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Press Release

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FOR IMMEDIATE RELEASE

Wayfinder Project sets new direction for Matlock

Matlock is set to benefit from funding of £15,000 to set up a new town centre partnership to help stimulate and regenerate the town's economy as part of the Matlock Wayfinder Project. The cash has been awarded by Derby and Derbyshire Economic Partnership from its newly-launched Progressive Towns Grant Fund which forms part of its Derbyshire Market Towns Project administered by Derbyshire County Council.

The funding provides an ideal opportunity to dedicate support to the formation of a Town Centre Partnership for which resources have not previously been available.

Matlock has undergone extensive changes over the past 12 months and the formation of a Matlock Partnership offers an ideal opportunity for business and community representatives to work with the local councils to create a joint vision and action plan to attract new visitors to Matlock as well as encourage local people to shop here and make the most of local services and facilities.

The Matlock Wayfinder Project will encourage growth in the independent retail sector and ensure Matlock has a vibrant and growing economy.

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The Matlock Wayfinder project will be made up of the following areas of work carried out over the next 3 months:

- 1) Formation of the Matlock Partnership and creation of a vision and action plan for the regeneration of Matlock..
- 2) Design and installation of 5 Interpretation panels at key town locations: Station Approach, Crown Square, Firs Parade, Bank Road and Hall Leys Park. The boards are likely to comprise a map, 'you are here' indicators and highlight facilities and features of interest.

A third area of work, an annual 'benchmarking' survey to measure key economic performance indicators and provide useful information relating to the growth and regeneration of Matlock is also under discussion.

Cllr Steve Flitter, lead member for Regeneration for Matlock Town Council said:

"This is a great opportunity to build a true partnership for the future. Matlock should never stand still and we have a duty to the younger generation to stimulate business and improve the family and leisure environment"

The initial Matlock Partnership Meeting will take place at the Town Hall, Bank Road on Wednesday March 5th at 7 – 9pm. For more information or to book your place please contact Catherine Rawas, Matlock Town Council, 07964 053129 or catheriner@matlock.gov.uk

