

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 5th April 2016 at 2.00 pm at the High Tor Hotel, Matlock Bath

Present: Andrew Pugh (Chairman)
Cllr Peter Baranek (Key Contact)
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 – Representative from Accommodation Sector (Hodgkinsons)
Mel Richardson (Temple Hotel)
Dr Sarah Rawlinson & Peter Wiltshier – Derby University
Students from Derby University

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

1 Apologies

Apologies for absence were received from Cllr Trevor Bowmer.

2 Notes of the Last Meeting

The Notes of the last meeting held on Tuesday 1st March 2016 were approved by the Committee.

3 Steering Group Membership

It was reported that a resident had contacted the Parish Council concerning resident representation. As the Parish Council, District Councillors and County Councillor represented the interests of the residents, the Parish Council had agreed not to change the Steering Group membership. Therefore, the membership as published on the website would stand.

4 Explanation of the Different Surveys Planned

Dr Sarah Rawlinson outlined the various data collection surveys. These were confirmed as:

- Business survey
- Accommodation survey
- General visitor survey
- Resident survey
- Visitor survey – attraction based (Heights, Masson Mills, Mining Museum etc.)
- Visitor survey for use in other places than Matlock Bath

She confirmed that the surveys would be available on line and in hard copy. A further visitor survey would be held in other local towns such as Buxton, Ashbourne and Bakewell asking visitors there if they have visited Matlock Bath and if not, why not. All surveys will be brought together and evaluated over the summer.

Subject to approval at the next meeting.

5 Report on the Business Focus Group Meeting (14th March)

The students felt that the meeting went well with around 28 attending. Those attending appeared passionate and recognised the need for change. The subject of a traders' association was raised and as a result this has been included in the questionnaire.

Various issues were highlighted at the meeting, namely Christmas lights, brochures, signage and street furniture. Cllr Garry Purdy reported that DDDC had repeatedly tried to encourage traders to consider their street furniture on the Parades from a planning perspective. Cllr Irene Ratcliffe reported that DCC was looking at this issue with the Parish Council. It was, however, felt that there was a wider issue which included not only the traders' street furniture but also the litter bins and a telephone box.

It was agreed that the attendance register and a transcript of the meeting would be provided.

A copy of the Business Focus Group Feedback Presentation can be found on the website.

6 Business Survey

A copy of the business questionnaire was circulated.

Cllr Peter Baranek agreed to circulate the questionnaire electronically so the Committee members could amend or add their comments. Dr Sarah Rawlinson requested that all comments be sent direct to her within a week.

7 Report on the Visitor Survey

Dr Sarah Rawlinson reported that the first visitor survey had been conducted in the village from Maundy Thursday to Easter Tuesday with a team of 7 students. Around 400/500 surveys were completed.

Responses to the questionnaire confirmed that Matlock Bath is a major attraction but lacked any connectivity. This is something which the University will look at.

Other responses included car parking. Some visitors felt limited by the parking and it was suggested that a day pass or weekend pass would encourage visitors to either come to Matlock Bath whilst in the Peak District or to stay longer. Visitors commented that most of their money was being used on car parking especially when visiting several places in the area. Paul Wilson reported that day passes were available for use on all Derbyshire Dales car parks. However, it was felt that visitors were either not aware of this – even though it is advertised clearly in the car parks – or that car parks were operated by various authorities and not always just Derbyshire Dales.

Sarah explained that a database of e-mail addresses of visitors who had completed a survey would be set up. Everyone will then be contacted reminding them that a list of prizes is available on the website and will be drawn at the end of the summer.

Cllr Garry Purdy asked whether the coach tour operatives could be contacted as it appears the coaches do not stop in Matlock Bath now.

Mel Richardson asked if for the next visitor survey, one person could be at the train station asking visitors where they are going/what they are doing in Matlock Bath – going to the Heights, Gullivers or just into the village.

8 Update on the Residents Focus Group – 12th April

It was confirmed that two resident focus group meetings will be held on 12th April at 2.00 pm and 7.30 pm.

Subject to approval at the next meeting.

Cllr Peter Baranek reported that posters had been put around the village and residents notified through the Parish Council newsletter which is hand delivered to every property in the village. He agreed to re-send an e-mail to all those residents who have signed up as a supporter to the project reminding them of the meeting.

As Andrew Pugh will be away for this meeting, Cllr Lorraine Keeble agreed to assist Dr Sarah Rawlinson Chair the meeting.

9 **Online Surveys**

It was confirmed that all surveys will be on line and a hard copy of the resident survey would be hand delivered as an insert with the June issue of the Parish Council's Newsletter.

10 **Supporters Update**

It was confirmed that supporter numbers were as follows:

48 residences

44 businesses (including 10 accommodation providers from outside of the village)

13 organisations

4 visitors (not including the survey responders)

11 **Databases**

It was confirmed that a database would be created through signing up as a supporter. This can then be used by the appropriate representative to pass on specific information to them.

12 **Website, Facebook, Twitter**

It was confirmed that the website, Facebook page and Twitter feeds are all set up and are regularly updated. Everyone including the students were encouraged to add anything appropriate to the project onto the Facebook page which is an 'open page' for anyone to make additions.

13 **Press and Media**

Dr Sarah Rawlinson reported that it was important to promote the project and that the university will put together a press release. It is hoped that the press release will be picked up by the radio stations. In addition, once the surveys are on line, radio stations will be informed and encouraged to promote it – maybe through interviews.

14 **Future Funding**

Malcolm Marshall, DCC, reported that he is hoping to secure funding in the summer. DCC is already registered for an 'umbrella' project which includes the Matlock Bath project.

Peak Leader is a European fund for rural areas where rural people benefit. The next round closes at the end of July – there are two stages – first a brief description of the project and then the second includes a full disclosure. Money would then be available in April 2017.

Derby University may also be able to obtain funding to help take the project forward. Any further funding should be found once we know the outcome of the project.

Cllr Joyce Pawley suggested speaking to the Pavilion Group as they were applying for funding for the Pavilion. Cllr Irene Ratcliffe asked if the Whistlestop could also be approached.

15 **Date of Next Meeting**

The next meeting of the Steering Group will be held on Tuesday 10th May. The meeting will be held in The Raft Restaurant at the Fishpond.

Subject to approval at the next meeting.

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