



Matlock Town Council

“Our vision for the future of Matlock”

Plan 2006 - 2011

Amended 24 May 2006

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EXECUTIVE SUMMARY

Introduction

This Business Plan has been prepared by Matlock Town Council (MTC) and sets out the short, medium and long term goals that the Council wish to achieve to enhance the town.

Mission

“To conserve and improve Matlock as an attractive and sustainable place in which to live, visit and to do business.”

Actions have been prepared around 4 main Priorities of Matlock Town Council

- ***Support residents and community & voluntary groups***
- ***Develop a prosperous business community***
- ***Protect and enhance the environment***
- ***Improve the Council***

INTRODUCTION

This Business Plan has been prepared by Matlock Town Council (MTC) and sets out the short, medium and long term goals that the Council wish to achieve to enhance the town.

The Councillors have been elected to represent the interests of the whole community and see their role to work in the interests of their community and to support community activity and ensure that services provided by others meet the needs of the community. This required Councillors and MTC staff to build and maintain partnerships and strong working relationships with a broad range of groups, organisations, businesses and individuals within Matlock as well as working across a range of broader partnerships that cover both geography and themes. Further regular contact and increased consultation (such as that taken at the Christmas Weekend) questionnaires with traders and meetings with local businesses, are seen by the Council as important in keeping in touch with the local community and as a means to reflect the needs of the same when planning activities within the town.

The future is very exciting for Matlock and these relationships are very important in helping the Council to achieve its aim. The major developments arise from the Matlock ‘Healthcheck’ published in September 2004 and the current work being done on the Matlock Masterplan for the town centre, the Innovation Centre, housing and the relief road and new supermarket development.

There is a wide range of activity covered by MTC, therefore the Business Plan sets out all of this work in 4 main priorities. These are led internally by 4 Councillors and although there is a lot of work to be done within these 4 areas, there will inevitably be activity that requires the skills and involvement of all areas; planned environmental initiatives in Denefields will have community involvement, health and economic value as well as environmental benefits.

MISSION

“To conserve and improve Matlock as an attractive and sustainable place in which to live, visit and to do business.”

MATLOCK TOWN COUNCIL OVERVIEW

Matlock Town Council was established in May 1983 to serve the people of Matlock. There are 11 Councillors who cover the area and 7 members of staff. Our roles and responsibilities cover the management of the Imperial Rooms as a community facility, maintaining and improving public land and landmarks such as Kiln Park, Denefields, Bailey’s Tump, Hillside (and Princess Diana Memorial Garden). We also have some responsibilities for maintaining public footpaths as well as signage, allotments, bus shelters, town enhancements and cleanliness. One of our key roles is to work closely with the local community to improve communications and provide local information, which we are doing through additional Community Notice Boards, a new website, press releases and newsletters.

COUNCILLORS:

2005-2006 Information

Mayor <i>and</i> Lead Councillor for Supporting residents and community and voluntary groups	Cllr Barry Hopkinson
Deputy Mayor	Cllr Mrs Susan Burfoot
Lead Councillor for Improving the Council	Cllr Martyn Moss
Lead Councillor for Protecting and enhancing the Environment	Cllr Martin Burfoot
Lead Councillor for Developing a prosperous Business Community	Cllr Geoff Stevens
Member Treasurer	Cllr David Barker
	Cllr Les Bradbury
	Cllr Stephen Flitter
	Cllr Barrie Tipping
	Cllr Tony Rosser
	Cllr Mrs Ursula Lunn

2006- 2007 Information

Mayor <i>and</i> Lead Councillor for Supporting residents and community and voluntary groups	Cllr Mrs Susan Burfoot
Deputy Mayor	Cllr David Barker
Lead Councillor for Improving the Council	Cllr Martyn Moss
Lead Councillor for Protecting and enhancing the Environment	Cllr Martin Burfoot
Lead Councillor for Developing a prosperous Business Community	Cllr Geoff Stevens
Member Treasurer	Cllr David Barker
	Cllr Les Bradbury
	Cllr Stephen Flitter
	Cllr Barrie Tipping
	Cllr Tony Rosser
	Cllr Mrs Ursula Lunn

RECENT ACHIEVEMENTS OF THE TOWN COUNCIL

Matlock Town Council was instrumental in producing the Healthcheck for Matlock (published in September 2004 by Urban Practitioners). Following this a Master Plan is being prepared by Atkins Consultants (using European funding that Matlock Town Council, in large part attracted to the area, led by and funded by Derbyshire Dales District Council).

The European Programme that is supporting this work is "VISIP" - "Vitalising city centres through Integral Spatial Planning". This funding is supporting the production of the Matlock Masterplan and Innovation Centre studies.

All of this activity contributes to improving quality of life for the residents of Matlock. In recent years Matlock Town Council has been working to support their community through the following achievements:

Support for residents and community and voluntary groups

- Supported 9 local community groups through the Community Grants programme with £5,349 being granted.
- Support the annual Remembrance Sunday event
- Co-ordinate Matlock in Bloom Garden Competition and the towns East Midlands in Bloom competition entry
- Run and manage the annual Christmas Weekend
- Made representations to the District Council on all planning applications within Matlock.

Developing a prosperous economy

- Co-ordinate in partnership with Matlock Business Group, the Christmas trees and lights display
- Run and manage the annual Christmas Weekend

- Secured funding and taken a leading role in the Matlock Masterplan and carried out the Healthcheck study.
- Encourage partnership and develop regular links with the wider business community
- Support businesses with publicity and assistance with advice and information
- Carried out consultation with Matlock residents and businesses
- Key role in Matlock becoming a Fairtrade Town.

Protect and enhance the environment

- Town Centre planters and hanging baskets. Planting beds in front of the Co-Op store
- Bailey's Tump - to be leased and managed by MTC (when MCA project completed)
- Ongoing maintenance of established Council projects and planting of spring bulbs
- Maintaining Denefields and other "Green" spaces
- Co-ordinate and play active part in organising the Matlock in Bloom Competition and Awards Evening.

Improving the Council

- Town Clerk and staff working towards Quality Parish and Town Council Status
- Town Clerk and Clerical Assistant have both passed their Certificate in Local Council Administration (CiLCA) training
- Maintain Partnerships
- Community Noticeboards ordered and erected to promote local activity in the town

OUR PRIORITIES

Key priorities for January 2006 - May 2007

1 To support residents and community and voluntary groups

- By reviewing the Community Grants Programme to better reflect our priorities and increase the overall annual budget from £4,000 to £10,000.
- By ensuring that the Council and the local community is fully engaged in the consultation around the Matlock Masterplan and other developments in the town
- increase our contact with and support for young people through existing and new links with schools, youth groups and support organisations
- by working with partners to maintain transport links to and from the town
- by improving the level and quality of engagement with our local community eg through a regular newsletter and leaflets and through the website
- with support from Derbyshire Dales District Council, local schools and Matlock Live to produce a programme of music/bands in the park

- by regular consultation with residents to ensure our activities reflect community priorities

2 To develop a prosperous economy

- working with businesses to develop a stronger sense of a business community who can contribute to improving the “retail offer” in Matlock
- produce a Town Guide and walking leaflets; working in partnership with Matlock Civic Association and Derbyshire Dales District Council to help boost tourism in the town and surrounding area
- work with Matlock Live to support their activity week (2-11 June) with a local produce market on 3 June in Hall Leys Park
- work with Derbyshire Dales District Council and the market traders to explore how to increase the use of the Indoor Market
- Establish a monthly Farmers Market in the town

3 Protect and enhance the environment

- work more closely with the Derbyshire Dales District Council Planning Department to encourage stronger environmental assessment criteria and environmental conditions of planning consent ie eco building techniques and more sustainable development eg renewable energy
- further improvement eg new seats at Park Head; additional floral planter; closer consultation with local schools and community groups
- work with Groundwork Trust to develop a programme of community based, environmental activities and work at Denefields, Matlock
- work with Matlock Civic Association in the restoration and maintenance of Bailey's Tump
- lead the work towards Matlock and East Midlands in Bloom Competitions
- work with Matlock Banner Group to produce and supply banner and flag holders for the entrances to the town

4 Improving the Council

- achieve Quality Parish and Town Council Scheme status by the end of 2006-07
- agree 4 Councillors to lead on the 4 priority themes on behalf of Matlock Town Council
- produce and distribute regular newsletters (at least 4 per year)
- develop a new website for Matlock Town Council information and for the wider information for the town
- planning and other relevant training for Councillors to help to streamline the process
- improve consultation with Matlock residents and businesses
- communications - have in place a media/publicity protocol for the Council
- regular press releases to publicise events and activities of Matlock Town Council
- Publicity to include: working with Matlock Mercury to have a weekly/monthly section to keep people informed. This could include Councillors writing a short section to be published in this space
- produce an Annual Report for 2005-06 by 30 June 2006
- annual Accounts for 2005-06 completed by 30 June 2006
- have in place a Councillor Code of Conduct

Our Plans for 2007-2011 and beyond

It is a very exciting time for Matlock at present and there are major plans for the redevelopment of the town centre which are likely to see the town change significantly, as well as improved public transport links.

The Matlock "Healthcheck" was completed in September 2004 and this provided an Action Plan that arose from wide public consultation. The Matlock Masterplan has taken this work further to explore realistic and

workable plans for redevelopment of the town centre and the long awaited Cawdor Quarry development will provide a town centre relief road, a new supermarket and several hundred new homes, an Innovation Centre and business park.

Key issues that have already arisen from public consultation and the groups that Councillors are in contact with; along with important strategic developments that Matlock Town Council will be considering in the long term include:

- Community Transport to serve Matlock and surrounding areas
- Riber Castle development
- Community 'space' and requirements for Voluntary and Community Sector VCS 'space' - (the future of the Imperial Rooms)
- Childcare provision in the town
- Play equipment for older children - possibly mobile, but mainly sited on one of the Hall Leys Park tennis courts (ie multi-use games area)
- Making full use of Hall Leys Park
- Theatre space for local performing arts groups
- Community Cinema
- New site for the market
- managed workspace/community office
- Linking tourism and local history by producing a visual display, perhaps sited in the Interpretation Room in Hall Leys Park

RESOURCES

There are currently 3 members of office staff who work various hours down on resources for a year ago. Additional fully time administrative support has been agreed and an appointment made.

A further 4 staff are employed to service the Imperial Rooms and to maintain and improve Council owned sites and landmarks such as Kiln Park, Denefields, Bailey's Tump, Hillside (and Princess Diana Memorial Garden); the upkeep of public footpaths, signage, bus shelters, allotments and town enhancements, as well as floral displays in summer and Christmas trees and lights in December.

Funding comes for the precept, collected through Derbyshire Dales District Council via the Council Tax, and other grants that the Town Council, from time to time secure.

Charges are made for room bookings for the Imperial Rooms and for allotments; however this income rarely covers the running costs.

There is an annual Community Grant Scheme for the benefit of Matlock residents for voluntary and community groups who can apply for small grants. This budget is in the region of £10,000 for 2006-07.

There is a budget for environmental activities and therefore work can be undertaken towards this theme.

Where appropriate, Matlock Town Council funds will be used to attract funding to achieve some of the priorities of this Action Plan. For example the Lottery, local regeneration funds and in the future there may be opportunities for support through DEFRA's Rural Delivery Programme – Rural Delivery Framework from 2007 as it develops.

PARTNERSHIPS

As a Town Council, much of our work has to be done in partnership and a range of groups, individuals and organisations have to be involved in varying degrees to get the best results for Matlock.

The key organisations we work with are:

- Derbyshire Dales District Council
- Derbyshire County Council
- Matlock Civic Association
- Connexions Derbyshire
- East Midlands Development Agency
- Peak District National Park Authority
- Groundwork Trust/BTCV/Wildlife Trust
- Dales Housing
- Mid-Derbyshire Citizens Advice Bureau
- Neighbouring Town and Parish Councils
- New Opportunities Wirksworth

Local Partnerships

- **MANDATE (Matlock Area New Development and Town Enhancement Group)**
Set up in 2002 to guide the future of developments in Matlock. Members include: local councillors, community representatives, and officers from the Town, District and County Councils, stakeholder organisations and the business community. This is to be re-launched shortly.
- **MARS (Matlock Area Regeneration of Sports) Group**
To steer the development of new and improved community leisure facilities in partnership with Derbyshire Dales District Council.
- **Matlock and District Business Group**
Well established with a membership of around 40 local businesses.

- **Derbyshire Dales Community Safety Partnership**

Formed as a result of the Crime and Disorder Act 1998 which gave the police and local authorities the responsibility to work with other local organisations to conduct an audit and produce a Strategy every three years to improve community safety.

- ◇ Anti Social Behaviour Group
DDDC led and attended by the Town Clerk
- ◇ West Derbyshire Police Consultative Committee
- ◇ Police Consultative Group

Matlock Town Council is actively involved in many local activities through its Councillors and staff including:

Local Schools

Highfields Secondary School
St Giles Primary School
All Saints Infant School
All Saints Junior School
Castle View Primary School
St Joseph's Primary School

Local Voluntary and Community Groups

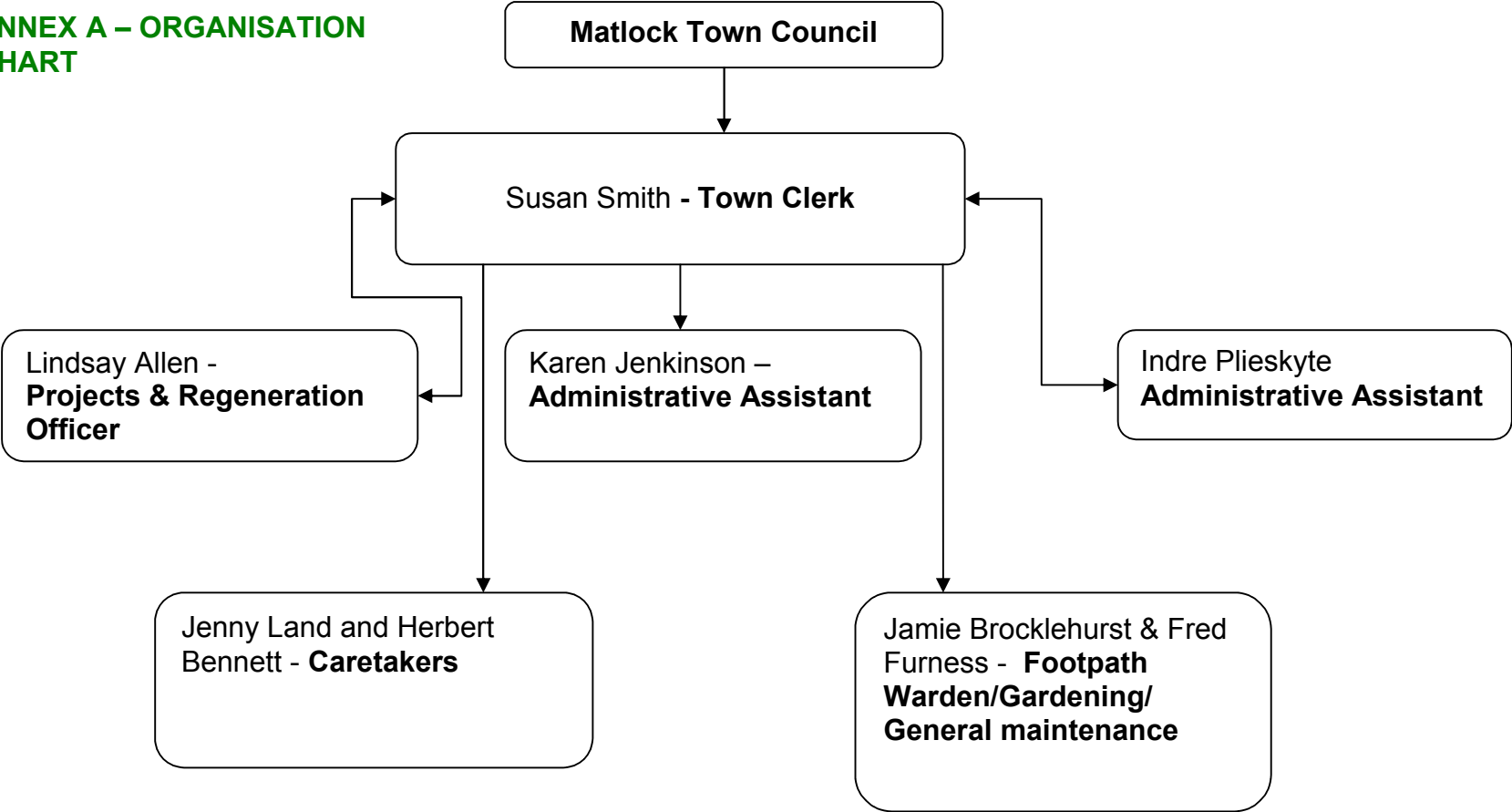
Matlock/Eaubonne Twinning Association
Matlock Live
Hurst Farm Community Association
Hurst Farm Tenant and Residents Association
Matlock Flags and Banners Group
Help the Aged (Matlock)
Age Concern
Matlock in Bloom Committee
Derbyshire Dales Victim Support
Cavendish Fields Sports Association
Ernest Bailey Community Centre
Matlock Civic Association
The Royal British Legion, Matlock Branch
Derbyshire Dales Ramblers' Association, Matlock Branch
Derbyshire Singers
Matlock Rotary Club
Matlock Derwent Valley Lions
Derwent and Dove Scouts
Local Churches
Matlock Girl Guides (Brownies and Rainbows)
Matlock Round Table

Further afield, the key partnerships are:

National, Regional and Sub Regional Partnerships

- **Derbyshire Partnership Forum**
the countywide Local Strategic Partnership responsible for developing the Derbyshire Community Strategy and comprises a number of public, private, voluntary and community sector organisations who have been working closely together to improve the quality of life of the people of Derbyshire. The DPF co-ordinate the Local Area Agreement (LAA) - a government initiative that will channel the majority of funding for public sector services
- **Derbyshire Dales and High Peak Local Strategic Partnership**
Brings together organisations involved in providing services in the Derbyshire Dales and High Peak, including those in the statutory, private and voluntary sectors to improve quality of life through the production of the Community Strategy
- **Rural Action Zone (RAZ) Steering Group**
Brings together key Peak District Partners with a focus on economic regeneration, including the skills agenda and access to services
- **DDEP Market Towns Forum**
Towns in the DDEP area meet on a regular basis, to share good practice and develop joint projects.

ANNEX A – ORGANISATION CHART



ANNEX B

Action Plan November 2005 – May 2007

Developing a prosperous economy

Action	Lead and other partners	Budget	Timescale	Outcomes	Outputs	Consultation/ Evidence/Support offered
Business support & advice – explore demand & venue	DCBL, MTC, Matlock Business Group (MBG)			Regular advice sessions for businesses		Healthcheck
Increase membership of Business Group	MBG, MTC			Stronger sense of business community in Matlock, increase regeneration activity	Increase in membership	
Local business & service directory	MTC, MBG, service providers, businesses					
Production of a town guide			July 2006			

Protecting the Environment

Action	Lead and other partners	Budget	Timescale	Outcomes	Outputs	Consultation/ Evidence/Support offered
Design & reprint & distribute Walking leaflets	MTC		March 2006			
Bailey's Tump	MTC/MCA					
Town Trail	MCA/MTC		July 2006			
Establish links with Groundwork Trust to develop community based environmental projects	MTC/ Groundwork/ local community/ Dales Housing		June 2006			

Supporting residents and community & voluntary groups

Action	Lead and other partners	Budget	Timescale	Outcomes	Outputs	Consultation/ Evidence/Support offered
Secure funding for Access Fund	MTC	£10,000 – need match funding	November 2005 - Achieved			DDDC, Community groups
Develop a brand & identity for Matlock	MTC/ local community		In line with Masterplan?			Healthcheck Sept 04
Purchase and erection of Community Noticeboards	MTC		March 2006			
Order and erect town signage and fair trade signs	MTC		March 2006			
Produce range of walking leaflets	MTC		March 2006			Need to co-ordinate with town trail, MCA and Business Gp walks
Review community grants process to ensure it links with Council priorities (i.e. young people, arts?)			1 April launch			
Public consultation on plans for the Matlock Masterplan	DDDC/MTC		Summer 2006			
Support Matlock Live & local produce market	Matlock Live & MTC		3 – 11 June 2006	Arts Event		

Improving the Council

Action	Lead and other partners	Budget	Timescale	Outcomes	Outputs	Consultation/ Evidence/Support offered
Achieving Quality Council Status	MTC		March 2007		4 newsletters, website	
Agree Councillors as champions for each theme area	MTC		February 2006			
Create and maintain a website for Matlock and the Council	MTC & business & community partners		March 2006			
Agree Business Plan 2006 - 2011	MTC		Feb 2006			Review at least every 3 years
Agree annual Action Plan (December 2005 – May 2007)	MTC					
Agree and use a project proposal form to help budget setting process	MTC		Implement by April 2006			2 page form that sets out proposals that require MTC budget consideration
Improve toilet facilities at the Imperial Rooms	MTC					
Agree publicity/media protocol	MTC		March 2006			

ANNEX C – WORKPLAN

APRIL 2007 – 2011 (Activities arising from the Masterplan, Innovation Centre/new Supermarket development)

Priorities	Activity	By When	Who
<p><u>Supporting residents and community & voluntary sector groups</u></p> <p>To work with young people</p> <p><u>Developing a prosperous economy</u></p> <p><u>Protecting the Environment</u></p> <p><u>Improving the Council</u></p>			