



## Community Research Emma, Abigail and Milica



College of Business

# Focus Groups

To invite residents to express their views and thoughts about:

- The town's identity
- Residents' expectations for the project and Matlock Bath as a destination
- Issues and barriers to any potential development
- Opportunities or ideas to inform our recommendations

5th April 2016 morning and evening sessions with approximately 15 participants in each group



# Questionnaires/Surveys

- To identify any similarities or trends found to be the most common areas from the focus groups
- To use outcomes from the focus groups to design the questionnaires
- Will need information about community groups and the best way to distribute these to Matlock Bath residents
- Will allow for an in-depth understanding of issues from the focus groups and wider perceptions from community questionnaires



# Why are we doing it?

- The first opportunity for the community of Matlock Bath to give their own views and opinions on Matlock Bath as a destination
- Gives us a better understanding and idea of what the community want and hope to achieve from this project
- This will shape our research and contribute to the recommendations in the final report
- This support and positivity makes us really excited to become involved with the community

Thank you for your attention. Any questions?

