



**Business Research  
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College of Business

# Working with local businesses

To invite local businesses to express their views and thoughts about:

- How best to develop Matlock Bath as a successful and sustainable tourist destination, including potential opportunities and target markets
- Issues and barriers to any potential development of the town and local businesses
- Opportunities or ideas for businesses to support each other and work together



# Online questionnaires/surveys

- To gain a clear overview of the business community in Matlock Bath (the nature of business, size, employment, turnover and trends)
- Current level of performance, success stories and concerns
- Market trends and target markets
- Future development intentions and opportunities
- Barriers to growth and development
- Key priorities
- Support required



# Why are we doing it?

- To give a collective voice to local businesses
- Gives us a better understanding and idea of what the businesses want and hope to achieve from this project
- This will help to shape our research and contribute to the recommendations in the final report

Thank you for your attention.

Any questions?



## Next Steps

Focus Groups for local businesses

Date - 14<sup>th</sup> March

Venue – The Pump Room,  
Grand Pavilion, Matlock Bath

Time – 10.00

