

Matlock Bath Parish Council

Chair: Peter Baranek

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DRAFT Notes of a meeting of the Steering Group of the 'Into the Future' project
Held on Tuesday 2nd August 2016 at 2.00 pm at The Temple, Matlock Bath

Present: Andrew Pugh (Chairman)
Cllr Lorraine Keeble – Matlock Bath Parish Council
Chris Hipwell – Representative from Accommodation Sector (Hodgkinsons)
Mel Richardson – Representative from Community Group, FOMB
Dr Sarah Rawlinson & Peter Wiltshier – Derby University
Students from Derby University – Ainsleigh, Jade and Rhian
Cllr Garry Purdy – District Councillor
Cllr Joyce Pawley – District Councillor
Cllr Irene Ratcliffe – County Councillor

The Chairman welcomed everyone to the meeting and thanked The Temple Hotel for hosting the meeting and providing refreshments.

1 Apologies

Apologies for absence were received from Cllr Peter Baranek (Key Contact), Cllr Trevor Bowmer (Matlock Bath Parish Council), Robin Hall (Mining Museum), Malcolm Marshall (Derbyshire County Council), Paul Wilson (Derbyshire Dales District Council), Julie Baranek (Clerk, Matlock Bath Parish Council).

2 Notes of the Last Meeting

The notes of the last meeting held on Tuesday 5th July 2016 were approved by the Committee.

3 Online Surveys – Updates

Jade reported the following online survey numbers:

Business Survey:	22 completed, 29 incomplete
Visitor Survey:	171* completed, 63 incomplete
Residents Survey:	77 completed, 43 incomplete

* The majority of this figure was completed by students, on behalf of visitors, at The Heights of Abraham. In addition to this figure, 171 paper-based questionnaires have been collected for the Visitor Survey plus another 290 (a mix of online and paper from Easter), giving a grand total of 632.

Subject to approval at the next meeting.

Discussion took place about the Resident Survey and the need to capture the Resident's views. The following points were made:

- It was thought that some residents may feel the Project didn't affect them as it concentrated on tourism.
- Cllr Ratcliffe was concerned that whilst residents were tolerant so far of how tourism affected them, issues around resident quality of life and infrastructure/ fabric of the village might well emerge as the Project progresses.
- Dr Rawlinson stated that residents attending the focus groups were generally supportive of tourism in the village

Dr Rawlinson reported that the deadline for completion of surveys had now passed but that the Resident Survey was still available online to complete. It was agreed to extend the deadline for residents until 12th August. Mel Richardson agreed to send an email to the Friends of Matlock Bath advising the new deadline. This extension will also be posted on the Parish Council's Facebook Page and Twitter account.

4 Surveys in Matlock Bath 22/24 July

Visitor surveys were undertaken but the students were surprised to find the village quiet. A discussion took place about whether there was a pattern for busy days/times over a weekend period but generally speaking it was felt difficult to predict. Whilst based at The Heights of Abraham, the students were also surprised to learn that many visitors do not venture into the village and the Parades after visiting the Heights. Andrew Pugh highlighted the fact that the most restricting factor to how long visitors stay is the length of time they have paid for their car to be in the car park. He suggested a car park 'Day Pass' to take away the pressure from visitors of having to get back to their cars. The Group thought this would be a positive move and Cllrs Purdy and Pawley agreed to take the suggestion back to the District Council.

5 Prize Draw – the way forward

It was acknowledged that problems had been encountered with the online surveys. As the Residents Survey was being extended, winners would be selected later.

6/7 Update – Branding and Re-branding/Update – Christmas

Ainsleigh and Rhian reported that Branding and re-branding and Christmas would now be tackled as a joint project. Rhian had stepped in to take over from Seana who due to family reasons was unable to continue with the work.

Ainsleigh circulated a document detailing a proposal for a Christmas Market in Matlock Bath on 17/18 December. Discussion took place about how feasible this might be and Cllr Purdy suggested a meeting with the District Council and Matlock Town Council to explore possibilities. It was agreed that the Parish Council should be kept 'in the loop' and invited to any meetings held. Ainsleigh and Rhian agreed to report back to the September meeting of the Steering Group.

Ainsleigh spoke about branding in terms of a more uniform 'look' and better presentation of shops and buildings in the village. The Group stressed the importance of Matlock Bath having something more of a brand 'name'. Various ideas were again discussed – a spa connection, reference to 'The Matlocks' and it was confirmed that it would be possible to incorporate 'The Peak District' in any branding.

Dr Rawlinson confirmed that the University would look into branding in more detail and that there would be a dedicated section in the final report.

Subject to approval at the next meeting.

8 Presentation – Sarah Rawlinson

Dr Rawlinson circulated a contents list for the final report, 'A Destination Management Plan for Matlock Bath', to be produced by the end of September. Dr Rawlinson ran through the various headings and explained what would be included within each section. It was noted that a section on branding needed to be included and there was particular discussion surrounding transport links to Matlock/Matlock Bath.

Dr Rawlinson said that as the Plan progressed she/Jade would contact individuals within the Steering Group for specific input during September to enable a close to Final Draft to be available for the 27 September meeting of the Steering Group. Cllr Ratcliffe requested that there should be time for the Draft Report to go to Cllr Anne Western and other officers who are supporting the Project, so that they can contribute and help.

Dr Rawlinson requested that if anything else should be included within the Destination Management Plan to please let her know.

9 Future Funding

This is on-going.

10 Date of Next Meeting

The next meeting of the Steering Group will be held on Tuesday 27th September 2016 at 2.00 pm at The Fishpond.