

A View from the Bath

A Newsletter from

Matlock Bath Parish Council

March 2016



As Seen on TV, Heard on Local Radio and Read in the Local Press



We have been very fortunate to have received excellent media and press coverage for the launch of this exciting project in which the Parish Council is collaborating with the Leisure and Tourism department of Derby University to investigate ways in which the uniqueness of the village can be promoted in today's demanding tourism market. We feel that it is important everyone in the village is aware of what the intentions of the project are so that we can all join together in the project with an open mind. The aim of the first phase is to investigate what the village has to offer and does well, identify what is not working so well and see how it can be improved and finally see if anything is missing and if we can fill that void. The project, through the work of the students, will enlist the help of the residents of the village, the businesses and the visitors to look at all

aspects of the village then in the autumn will produce a report of their findings. It is crucial for the project that these 'stakeholders' get on board with the project as its success relies on a broad based survey audience. Also, to take the project into phase 2 – implementation - we need to show evidence of that support so that we can obtain the necessary funding to fulfil the outcomes.



To keep everyone up to speed with what is happening, there will be articles in 'A View from The Bath', some written by the students, information on the Parish Council website, a dedicated Facebook page, regular tweets and as much press and media coverage as we can manage. The steering group is meeting monthly to monitor progress and ensure the project is heading in the right direction. There are representatives of the Parish, District and County Councils, plus the hospitality, attractions and retail outlet sectors of the village. Residents are represented by three Parish Councillors. We will also enlist the help of specialists to advise when needed. A full list of those on the Steering Group plus the notes from the meetings will be published on the website.

Those who have signed up in support will receive information from the project including surveys, questionnaires and even requests for material help to move the project forward. We have already received offers of accommodation for the students while they visit the village to research, venues to hold meetings and briefings and access for the students to attractions and establishments to interview visitors. We are looking for enticements (prizes) to encourage stakeholders to complete surveys, places to advertise what we are doing but most importantly of all, constructive ideas as to ways in which we can make the village a better place to live, work and visit. At all times the Parish Council will remember that we are a 'living village' and will keep the views of those who live here to the fore. We can only do that if the village is part of the project and gets involved so **Sign Up NOW!** If you can help in any way, please get in touch and spread the word around the village and further afield about the project. If you have not already done so, become a supporter by signing up on line or calling us on the telephone. Please forward this message to your contacts who you feel may be interested and encourage them to become 'supporters'

Website: www.matlockbathparishcouncil.gov.uk/project-details

Email: intothefuture@matlockbathparishcouncil.gov.uk

Phone: 07914 420545

Facebook: Matlock Bath – Into the Future

Twitter : @MatlockBathPC



Important for all Residents

You are invited to join a focus group at either 2.00pm or 7.30pm on **Tuesday 12th April** at the Temple Hotel

Have your say about the future of your village and keep up to date with all developments by becoming a supporter. Sign up on the website or contact the Clerk.

Derby University Students Seek the Village Views on Tourism

Members of the Matlock Bath community will be among the first to shape research into a University of Derby project to boost the village's tourism industry by taking part in focus group meetings on 12th April. Following the meeting in the Ballroom at The Fishpond which launched the project on 15th February, students carrying out the research into the resort's visitor economy are now looking forward to inviting local people to attend the focus groups at The Temple Hotel at 2pm or 7:30pm.

Emma Pope, one of the undergraduates involved in the project, said: "The support and positive attitude towards the project has been really encouraging, and we are now eager to understand Matlock Bath more from the point of view of its residents, to get a feel for the town's identity, and to understand any issues or opportunities from the community's perspective. This input will be extremely valuable to shape our research and inform the recommendations at the end of the project that will aim to identify how Matlock Bath can boost its tourism economy and image".

"This will be the first chance for the residents of Matlock Bath to have their say, and we once again thank you for your support and look forward to working with you."

Businesses are also continuing their talks with the University to take the project forward following their focus groups on 14th March in the Pump Room at Matlock Bath Pavilion.

The students will also be busy over the Easter weekend talking to the visitors. From 24th – 31st March they will set up the orange gazebos in Memorial Gardens and outside the Pavilion. They will be questioning the visitors all over the village. If you see them around the village in their orange hoodies do say hello. Anyone completing a questionnaire will be entered into a prize draw. There is a full list of prizes on the website. The students will visit the village again in the summer for further research.



Students from Derby University

Business Focus Group



The business focus group met on Monday 14th March in the Pump Room, The Grand Pavilion, courtesy of the Mining Museum. At the meeting with Derby University students tasked with looking at the business sector, 24 businesses were represented. The meeting was chaired by Andrew Pugh, who chairs the project Steering Committee. The students explained their business questionnaire. Issues raised by the group were diversity in the retail outlets, accessibility for all, visitor perception of the village and the Matlock Bath brand image.

The students will be modifying their questionnaire in light of the discussions and will be giving feedback to the Steering Group on 5th April. Notes of the Steering Group meeting will be published on the Parish Council website. Any businesses not yet signed up to the project as a supporter should do so as soon as possible to ensure they have all information and be directly involved in taking the project forward.

