

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 10th May 2016 at 2.00 pm at The Fishpond, Matlock Bath

Present: Andrew Pugh (Chairman)
Cllr Peter Baranek (Key Contact)
Cllr Lorraine Keeble – Matlock Bath Parish Council
Paul Wilson – Derbyshire Dales District Council
Malcolm Marshall – Derbyshire County Council
Chris Hipwell – Representative from Accommodation Sector (Hodgkinsons)
Dr Sarah Rawlinson, Lisa Wakefield & Peter Wiltshier – Derby University
Two students from Derby University
Julie Baranek – Clerk, Matlock Bath Parish Council

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

1 Apologies

Apologies for absence were received from Cllr Trevor Bowmer (Parish Council), Cllr Garry Purdy & Cllr Joyce Pawley (District Councillors), Cllr Irene Ratcliffe (County Councillor) and Robin Hall (Mining Museum).

2 Notes of the last meeting

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

3 Presentation – Branding and re-branding

Ainsleigh McArdle, one of the Derby University students, gave an overview of the project. She highlighted the main outcomes, how this will be achieved and how it will benefit the Project. A copy of the presentation can be found on the website.

Ainsleigh reported that she would be looking at other places which have been recently rebranded such as Blackpool.

4 Presentation – Christmas

Seana Murphy, one of the Derby University students, gave a presentation on the re-making of Christmas in Matlock Bath. She outlined the main objectives of the research, the plan of action, the benefits and a possible outcome. A copy of the presentation can be found on the website.

Seana asked if details of what happens in Matlock Bath at Christmas currently could be forwarded to her. Paul Wilson, DDDC, suggested that Seana might find it useful to contact Nicola Wildgoose who arranges events for DDDC including the illuminations. It was further suggested that a venue for any activity during the Christmas season would probably be held in Derwent Gardens. Nicola will also be able to provide any information about procedures etc.

Subject to approval at the next meeting.

Both students were thanked for their attendance and presentations and congratulated on the award of their grants from the University which will enable them to continue to work on the project.

5 Report on the Residents' Focus Group Meetings (12th April)

Dr Sarah Rawlinson reported that she felt the meetings were well attended and it was clear that residents are very proud of their village, liked tourists but were concerned about the decline in visitors. Concerns were also raised that the village attracts low spend visitors, appears run down and the destination does not sell or promote itself well. Residents felt that the village should focus on the natural beauty including activities. Residents seemed keen to get involved.

6 On Line Resident Survey

A copy of the resident survey was tabled and the questions discussed. A few amendments were suggested and Dr Sarah Rawlinson agreed to re-circulate the survey for any further comments.

7 Update on the visitor survey carried out during the Easter Break

Dr Sarah Rawlinson confirmed there was nothing further to report. An analysis of the responses received will be made after the data collection in the summer.

8 On Line Visitor Survey

A copy of the visitor survey was tabled and the questions discussed. A few amendments were suggested and Dr Sarah Rawlinson agreed to re-circulate the survey for any further comments.

It was agreed that a further visitor survey will be circulated to go out on the various databases held by the accommodation and visitor attraction sector for people who have already visited the area. Dr Sarah Rawlinson agreed to circulate these as soon as possible.

It was reported that further data collection will be in July. Students will also look at other destinations for competitive analysis to see if there is anything Matlock Bath could take on board.

The surveys will be ready for the end of May/beginning of June. Data collection will be in July with data analysis in August. The report will then be available in September.

All surveys will be available on line.

9 On Line Business Survey

A copy of the business survey was tabled. It was confirmed that the amendments received after the last meeting have been incorporated. Further amendments were suggested and Dr Sarah Rawlinson agreed to re-circulate the survey once the amendments have been made.

10 Supporters – Update

There was no update to report.

11 Website, Facebook, Twitter

There was no update to report.

12 Press and Media

Copies of press releases were tabled. It was confirmed that they will be sent out the press/media shortly. It was agreed to send a copy to the Parish Council for further circulation.

Subject to approval at the next meeting.

Once the on line surveys are available, further publicity of these is required.

13 Future Funding

Dr Sarah Rawlinson outlined a possible funding source – Power to Change, Community Business Fund. It was not possible to say whether this fund would be suitable as it will all depend on what comes out of the report. Malcolm Marshall, DCC, agreed to investigate this further. Malcolm then gave an update on the Peak Leader funding discussed at the last meeting which will probably be delayed by the EU referendum

14 Date of Next Meeting

It was confirmed that the next meeting will be held on Tuesday 7th June 2016 at 2.00 pm. The meeting will be held at Masson Mills Conference Suite. The university confirmed that a new group of students who will continue the project will be attending. A morning village orientation will be organised for them.

Dr Sarah Rawlinson confirmed that all surveys would be re-circulated as soon as possible. A draft survey to be used in the other destinations will be tabled at the next meeting.