

Matlock Bath Parish Council

Chair: Peter Baranek

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NOTES of a meeting of the Steering Group of the Into the Future Project held on Tuesday 1st March 2016 at 2.00 pm at The Temple, Matlock Bath

Present: Andrew Pugh (Chairman)
Cllr Peter Baranek & Cllr Lorraine Keeble – Matlock Bath Parish Council
Cllr Garry Purdy & Cllr Joyce Pawley – District Councillors
Paul Wilson – Derbyshire Dales District Council
Cllr Irene Ratcliffe – County Councillor
Malcolm Marshall – Derbyshire County Council
Chris Hipwell – Hodgkinsons Hotel
Robin Hall – Mining Museum
Mel Richardson – Temple Hotel
Dr Sarah Rawlinson & Lisa Wakefield – Derby University
Students from Derby University

1 **Welcome and Introductions**

Andrew Pugh welcomed everyone to the meeting and thanked The Temple for hosting the meeting. Everyone was asked to introduce themselves.

2 **Apologies**

Apologies for absence were received from Cllr Trevor Bowmer.

3 **Feedback from the Launch Meeting on 15th February**

Andrew Pugh reported that he was very pleased with the turnout on 15th February and felt that the meeting concentrated minds in a professional way and the project was something that needed to happen.

Dr Sarah Rawlinson reported that although she was surprised at the turnout at the meeting, positivity within the village comes across very strongly with many people willing to help with the project.

Cllr Garry Purdy agreed with comments made but felt that rumours and traders not wishing to open in winter should be resolved to allay people's fears.

4 **Website and Facebook – Update**

Cllr Peter Baranek reported that the website was now up and running with a whole section dedicated to the Project on the Parish Council's website with a series of pages. All documents, presentations etc will be loaded onto the website so everyone can see the whole picture, ie what was discussed, presentations etc.

He further reported that a Facebook page had also been set up where everyone can contribute. The page will be monitored. It is hoped that the students will contribute to the page in getting messages out to the community to allay rumours etc.

5 **University Presentations**

The students then presented their research proposals, data collection strategy and suggested timescales.

Copies of the presentations are attached as Appendix A.

Community - Although the data collection will be mainly done electronically, the Group felt that hard copies should be available to those wishing to complete a survey who may not have access to a computer or the internet.

Paul Wilson reported that DDDC can put out information for the public through their databases. Cllr Irene Ratcliffe, on behalf of DCC, agreed to do the same.

Businesses – Cllr Joyce Pawley asked if other businesses outside of Matlock Bath would be consulted. Dr Sarah Rawlinson reported that this would be looked at during the summer. Students would be looking at competitor analysis by investigating the considerations which influence destination.

Cllr Irene Ratcliffe asked if the individual traders within Masson Mills would be consulted as it was important they were all included. Cllr Peter Baranek reported that he had met with the Assistant Manager of the shopping complex so all outlets will be included.

Visitors – It was reported that from 24th-31st March students will be collecting data in Memorial Gardens by the Pavilion. All students will wear orange hoodies.

Dr Sarah Rawlinson reported that permission would be needed to collect data at the railway station and Masson Mills. Cllr Peter Baranek reported that this was in hand.

In July, for two weeks, another group of students will data collect. A competitor analysis exercise may be held in other areas to ascertain whether visitors to that area have heard of Matlock Bath and find out other destinations visitors go to.

Cllr Garry Purdy felt that the whole visitor experience should be investigated, ie connectivity – travel, parking, signposting etc.

It was agreed that businesses be asked to give out surveys to visitors with a link for feedback.

6 **Current Supporter Situation**

Cllr Peter Baranek reported that to date 31 businesses, 39 residences and 11 organisations had signed up to the Project.

7 **Focus Groups**

It was reported that focus groups would be set up as follows:

Community – Two sessions will be held – **12th April at 2.00 pm and 7.30 pm**. Each session will last no longer than 1.5 hours and be held at The Temple.

Businesses – One session will be held on **14th March at 10.00 am**. The session will last no longer than 1.5 hours and be held in the Pump Room (Pavilion).

8 **Plan for the 5th April Meeting**

It was confirmed that the next Steering Group meeting will be held on 5th April at 2.00 pm at High Tor Hotel. There were no other changes notified.

9 **Future Press and Media Exposure**

Dr Sarah Rawlinson reported that there would be ongoing press releases by the University. It was asked if radio stations/newspapers from neighbouring authorities could be included, ie Peak FM, Radio Sheffield or High Peak.

10 **Any other business**

There was no other business.

Andrew Pugh concluded by thanking the students, Dr Sarah Rawlinson and Lisa Wakefield for their work on the Project. He commented that he was pleased by the professionalism and enthusiasm the students have for the Project.

The meeting concluded at 3.30 pm.