

WEST YORKSHIRE RETAIL WEEK

West Yorkshire Retail Week, 22nd – 30th June, is organised by Business Link Yorkshire and designed to support and inspire the retail industry in the region with a series of free workshops, inspirational presentations and events including:

Be Inspired with... Jo Fairley of Green & Black's

Tuesday 22nd June
Wood Hall Hotel, Trip Lane,
Linton, Wetherby, LS22 4JA
6.30pm - 8.30pm

Co-founder of Green & Black's, Jo Fairley is an inspiring speaker. At this event, Jo will share her story of the brand, which is fêted both for its quality and ethical credentials, and about a chocolate which is not only wickedly delicious and luxurious, but is also good for the planet and for the people who produce it.

In 1991, she founded the pioneering organic chocolate company Green & Black's with her husband Craig Sams, which has now gone on to be 'bigger than Marmite' (in sales terms) and 'cooler than Prada' (according to two Coolbrands surveys). In 2005, the brand was sold to Cadbury, but Jo remains in an ambassadorial role, travelling the world as the brand grows internationally in countries including the US and Australia.

Jo now runs Judges Bakery - an organic one-stop shop - and The Wellington Centre, an 11-room 'boutique'



wellbeing centre, in her home town of Hastings. She continues to juggle this with her writing career.

Jo's wide ranging presentation covers her own entrepreneurial journey, key messages around marketing and branding as well as her tips around growth and development in a demanding retail environment.

The presentation and Q&A concludes with the opportunity to network with guests over a light buffet and refreshments.

The other side of profitability; How to make your retail business more sustainable and lucrative

Monday 28th June
Gumption Centre, Glydegate,
Bradford, BD5 0BQ
1.30pm - 4.30pm

This specialist workshop is delivered by an experienced Business Link adviser with a retail background, and can relate to the challenges and hurdles you may encounter as a retail business. This workshop will focus on how to maximise the best of what you already have, and help you find the tools to keep your business moving forward. This workshop will be specifically helpful to ethical retail businesses.

How to invigorate your retail business in today's climate

Thursday 24th June
3 Albion Place,
Leeds, LS1 6JL
9.30am - 1.00pm

Wednesday 30th June
The Elsie Whiteley Innovation Centre,
Hopwood Lane, Halifax, HX1 5ER
9.30am - 1.00pm

This specialist workshop is delivered by an experienced retail industry consultant and addresses the key areas in which retail is changing, and is likely to change, and what retailers need to do to survive and prosper. See page 27 of this guide for more information.

Be Inspired with... Jamie Murray-Wells

Tuesday 29th June
Dean Clough, Halifax, HX3 5AX
6.30pm - 8.30pm

Jamie Murray-Wells is the founder and Executive Chairman of Glasses Direct, which he started at university. Five years later, the 26 year-old has seen the company grow to become the largest online retailer of prescription glasses in the world.

High-street opticians charge an average of £150 per pair of glasses, but Jamie found a way to offer the same products for £24 on the web.

Despite early threats of legal action, and pressure on his suppliers from high street brands, Jamie fought to fully establish Glasses Direct in the optical market place, and now it is quickly becoming a household brand name. The company estimates it ships a pair of glasses every few minutes round the clock, and estimates that it has saved the UK public in excess of £30 million on their glasses.

Jamie has a passion for serving customers. Every day he speaks to and emails customers directly, helping with queries, collecting feedback, dealing personally with complaints, sometimes even hand delivering glasses, so that he can make sure all areas of the business are



focused on delivering what its customers want.

He is holder of the Queen's Award for Enterprise Promotion and takes an active interest in promoting UK entrepreneurialism as an ambassador for UK Enterprise, by using the experience he has had bringing his business from the bedroom to the boardroom to provide advice and support to other young entrepreneurs

Guests to this event will have the rare opportunity to hear Jamie's fascinating story. The presentation and Q&A concludes with the opportunity to network with guests over a light buffet and refreshments.

West Yorkshire Retail Week also includes:

How to set up and run a family business

Tue 22 June Leeds West One, Wellington Street, Leeds, LS1 1BA 1.30pm - 4.30pm

Thinking of doing international business?

Tue 22 June Wakefield Cedar Court Wakefield (J39 M1), Denby Dale Road, Calder Grove, Wakefield, WF4 3QZ 2.00pm - 4.30pm

Making sales & keeping customers

Wed 23 June Bradford Bradford Gumption Centre, Glydegate, Bradford, BD5 0BQ 9.30am - 12.30pm

How to grow through new and existing customers

Wed 23 June Bradford Gumption Centre, Glydegate, Bradford, BD5 0BQ 9.30am - 12.30pm

Using IT and the web

Wed 23 June Huddersfield Textile Centre of Excellence, Textile House, Red Doles Lane, Huddersfield, HD2 1YF 9.30am - 12.30pm

How to be an outstanding manager by motivating and engaging your staff

Wed 23 June Huddersfield Cedar Court Hotel Huddersfield J24 M62, Ainley Top, Huddersfield, HD3 3RH 9.30am - 12.30pm

How to be an outstanding manager by effectively appraising and developing your staff

Wed 23 June Huddersfield Cedar Court Hotel Huddersfield J24 M62, Ainley Top, Huddersfield, HD3 3RH 1.30pm - 4.30pm

Bookkeeping and accounts

Thur 24 June Leeds Carwood Park, Selby Road, Leeds LS15 4LG 6.00pm - 9.00pm

How to set up and run a business from home

Thur 24 June Pontefract Pontefract Town Hall, Bridge Street, Pontefract, WF8 1PG 1.30pm - 4.30pm

Taxation and VAT

Fri 25 June Bradford Gumption Centre, Glydegate, Bradford, BD5 0BQ 9.30am - 12.30pm

Getting Ready For Business

Wed 30 June Wakefield St Swithuns Community Centre, Arncliffe Road, Wakefield, WF1 4RW 1.30pm - 4.30pm

Business Ideas

Wed 30 June Halifax Hanson Lane Enterprise Centre, Hanson Lane, Halifax, HX1 5PG 9.30am - 12.30pm

Running a business from home

Wed 30 June Halifax The Elsie Whiteley Innovation Centre, Hopwood Lane, Halifax, HX1 5ER 9.30am - 12.30pm

Check availability, book and confirm your places online at

www.businesslinkyorkshire.co.uk/events or call 08456 048 048