

# 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 5<sup>th</sup> July 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  
Chris Hipwell – Representative from Accommodation Sector (Hodgkinsons)  
Dr Sarah Rawlinson & Lisa Wakefield – Derby University  
Students from Derby University  
Cllr Garry Purdy – District Councillor  
Cllr Joyce Pawley – District Councillor  
Julie Baranek – Clerk, Matlock Bath Parish Council

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

## 1 Apologies

Apologies for absence were received from Cllr Trevor Bowmer (Parish Council), Cllr Irene Ratcliffe (County Councillor), Robin Hall (Mining Museum), Paul Wilson (DDDC), Malcolm Marshall (DCC), Mel Richardson (Representative from Community Groups, FOMB) and Peter Wiltshier (Derby University).

## 2 Notes of the last meeting

The notes of the last meeting held on Tuesday 7th June 2016 were approved by the Committee.

## 3 Resident Survey

It was reported that a hard copy of the resident survey had been delivered to all residents in Matlock Bath with the Newsletter. There are two drop off points in the village for completed paper surveys – Mining Museum and the General Store. Sarah said that she would collect the completed surveys and Jade, Research Assistant, would input the results. Sarah further asked that any remaining completed surveys be brought to the Steering Group meeting on 2<sup>nd</sup> August.

Residents can also complete the survey on line and Sarah confirmed that it was now on line.

There was a query concerning where e-mail addresses could be added on the survey to be entered in the prize draw as there currently was no space on line. Dr Sarah Rawlinson reported that she would have to speak to the Ethics Committee to see what had been agreed.

## 4 Visitor Survey

It was confirmed that the on line visitor survey had been streamlined so that only the questions apply to a particular visitor will show up. The questions will be determined by the answer to the questions at the beginning.

Subject to approval at the next meeting.

Sarah asked Jade to check all combinations to ensure that the survey was working correctly.

Dr Sarah Rawlinson confirmed that data collection for visitors will be held on 22<sup>nd</sup>, 23<sup>rd</sup> and 24<sup>th</sup> July in the village. There will be 4 (or possibly 6) students undertaking the data collection. It is hoped that the data collection can be done on an iPad rather than by paper.

## 5 **Business Survey**

It was confirmed that a copy of the business survey had been delivered to all traders in Matlock Bath with the Newsletter. It is also available on line.

Dr Sarah Rawlinson confirmed that they will get in touch with Paul Wilson, DDDC, to distribute the surveys to the accommodation database and also the illuminations database however these have already been sent via twitter and email from the PC.

It was confirmed that Mel Richardson had offered to go round the businesses in Matlock Bath to remind the traders to complete the survey.

## 6 **Update on Non Visitor Survey**

Lisa Wakefield reported that data collection had been undertaken in June in Bakewell, Buxton and Chesterfield. 58 members of the public had been surveyed. 59% of those surveyed said they were visiting for leisure purposes with 16% visiting friends and family.

Comments received included the fact that Matlock Bath needs to be publicised more through the internet, leaflets etc. Although some had heard of Matlock Bath they did not know much about it. Others commented that they had never heard of Matlock Bath or they did not know what Matlock Bath has to offer. The visitor expectation is that Matlock Bath needs a brand identity.

73% of those surveyed said they had heard of Matlock Bath with 27% saying they had not. Out of 73% who had heard of Matlock Bath, 51% had a good experience. Out of the 27% who had not heard of Matlock Bath, 25% had a lack of knowledge and 25% lack of interest.

Dr Sarah Rawlinson confirmed that the non-visitor survey will be incorporated into the final report.

Cllr Garry Purdy reminded the Steering Group that this is only a 'snapshot'.

The fact that Matlock Bath is close to the Peak District should be built on. Chris Hipwell commented that a lot of his guests think they are coming to the Peak District. Dr Sarah Rawlinson commented that the link to the Peak District could help with branding. However, it seemed more appropriate to build on the fact that Matlock Bath is perhaps the Gateway to the Peak District. Alternatively we could build on the Little Switzerland branding.

## 7 **Update on Visit to Symonds Yat and Ironbridge**

Jade outlined the students visit to Symonds Yat and Ironbridge. She compared Symonds Yat with Matlock Bath as both are adventure tourism destinations and both suffer with no diversity of shops. However, it was felt that what is being done in Symonds Yat could be transferred to Matlock Bath. The activities which can be undertaken in Symonds Yat included rock climbing, kayaking, canoeing, indoor rock climbing centre and caving.

With regard to Ironbridge, comparison was made to the Victorian aspect. It was suggested that Matlock Bath could follow the same pattern with Victorian weekends and storytelling.

Cllr Peter Baranek reported that as part of the WW1 Heritage Grant Project, the Committee were currently looking at identifying houses of serviceman who lived in Matlock Bath.

Subject to approval at the next meeting.

## 8 **Update Action Plan**

Dr Sarah Rawlinson tabled the action plan outlining the objectives, actions and target dates from the data collection through to the final report.

Dr Sarah Rawlinson confirmed that she would be contacting the coach companies and the Pavilion. Cllr Garry Purdy suggested contact be made with Nicola Goodwin at DDDC.

Cllr Peter Baranek suggested that contact also be made with the Derbyshire Wildlife as plans were in hand to utilise the Whistlestop building more.

Dr Sarah Rawlinson confirmed that at the 2<sup>nd</sup> August meeting the destination audit, SWOT analysis will be available. There will be an opportunity to feedback before the final report is produced.

## 9 **Press and Media**

Dr Sarah Rawlinson confirmed that a press release would be sent out to advertise the surveys.

Jade agreed to look into the possibility of getting something on the radio.

## 10 **Website, Facebook, Twitter**

Cllr Peter Baranek reported that all documentation was on the website, Facebook and Twitter. He further confirmed that he had designed a poster to put on the noticeboard to advertise the surveys.

## 11 **Future Funding**

Dr Sarah Rawlinson reported that a new fund was available whereby you can apply for funding for two placement students to set up tourism organisation. Cllr Peter Baranek agreed to forward to Sarah details of the funding Malcolm Marshall had found.

## 12 **Any other business**

Cllr Joyce Pawley asked about the update on Christmas. Dr Sarah Rawlinson agreed to talk to Peter Wiltshier for an update.

Cllr Garry Purdy gave an update on the Memorial Gardens toilets. The work has now been approved by Council and work will commence in September.

Cllr Garry Purdy confirmed that the traveller situation would be discussed in a meeting with officers later that day. They will be pushing for more positive action to be done to prevent the encampments through injunctions or possibly barriers.

Cllr Joyce Pawley felt that visitors were getting a negative picture when arriving in Matlock Bath when the travellers were encamping on the car parks. It was agreed by all that something positive had to be done.

## 13 **Date of Next Meeting**

It was confirmed that the next meeting will be held on Tuesday 2<sup>nd</sup> August 2016 at The Temple Hotel.

Subject to approval at the next meeting.