero Carbon Harrogate

- **The Benefits of a Circular Economy for Businesses in the Harrogate District**

York & North Yorkshire Local Enterprise Partnership

- **Financial and Other Benefits of Reducing Energy Use Through Simple Switches**

Kevin Smith, Head of Corporate Services, Yorwaste Ltd

- **Stepping Forwards - What Skills Does Your Business Need?**

Holly Hansen-Maughan, Harrogate College

- **Have a Sustainable Christmas**

Caroline Linford, Sustainably Harrogate

- **Q&A with Discussion**

The meeting is open to members and non-members alike, and to book your place please visit

<https://www.harrogatechamber.co.uk/>

Here is the link to the meeting

[https://zoom.us/j/8235470122?
pwd=a2U0a1V3VXZQK0p0QWR3Y1phZ0
U1Zz09](https://zoom.us/j/8235470122?pwd=a2U0a1V3VXZQK0p0QWR3Y1phZ0U1Zz09)

Meeting ID: 823 547 0122

Passcode: 124812

Covid-19 - Join the CCF Accountancy Q&A

CCF's next business support webinar will be taking place at 2pm on Monday (November 23), when Teresa Bowe will be on hand to answer any questions that you may have.

Don't forget that if there is anything specific you would like them to cover, then please get in touch with the office beforehand on 01423 567 499 or email them at

enquiries@ccfaccountancy.co.uk

The meeting's login details are listed below.

Meeting ID - 884-0822-0603

Password – 935323

Something to share?

We publish members' news stories on our website and in our newsletter.

If you have a news story to submit, email details to ceo@harrogatechamber.co.uk with a landscape picture.

