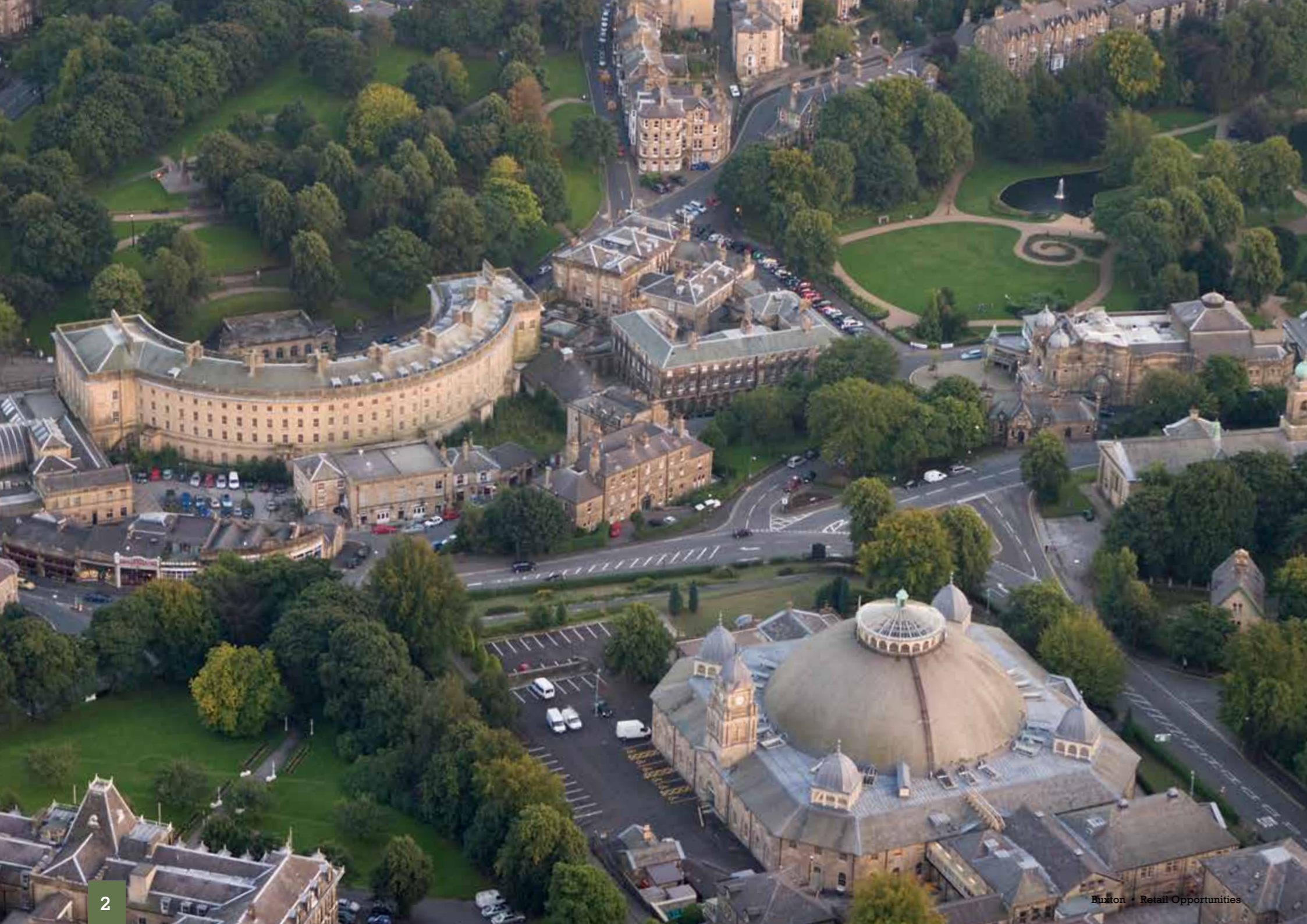




BUXTON
ENGLAND'S LEADING SPA TOWN

Retail Investment Prospectus



OVER
£60m
visitor spend per
annum (2015)

103
listed
buildings

1,500,000
visitors to Buxton per
annum

24
trains per day
between
Buxton and
Manchester

Year
round
programme of
festivals and
events

40,000
tickets for
Buxton
Festival

£90m
invested in
heritage-led
regeneration

over **40**
acres of parks
and gardens
registered as being of
special historic interest

80
independent
shops

Regular and
specialist
markets
throughout
the year

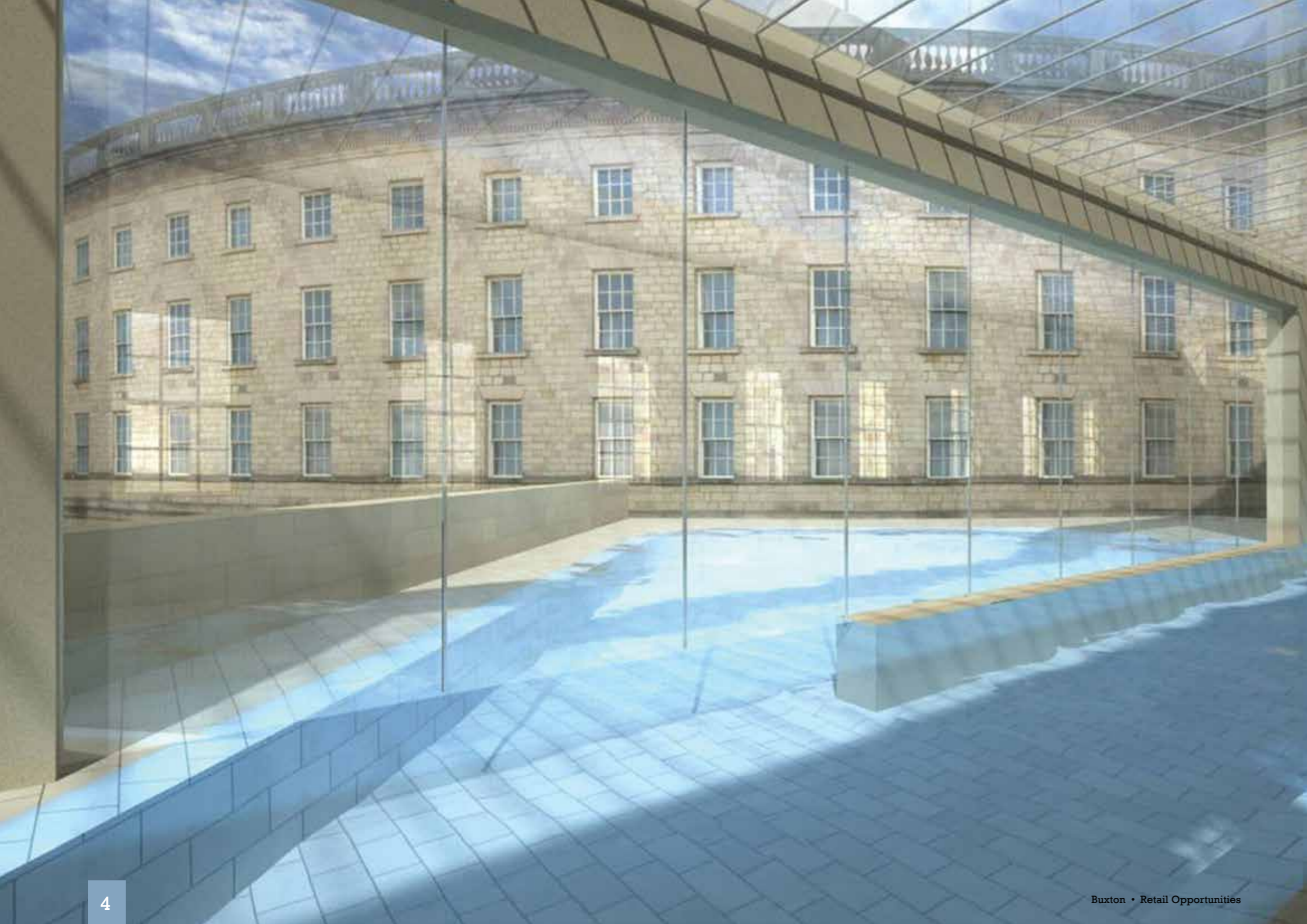
75
fairs, festivals
and markets

450
performances
at Buxton
Opera House

Welcome

Welcome to the Buxton Retail Investment Prospectus, highlighting the opportunities that this dynamic Spa Town can offer you as a retailer.

The renaissance of Buxton continues apace with work now well under way on the restoration of the Crescent & Thermal Spa - the icing on the cake for decades of heritage-led regeneration. We feel now is the right time to raise our game, in terms of retailing, and work to bring quality operators into the heart of our town. In benchmarking ourselves against other similar towns we have concluded that not enough people appreciate what Buxton has to offer. We hope this publication will dispel some myths and encourage you to consider Buxton in your expansion plans.



Buxton Crescent & Thermal Spa

A premium development at the heart of the town centre focused on the Crescent and the new Thermal Spa

Buxton aspires to become *England's Leading Spa Town* and central to this vision is the delivery of one of the UK's most ambitious heritage tourism projects.

The Buxton Crescent and Thermal Spa is a public-private partnership. This £50 million investment will bring the Grade 1 Georgian Crescent and the adjoining spa buildings back into use as:

- An 80-bedroom five star spa hotel
- A thermal natural mineral water spa - one of only two thermal natural mineral water spa facilities in Britain
- 6 boutique scale shops
- *The Pump Room* Visitor attraction

The project will include the restoration of the spectacular *Assembly Rooms* which will be open to the public for concerts, events and as function suites for visitors and residents to enjoy.

The development is forecast to contribute an additional £4m to the town's visitor economy every year (equivalent to 7% growth).



80 bedrooms and suites



100 sqm of boutique retail

6 boutique retail units

1 of only two natural mineral water spas in the UK.

For more information, go to:

www.buxtoncrescent.com



Year round programme of festivals and events

450 performances at Buxton Opera House

Festival Town

Buxton is home to the famous Opera House which typically presents 450 performances per year across a wide spectrum of genres. Lovingly restored in 2001, it is one of the country's finest examples of Frank Matcham theatre design. The Opera House is going from strength to strength with the adjoining Pavilion Arts Centre providing a second auditorium and Studio Theatre. The town comes alive in summer with a series of festivals, the signature piece being the Buxton Festival which sells 40,000 tickets.



"Buxton Festival is a summer celebration of the very best opera, music and literature at the heart of the beautiful Peak District."
(Buxton Festival website, 2017)

For more information, go to:
www.buxtonfestival.co.uk

www.buxtonoperahouse.org.uk





Courses include:

- Spa and Wellness Management
- Culinary Arts and Hospitality Management
- Events Management
- International Tourism Management
- Outdoor Leadership and Management

Facilities include:

- Licensed for civil weddings, premier events and banquets
- Home to the award winning Devonshire Spa
- The Salon run by beauty trainees
- Dome Restaurant where guests can enjoy a fine dining menu created and served by the University students

3,500 students studying

at the University of Derby, Buxton



An Inspirational Setting for Inspirational Learning.

Built in 1779, as the Great Stables, by the 5th Duke of Devonshire, the magnificent Grade II* listed Devonshire Dome is a stunning example of heritage regeneration and is now home to the University of Derby's Buxton Campus.

The former Duke of Devonshire's stables were transformed into a hospital in the 19th century. In 2006 it became the Buxton Campus for the University of Derby, delivering a range of specialist higher education courses inspired by Buxton's vibrant history, culture and breath-taking landscape.

Also on campus is Buxton & Leek College, providing over 220 courses for all ages, abilities and ambitions including full and part-time courses; work based and industry short courses; access qualifications; leisure courses; apprenticeships and traineeships.

The campus is at the heart of a growing economy. An economic impact report, commissioned to mark the institution's ten years in the town, has revealed that five hundred jobs are supported by the £32 million worth of spending generated each year by the University's Buxton Campus.

Destination Buxton

“An enjoyable way to spend an hour or two”
(TripAdvisor 2017)



Buxton is an extraordinary town, combining an unusually fine mixture of buildings, parks and public spaces...

Buxton is a key visitor destination and acts as a base for exploring the wider Peak District. Accessible from Manchester and Sheffield the town is well placed to offer a quality retreat from urban living, with a mix of culture, leisure and retail experiences.

Typically, 1.5m people visit the town every year, spending over £60m per annum, boosting spending of our resident catchment – a 3.7% increase from 2014.

Investment in the Pavilion Gardens leisure complex has resulted in some one million visitors per annum, attracted by markets, auctions, fairs and festivals, many family-friendly and free. The success of Pavilion Gardens is being supplemented by a growing events programme at the Devonshire Dome expanding the offer for visitors.

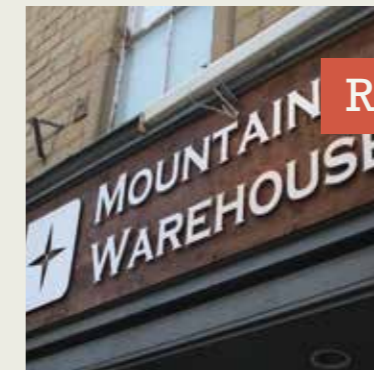
Approximately
2000
publicly managed
on-street & off-street
parking spaces



Over 200 fairs, events
and markets each year

Family friendly town



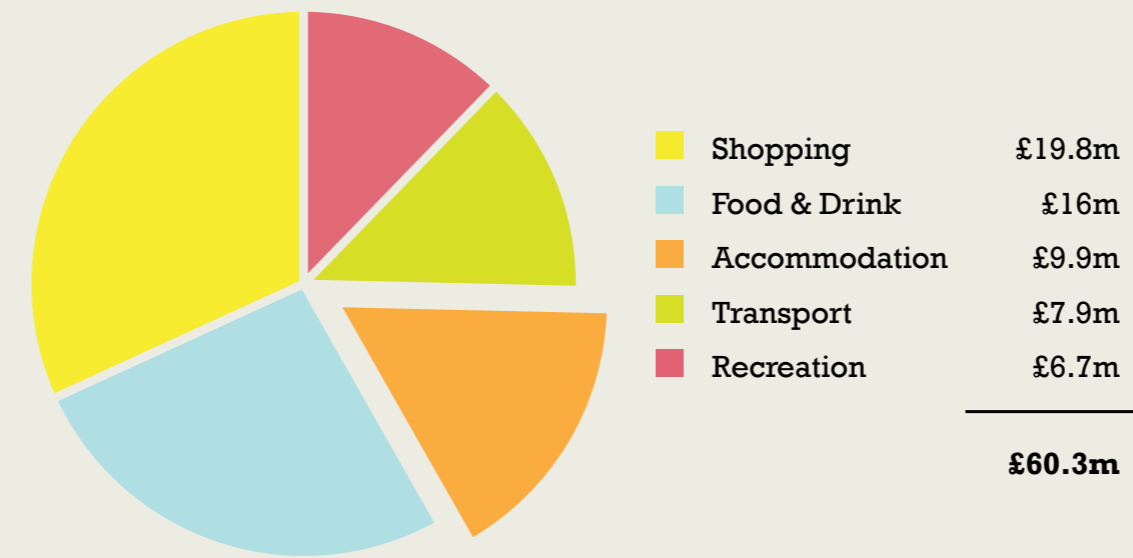


Resident catchment value £119.1m

Visitor retail spend value £19.8m

Who Spends in Buxton?

Economic Impact of Visitors: £60.15m pa



Source: Global Tourism Solutions UK, Steam Data; GVA Retail & Town Centre Study 2013

Buxton is a diverse and lively town, with a growing professional population following investments by the University of Derby, the Health & Safety Laboratories and Nestle Water exceeding £100m. The town's location at the heart of the Peak District makes it one of the most vibrant towns in the area. Average weekly household disposable income compares well to the national average, and is strong compared to our benchmark towns, which are located in, or adjacent to, a National Park or Area of Outstanding Natural Beauty.

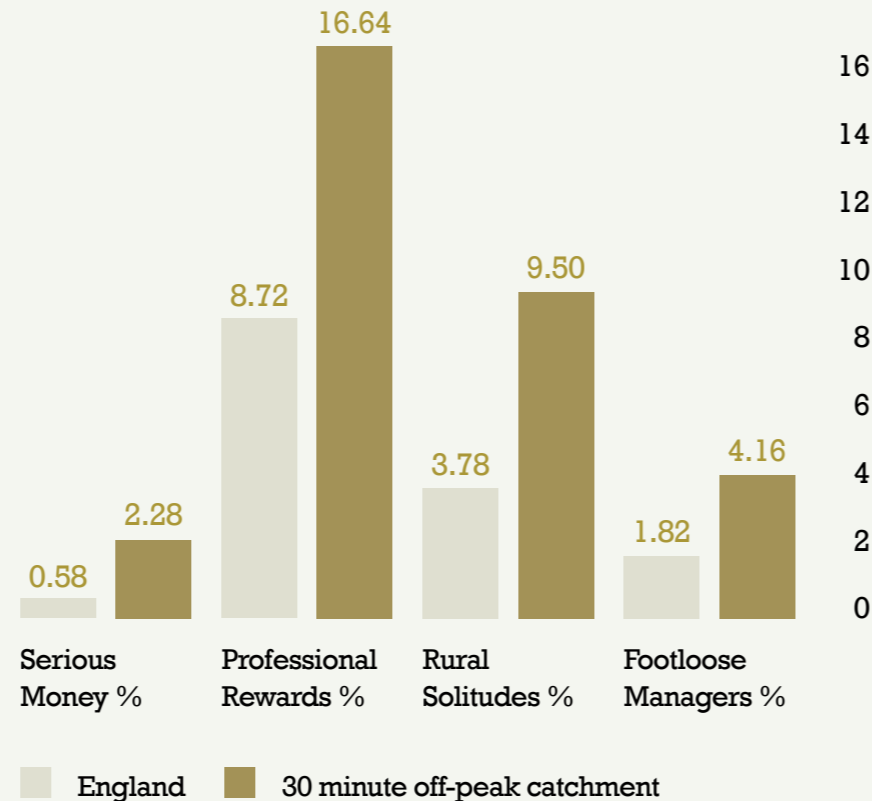
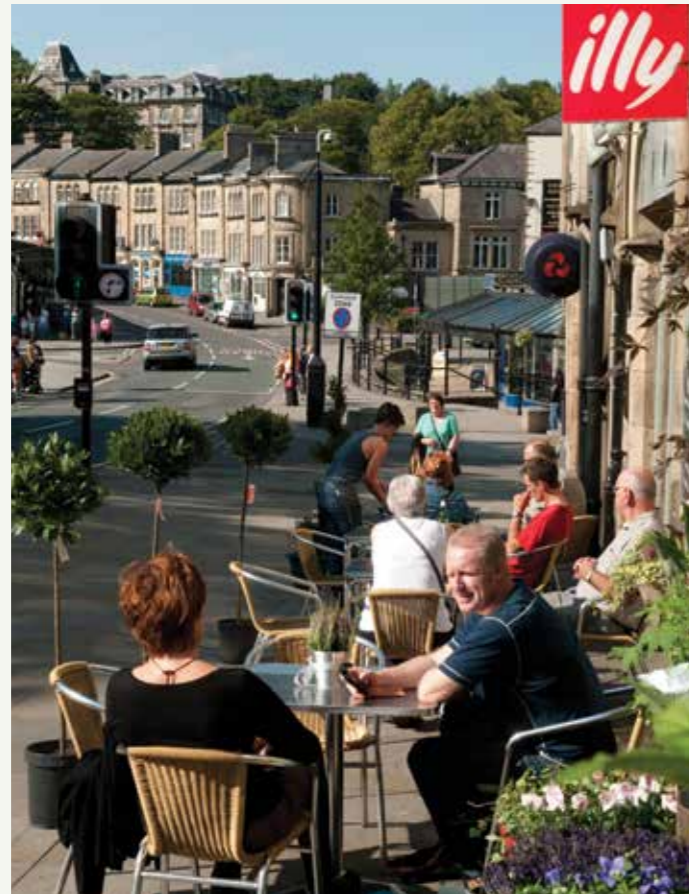
- Buxton retains 87% (£47.7m) of main and top up food spend
- £71.4m comparison expenditure achieved from Buxton catchment
- Buxton draws trade from surrounding catchment areas including Bakewell, Leek, Macclesfield as well as High Peak towns.
- Overall visitor spend on retail contributes a further £19.8m per annum to local economy
- The perception of town centre shoppers is high, with almost 50% of residents very satisfied and 75% of visitors very satisfied.

Market Size

Over 200,000 residents within 30 minutes off peak drive time of Buxton

As a key destination of choice, Buxton has significant potential to attract further day visitors from a resident population of 213,744 within 30 minutes off-peak drive time. Extending the drive time to 1 hour off peak (a typical journey time for day visitors) Buxton has 3.6m residents to draw upon.

Buxton's 30-minute drive time contains a large professional population with strong spending power, placing Buxton in a favourable position to further prosper as a destination shopping town.



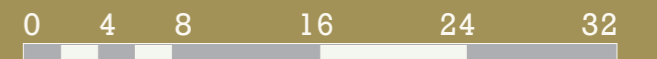
Source: Experian Mosaic 2014

Buxton • Retail Opportunities

Catchment

Buxton - 20, 30 & 60 minute off peak drive time catchment

- 20 min off peak drive time catchment
- 30 min off peak drive time catchment
- 60 min off peak drive time catchment



Source: Experian

Buxton • Retail Opportunities

Going Places

“Buxton is a confection of Georgian terraces, Victorian amusements and parks in the rolling hills of the Derbyshire dales”

(www.lonelyplanet.com)

Buxton has invested heavily in its heritage, with landmark regeneration schemes providing the basis for sustained economic growth in the town centre. The town has transformed itself into a thriving university town, retained its status as one of the signature destinations for cultural festivals and will soon be able to regain its reputation as a thermal spa resort, with the reopening of the Buxton Crescent and Thermal Spa.

Investment of £90m in heritage-led regeneration is not only saving landmark buildings, but ensuring they are the basis for the town's economic prosperity. Buxton is well placed to bring forward opportunities for high quality retailing to help further develop the town as a destination of choice, both for those holidaying in the Peak District and those visiting from neighbouring cities and overseas.

We aim to build on the town's distinctiveness by attracting quality retailers not found in our neighbouring towns, helping to create a unique Buxton offer of culture, leisure and quality retailing.

In Buxton
800
new homes with
planning permission
and a further 1100
allocated by 2031.

In High Peak
2300
new homes with
planning permission
and a further 2400
allocated by 2031.

£90m
investment
in heritage led
regeneration



Buxton Water

Commercial Investment

The Health and Safety Laboratory (HSL) is Britain's leading industrial health and safety research facility with a century of research experience across all commercial and industrial sectors. In 2004 HSL moved

into a new, purposely built, state of the art £54m facility on its 550 acre Buxton site. Approximately 450 highly specialised staff are employed at HSL ranging from scientists and engineers to

technical specialists and health professionals.

Nestlé Waters have invested £35m in a new, state-of-the-art production facility, designed to harmonise with its beautiful surroundings.

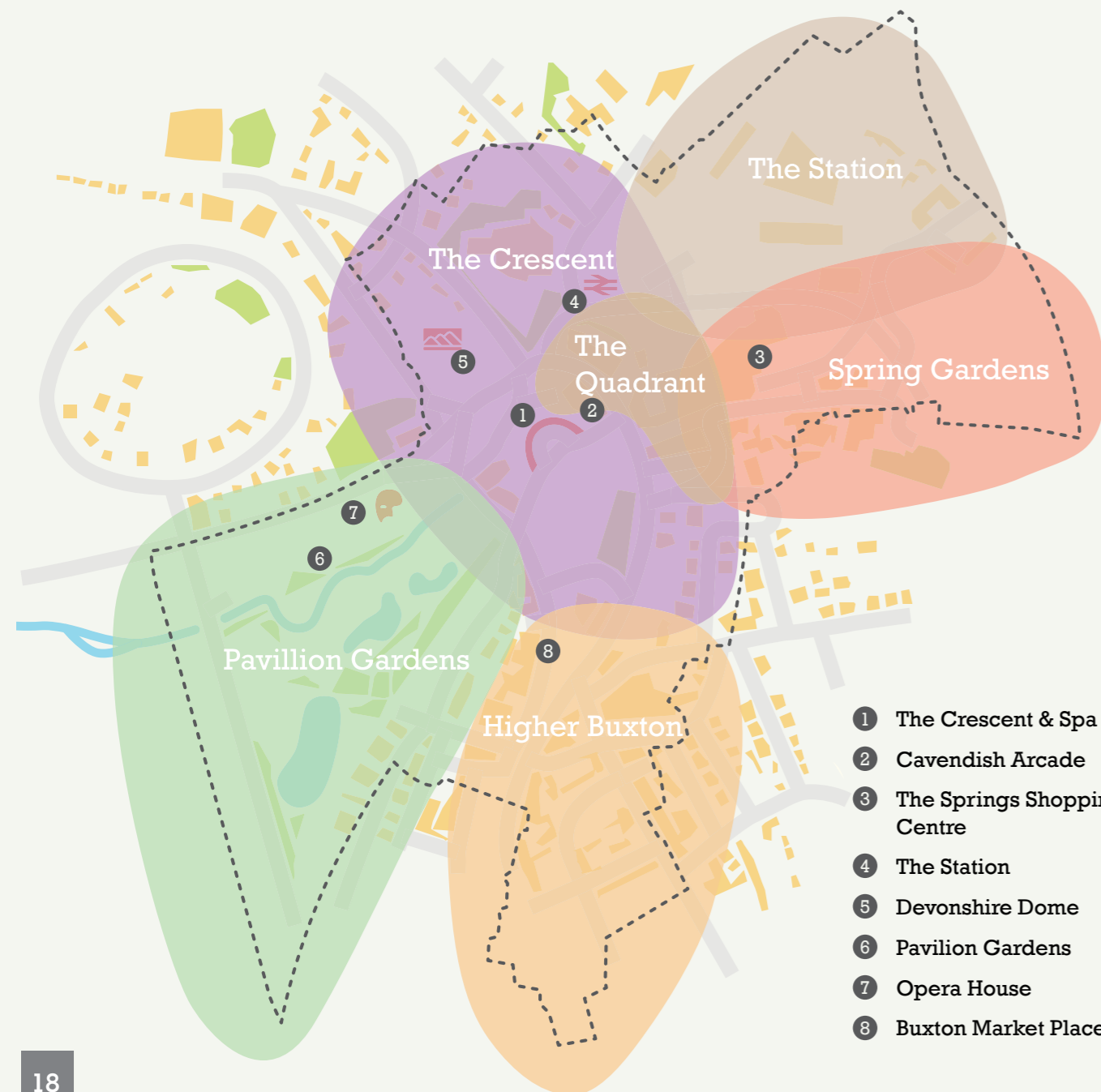
HSL Buxton



Buxton • Retail Opportunities



Full of character



- 1 The Crescent & Spa
- 2 Cavendish Arcade
- 3 The Springs Shopping Centre
- 4 The Station
- 5 Devonshire Dome
- 6 Pavilion Gardens
- 7 Opera House
- 8 Buxton Market Place

“Buxton has a number of different areas that each have a distinctive character reflecting the townscape, land use and type of business present”

(Buxton Design & Place Making Strategy)

Buxton Design and Place Making Strategy has been prepared to ensure design of developments does not detract from the town’s distinctive character. It is available at www.highpeak.gov.uk

Key

Spring Gardens: ‘Smart High Street’ containing a mix of national multiples, as well as local retailers.

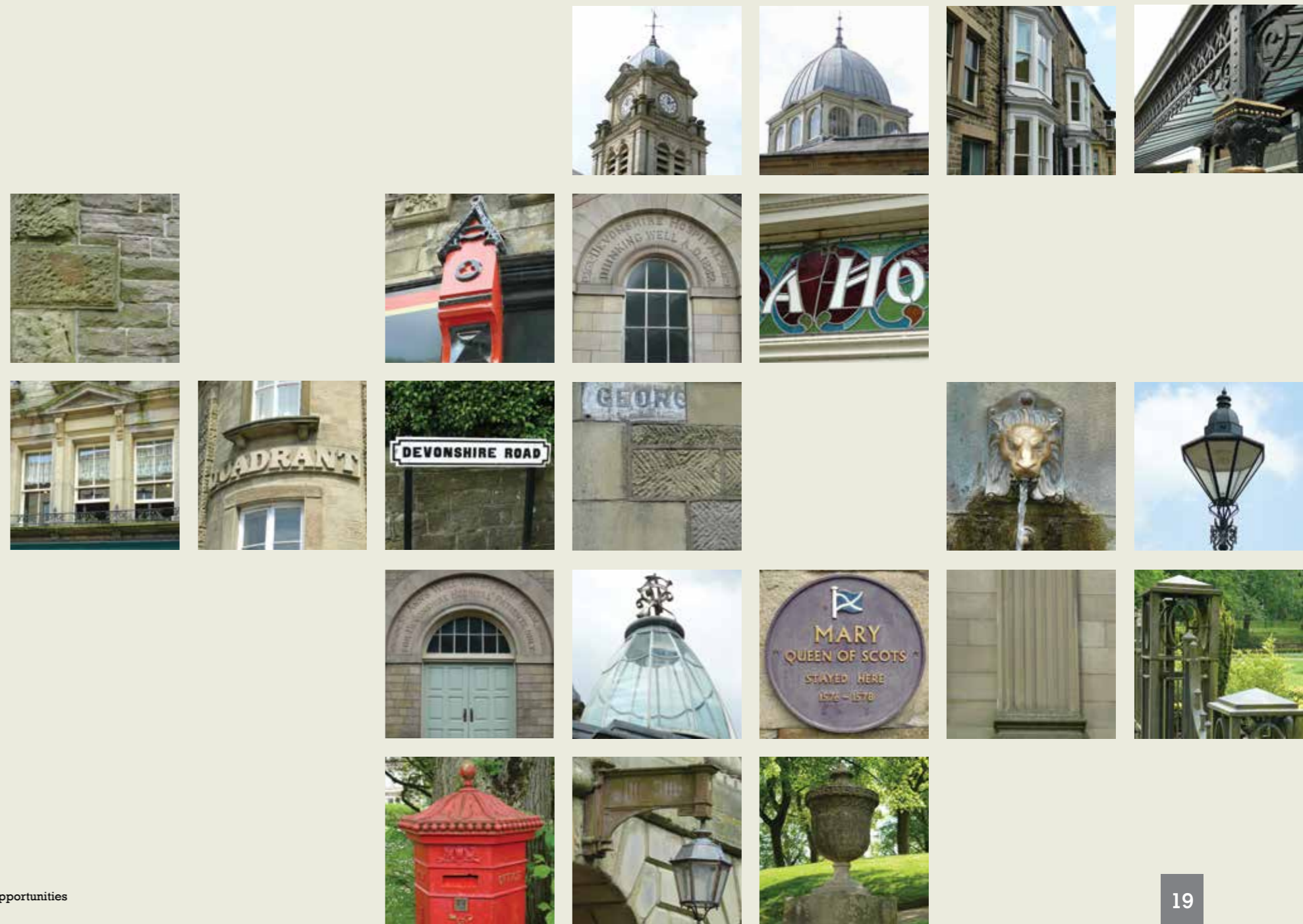
Higher Buxton: An independant ‘village’ within the town centre with a diverse and interesting range of businesses including shops, galleries, cafes, bars and restaurants.

The Station: A ‘green gateway’ to the town centre.

The Quadrant: A ‘cosmopolitan’ area with a mix of quality independant and branded shops, restaurants and bars.

The Crescent: A ‘premium’ area at the heart of the town centre focused on the Crescent and new Thermal Spa, with links to the University and Palace Hotel.

Pavilion Gardens: A ‘green’ leisure and cultural area focused on the Pavilion and Opera House with an historic park setting.

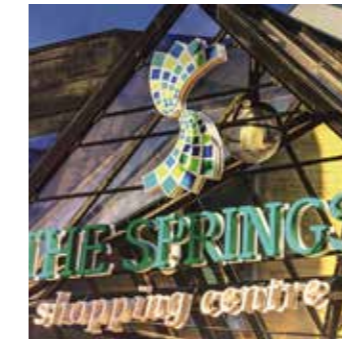




90,000 sq ft
retail space
30 units

The Springs Shopping Centre is the town's principal shopping street, where a range of national multiple retailers and independent businesses are represented. The Shopping Centre has a number of quality national names, anchored by Waitrose and M&S. The centre is at the heart of this shopping zone, with main shopper parking and easy access to the station.

Spring Gardens Shopping



For more information, go to:

www.thespringsshoppingcentre.co.uk

For rental opportunities contact:

nmcallester@metisrealestate.com

www.metisrealestate.com

rlyons@lsh.co.uk

www.lsh.co.uk



Enjoy a shopping experience like no other in the beautiful environment of Buxton Baths; a Grade II listed Neo Classical thermal baths.

The Cavendish Shopping Arcade gathers together the finest independent retailers including clothing, beauty products, homewares, gifts, books, chocolatier and eco-friendly goods.

This elegant arcade has over fifteen retail tenants, eateries and cafes clustered in the beautifully converted Hot Baths. Restored in the 1980s, this shopping experience is crowned by the stunning stained glass barrel vaulted roof, designed by painter and artist Brian Clarke, bathing the arcade in coloured light.

Cavendish Shopping Arcade

12,000 sq ft
18 units

For more information, go to:

www.cavendisharcade.co.uk

For rental opportunities contact:

commercial@ninalubman.com

www.ninalubman.com

"On a weekend break in Buxton there seemed to be many good places to eat. We were drawn to the Brasserie because of the interesting French menu. Loved the food, service and the walls covered in photographs of France"

(Trip Advisor Review 2017)



Quadrant & George Street



A cosmopolitan area that is home to a rich mix of independent and branded high quality shops, restaurants and bars.

With the arrival of the University and the potential of the Crescent, this has become a vibrant and desirable location – home to many quality leisure businesses.





Higher Buxton

An 'independent village' within the town centre with a range of quality shops, galleries, cafés, bars and restaurants.

Explore Higher Buxton where the traditional market place is home to some wonderful independent retailers, from children's shoes, specialist music store, bookshops, butchers, deli to the Green Man Gallery where a community of artists have a show case gallery and workshop.

This retail neighbourhood is going from strength to strength, with successful new shops and services opening, complementing long established quality businesses.

The area attracts quality independent retailers and boutiques that will trade well alongside well established and respected retailers. The area is served by a number of large car parks for the town and is on the key regional bus route.



Why not join us

...and make Buxton the first choice for your growing retail business. As England's Leading Spa Town we will be working hard to maximise the opportunity of the refurbished Crescent and Thermal Spa Hotel, and continue to grow the destination and associated visitor spend.

Don't leave it too long to discover how Buxton is well placed to expose your retail offer to a high earning, professional audience, complemented by a growing university and strong visitor footfall.

Buxton

Further information

www.highpeak.gov.uk
regeneration@highpeak.gov.uk

Photography:

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Design

www.hammerdesign.co.uk

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Right Town

- Historic Spa Town
- 213,000 people within 30 minutes drive time
- Heart of the Peak District
- Vibrant Festival Town
- University Town

Right Location

- High footfall areas
- Good tenant mix with quality brand presence
- Good parking
- Close proximity to rail connection to Manchester

Right Space

- Distinctive shopping zones
- Available modern units in shopping centre
- Available units in character properties
- Available opportunities for expansion/new build mixed use development schemes in the town centre

Right Move

- Proactive Local Authority 'development team approach' 'open for business'
- Retail training locally via University of Derby, Buxton
- Strong local business group

