

Matlock Bath Parish Council

Chair: Peter Baranek

Website: www.matlockbathparishcouncil.gov.uk

Email: clerk@matlockbathparishcouncil.gov.uk



DRAFT Notes of a meeting of the Steering Group of the 'Into the Future' project
Held on Tuesday 7th June 2016 at 2.00 pm at Sir Richard Arkwright's Masson Mills, Matlock Bath

Present: Andrew Pugh (Chairman)
Cllr Peter Baranek (Key Contact)
Cllr Lorraine Keeble – Matlock Bath Parish Council
Cllr Trevor Bowmer – Matlock Bath Parish Council
Malcolm Marshall – Derbyshire County Council
Cllr Garry Purdy – Derbyshire Dales District Councillor
Cllr Joyce Pawley – Derbyshire Dales District Councillor
Cllr Irene Ratcliffe – Derbyshire County Councillor
Mel Richardson – Friends of Matlock Bath
Dr Sarah Rawlinson & Lisa Wakefield – Derby University
Students from Derby University
Julie Baranek – Clerk, Matlock Bath Parish Council

The Chairman welcomed everyone to the meeting and wished to thank Sir Richard Arkwright's Masson Mills for hosting the meeting.

1 Apologies

Apologies for absence were received from Robin Hall (Peak District Mining Museum), Chris Hipwell (representative for the accommodation sector) and Paul Wilson, DDDC.

Sarah reported that Ainsleigh McArdle and Seana Murphy also send their apologies.

2 Notes of the last meeting

It was agreed that the notes of the last meeting held on 10th May be approved.

3&4 Update – Branding and Re-branding & Christmas

The students carrying out these projects were unable to attend but their work on the projects was continuing. Two new students introduced themselves and outlined the comparison destination study they are to carry out. They confirmed that on the 19th and 20th June they will be in Bakewell and Castleton to survey visitors generally about their visit. It was suggested that it would best to attend Castleton on the 19th and Bakewell on the 20th as this would maximise the number of visitor responses.

A survey showing the type of questions to be asked was tabled. These centre around the perception of Matlock Bath, if they have heard of Matlock Bath and whether visitors have visited Matlock Bath and if not, why not. It is hoped that the survey will give a 'snap shot' of what the customer wants. It was agreed to include the demographics as per the other surveys for the project.

Subject to approval at the next meeting.

Lisa outlined a visit to Symonds Yat to compare it with Matlock Bath. During this visit the students would meet various representatives with a talk and question and answer session. A visit to Ironbridge has also been arranged with talks and question and answer sessions arranged. It is hoped to look at the types of businesses in the area, including restaurants. From these visits and the data collection in Bakewell and Castleton, two reports will be produced which will reflect managing the visitor experience and destination management and a comparison with Matlock Bath.

The students addressed the Group with various questions on where to obtain information. Members of the Steering Group outlined various sources.

5 **Resident Survey**

An amended version of the resident survey was tabled. The Group discussed the amendments and further minor amendments were made. It was hoped to keep the survey to one sheet of A4.

It was confirmed that one copy of the resident survey would be delivered to all residences with the next Parish Council newsletter by the end of June. Residents will be encouraged to complete the survey on line.

The university will send the revised electronic copy as soon as it is ready and arrange for it to go on line.

6-8 **Visitor Survey – General, Visitor Survey – Accommodations, Visitor Survey – Attractions**

Amended versions of the surveys were tabled. The Group discussed the amendments and further amendments were suggested.

It was requested that the age groups for all surveys mirror each other.

After further discussions it was agreed that all visitor surveys be combined for ease.

The university will send the revised electronic copy as soon as it is ready and arrange for it to go on line. The key contact can then forward it to those attractions and accommodation providers signed up to the project. A copy will also be sent to DDDC for circulation to their accommodation and illuminations databases.

9 **Business Survey**

A copy of the final version of the business survey was tabled.

Mel Richardson offered to deliver the business surveys. It was agreed however that they could be delivered with the Newsletters to all tourism related businesses in the village.

10 **Survey Cover Letter/Introduction**

The wording for the survey cover letter/introduction was discussed. It was agreed to add a web link to the on line survey in the introduction. It will, however, need to be different in each survey.

11 **Website, Facebook, Twitter**

It was confirmed that all information had been added to the website. Facebook and Twitter will be used to publicise the surveys.

Subject to approval at the next meeting.

12 **Press and Media**

It was confirmed that a press release had been sent out on the grants awarded to the students and that it had been published recently in the Mercury.

It was suggested to announce the survey through local media, local radio to encourage everyone to complete a survey. The students have agreed to do radio interviews – University press office would hopefully organise this.

Cllr Garry Purdy suggested that the surveys are advertised through the Derwent Valley Rail Partnership.

It was suggested that perhaps people filling in the surveys could be encouraged to send their 'stories' of nostalgia. Although it was agreed that this would not form part of the project, it was agreed to put a link to the Parish Council website so this could be done.

Sarah suggested the students design a poster which could be displayed to encourage people to complete a survey.

13 **Future Funding**

There was nothing further to report. This item is ongoing.

14 **Dates of Future Meetings**

The next meeting will be held on Tuesday 5th July at High Tor Hotel.

Further meetings will be held on 2nd August and 27th September. Venues will be confirmed nearer the time.