The background of the slide is a blurred photograph of a landscape. In the foreground, there are patches of green and yellow vegetation. In the middle ground, a path or road winds through the terrain. In the background, a tall, thin, dark structure, possibly a lighthouse or a tower, stands on a hill under a bright, hazy sky.

# Free flowing discussion:

## Running a business in the South Pennines

Matt Bell



“ME”



# “ME”

- Born and raised in Bingley
- Worked in London and Manchester ad agencies for 15 years
- Moved back to the area in 2003
- Established first business here in 2005



# Running a business in the South Pennines



# Running a business in the South Pennines



# The Empire

- Pottery café
- Micro brewery
- Micro bar



# Flying Saucers, Hebden Bridge



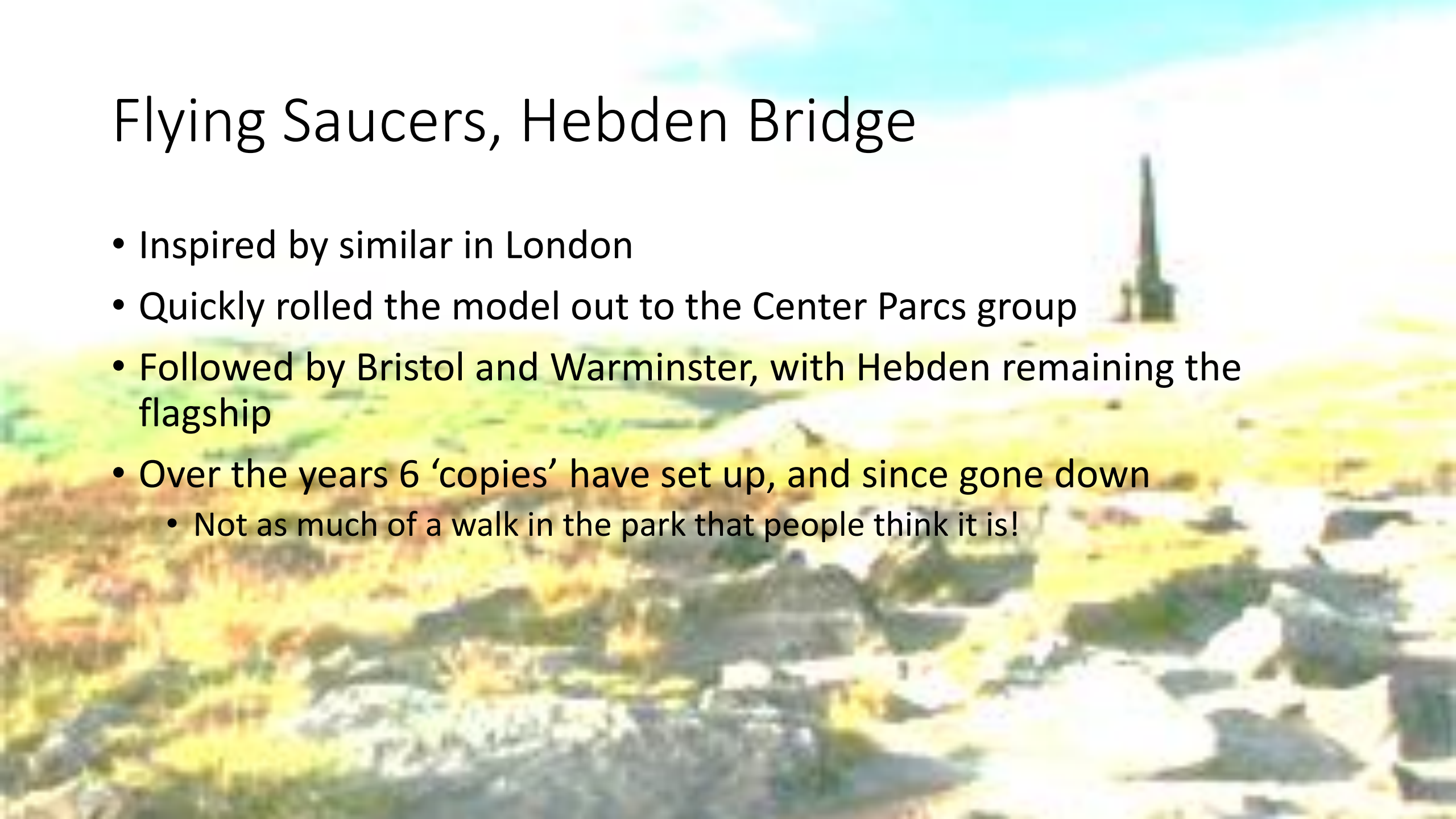






# Flying Saucers, Hebden Bridge

- Inspired by similar in London
- Quickly rolled the model out to the Center Parcs group
- Followed by Bristol and Warminster, with Hebden remaining the flagship
- Over the years 6 'copies' have set up, and since gone down
  - Not as much of a walk in the park that people think it is!



# Slightly Foxed Brewing Company



# Slightly Foxed Brewing Company

- Est' 2011
- Started after a boozy conversation in a Hebden pub!
- Began cuckoo brewing
- Deliver to M62/65 corridor
- Moved across Calderdale in 2016 due to floods
- Far more competitive market now than in 2011
- One of the most congested areas of breweries, and the cheapest wholesale price in the country!

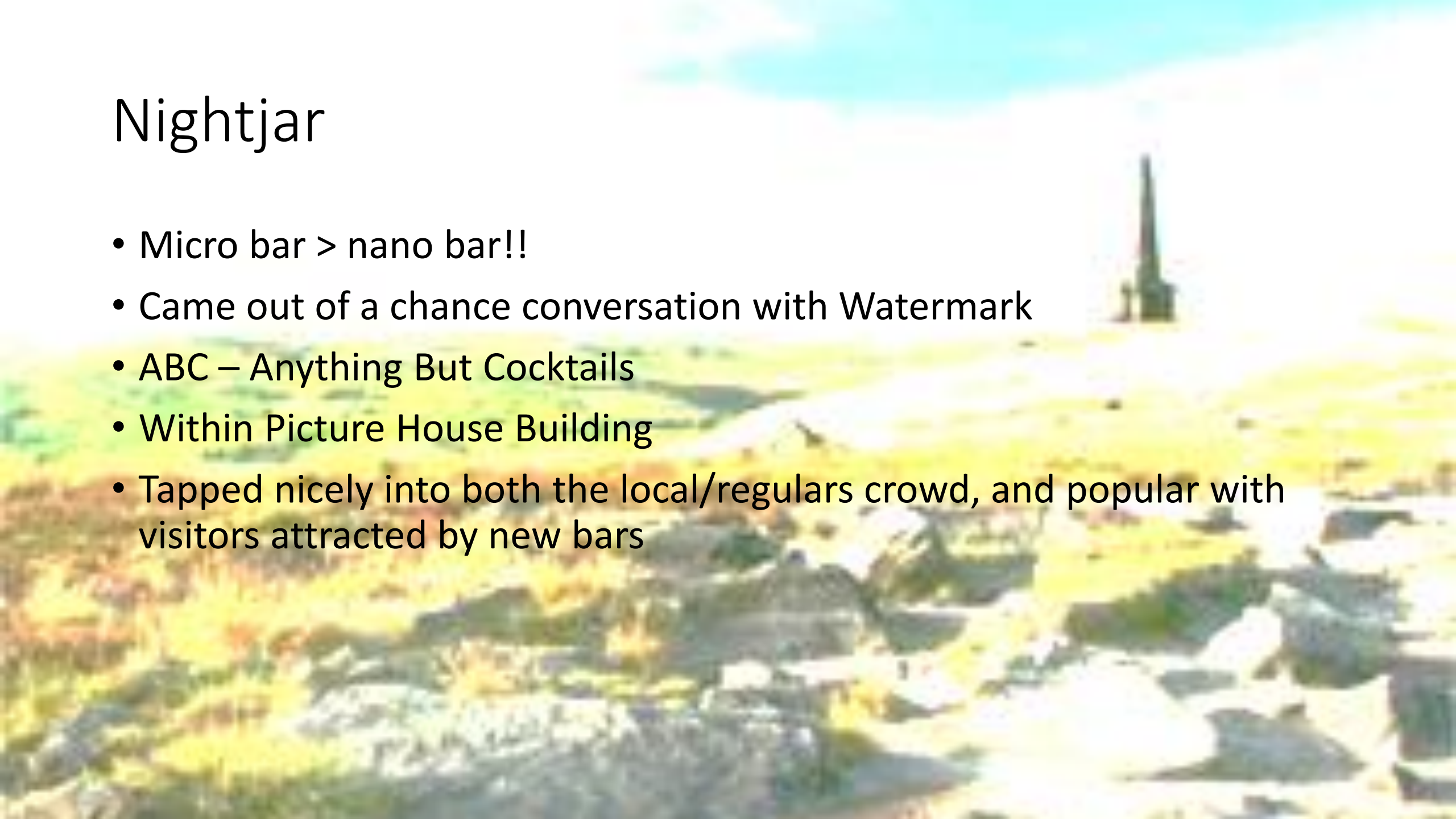


# Nightjar



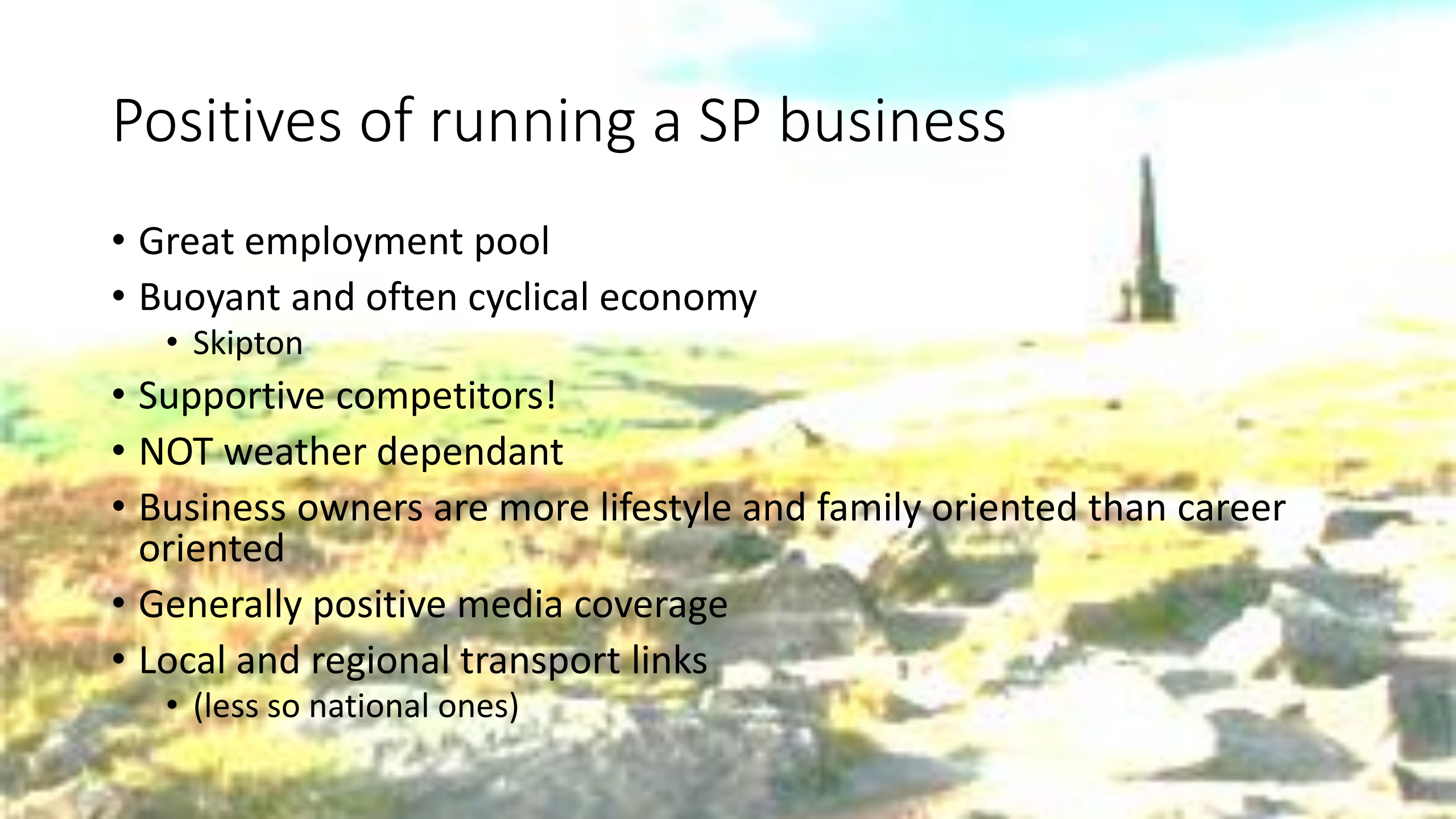
# Nightjar

- Micro bar > nano bar!!
- Came out of a chance conversation with Watermark
- ABC – Anything But Cocktails
- Within Picture House Building
- Tapped nicely into both the local/regulars crowd, and popular with visitors attracted by new bars



# Positives of running a SP business

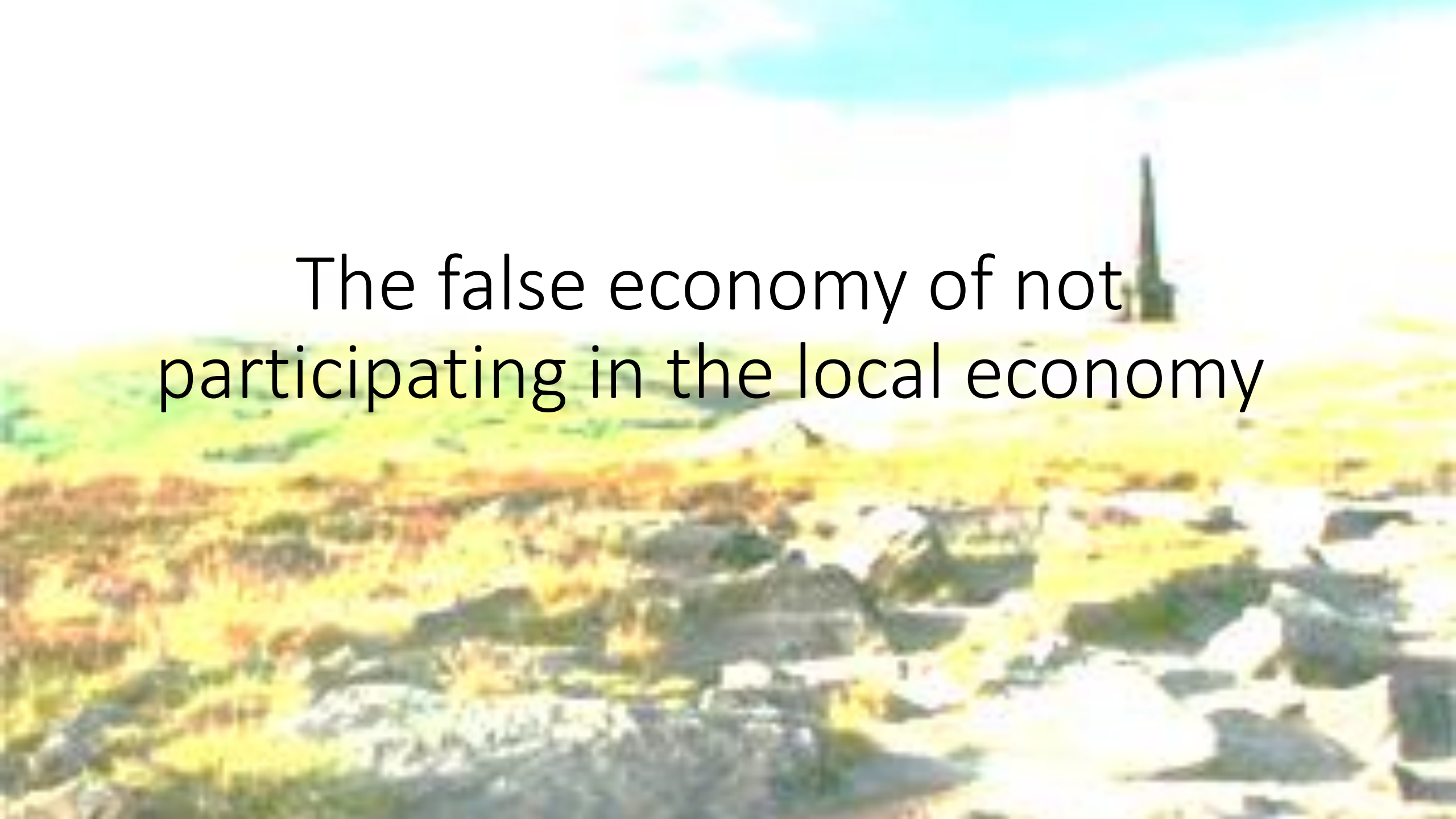
- Great employment pool
- Buoyant and often cyclical economy
  - Skipton
- Supportive competitors!
- NOT weather dependant
- Business owners are more lifestyle and family oriented than career oriented
- Generally positive media coverage
- Local and regional transport links
  - (less so national ones)





# Challenges of running a SP business

- The 'tourist v. locals' vibe
  - Have to work hard to appeal to both!
- The constant roadworks meaning access to the area is severely restricted
  - Guaranteed to be temp lights in school hols, which is peak period
- Parking
- Lack of retail space locally
- Flood threat
  - CMBC
  - Other local businesses
- Broadband & mobile signal

The background is a blurred landscape. In the foreground, there are patches of green and yellow vegetation. In the middle ground, there are some dark, rocky or uneven terrain. In the far distance, a tall, thin, dark structure, possibly a tower or chimney, stands against a light, hazy sky. The overall image has a soft, out-of-focus quality.

The false economy of not participating in the local economy

