

Matlock Bath - Into the Future Project

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Looking back..

What we set out to achieve within the focus group

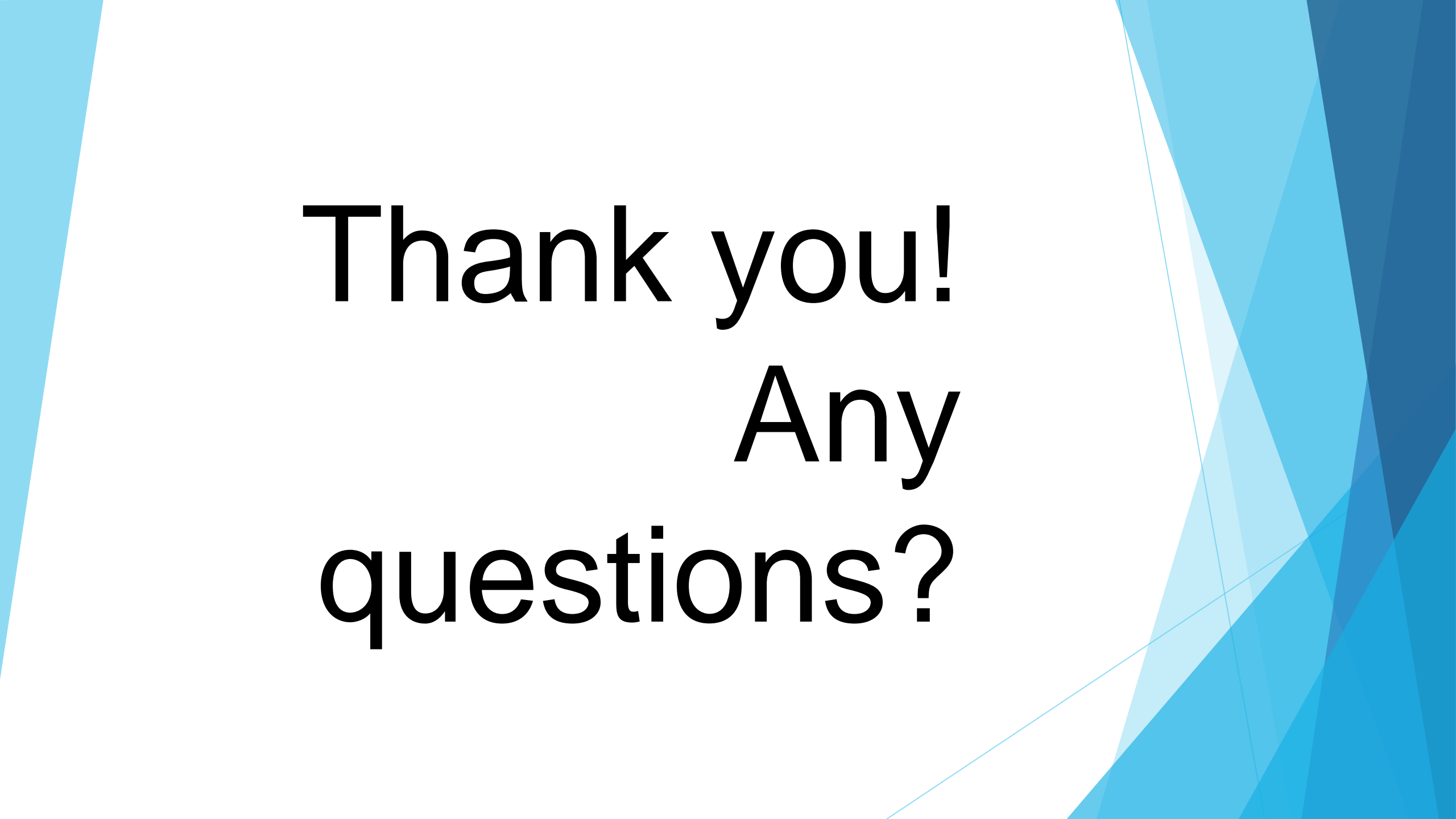
- ▶ Our aim was to find out your views and opinions within the business community
- ▶ To gain an insight into what you wish to see implemented
- ▶ To develop an understanding about Matlock Baths' business community
- ▶ To take a look into consumer markets
- ▶ To get a whole range of opinions to help within the research

What about the focus group did we as a group feel went well?

- ▶ A lot of business representatives turned up to the focus group
- ▶ We did hear a wide range of opinions
- ▶ A lot of business representatives are very passionate about the area
- ▶ Everyone involved is vocal about what needs to change
- ▶ Everyone concluded that a change needs to happen

Overall themes and results from the focus group

- ▶ Mixed opinions – different businesses desire different changes within the area
- ▶ Working together; with one voice, things can change
- ▶ Making a plan for all businesses to move forward as one
- ▶ Marketing and advertising e.g. social media, any other possible outlets?
- ▶ Better signage within Matlock Bath
- ▶ Better communication from all businesses – Especially between one another
- ▶ Businesses being kept in the loop – All businesses, regardless of business type

The background features abstract blue geometric shapes, including triangles and polygons, in various shades of blue, creating a modern and dynamic look.

Thank you!
Any
questions?