

# Pavilion Gardens

## February 2025

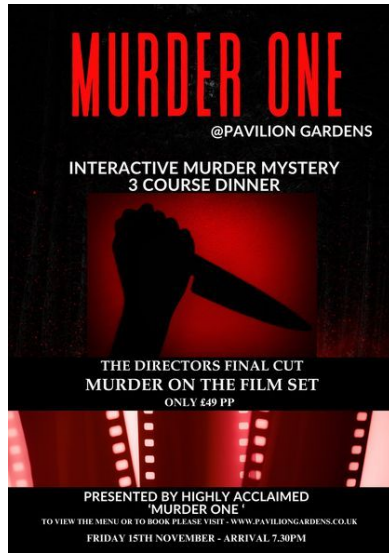
# Pavilion Gardens - Overview 2024

- Successfully delivered Buxton International Festival, Fringe Festival and G&S Festival
- Continue to work with a number of stakeholder groups like Buxton Accessibility Forum, FOPG, Vision Buxton, Buxton Civic Association, PAC and University
- Development of Buxton Brewery/Artists and pop up shops
- Emergency Services, Carnival Day and other key events returned to the calendar
- Maintained the Travellers Choice venue. Awarded to venues who consistently earn great reviews from travellers and are ranked within the top 10% of properties on Tripadvisor
- Website: [Pavilion Gardens](#)
- Evolving the Interpretation video showcasing history of PG

# Pavilion Gardens - Events and Developments 2024

- Successful events delivered:
  - Wedding developments and Open days
  - New events held such as Fawltly Towers, Titanic, Valentines, Mothers day, Murder One, Scrooge, Christmas Market, Events, Dinners and 80's Dance night
  - Holiday periods - trails
  - The inflatable sessions
  - H&H event and other established events
- Improvements in Conservatory planting and presentation
- Ongoing temporary heating in the building for the Autumn / Winter period

# Pavilion Gardens - Events



# Pavilion Gardens - Development of Single Use Plastics reduction

- Parkwood has ceased to purchase any new single use plastics within its Cafes.
- Including paper and PLA. PLA is a plant based plastic typically made from fermented plant starch - such as corn, cassava, sugarcane or sugar beet pulp so, whilst it has the look and feel of plastic it is biodegradable.
- Due to a number of changes including 100% compostable coffee cups and lids.
- UHT milk portion pots replaced with a fresh milk in an insulated jug both reducing plastic
- Coke/Diet Coke products alone this will see in excess of 55,000 less plastic bottles leaving our centres
- Previously biscuits, tray bakes and other dessert snacks were presented in individual plastic wrappers, these are now displayed in cake tins and biscuit jars.
- We have introduced biodegradable paper straws, these are made from bamboo and wood pulp and they are 100% compostable, biodegradable and safe for the environment. Wooden cutlery is now also available for takeaway items
- Sandwiches and baguettes are no longer wrapped in single-use plastic wrapping and are instead made fresh to order
- rPET which is recycled PET (polyethylene terephthalate) plastic that is used to make packaging, such as plastic bottles and food containers
- Edible Ice cream tub

# Recycling at Pavilion Gardens

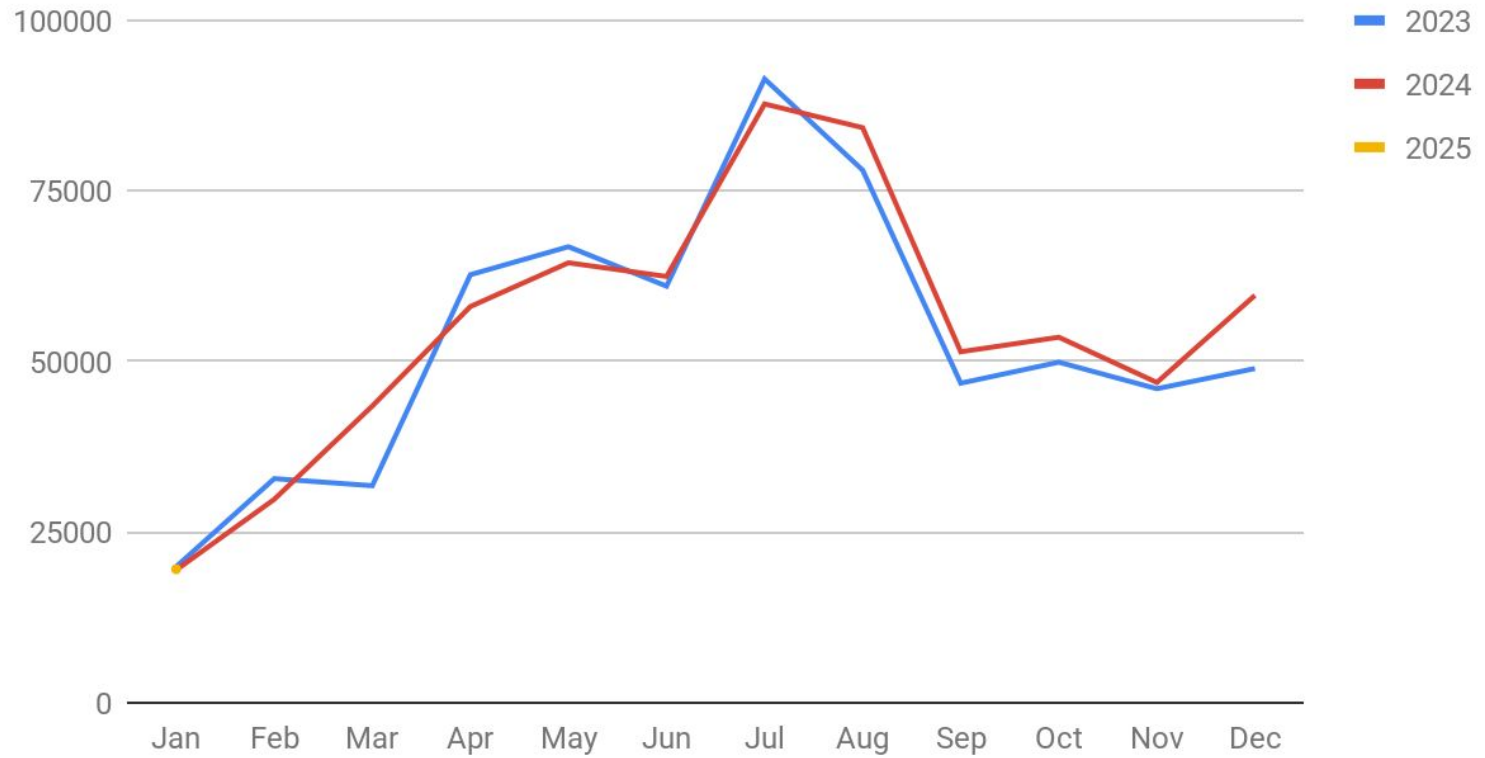


- Dry goods - cardboard, paper, glass bottles and plastic recycled at site
- Cardboard is separated and loaded up for collection at site
- Other waste - is recycle where possible and is recycled at the plant/depot for extraction
- Food Waste - Olleco for waste oil and food recycling has been rolled out where weekly collections will convert the food waste into green energy
- Suppliers overview:

| Type              | % Split within 30 miles | No in Total | % split |
|-------------------|-------------------------|-------------|---------|
| Retail            | 33%                     | 9           | 26.5    |
| Food and beverage | 43%                     | 14          | 41.2    |
| Disposables       | 0%                      | 1           | 2.9     |
| other             | 30%                     | 10          | 29.4    |
| Within 30 Mile    | 12                      |             | 35.29%  |
| Outside 30 miles  | 22                      |             | 64.71%  |

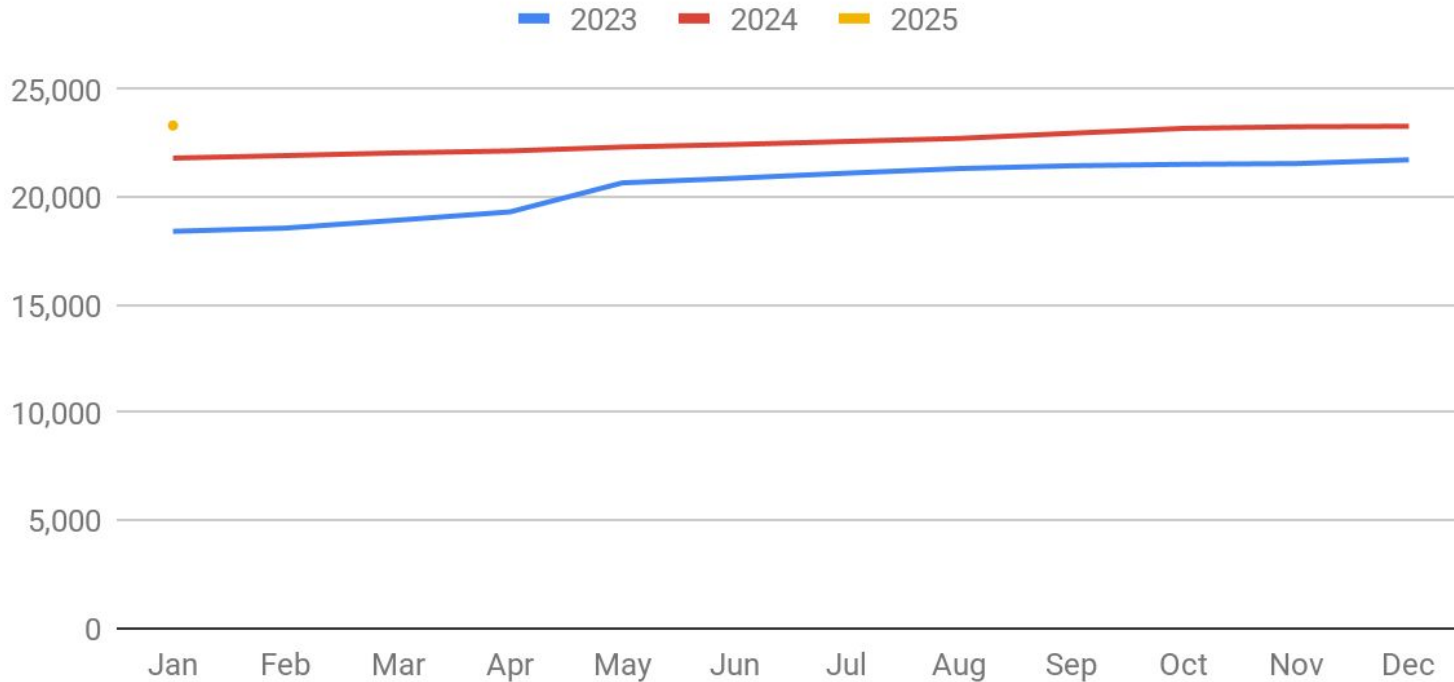
# Pavilion Gardens - Usage

## Customer Footfall



# Pavilion Gardens - Social Media

## Facebook Likes 2023-25



Facebook page likes



# Facebook

Views ⓘ 1.8M

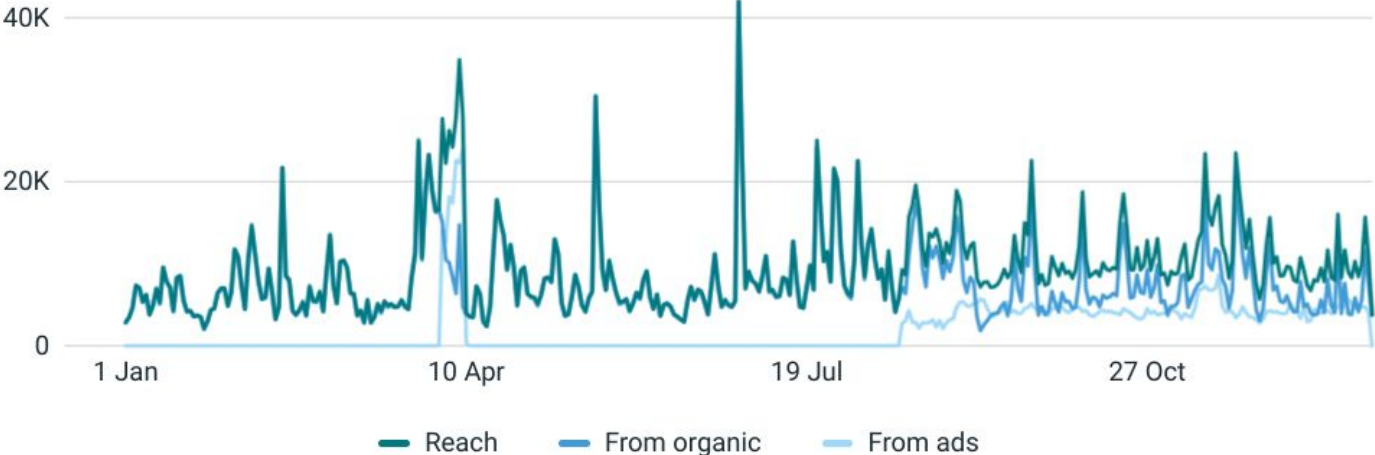
**Reach ⓘ 765.4K ↑ 0.6%**

3-second views ⓘ 9.7K ↑ 180.8%

1-minute views ⓘ 408 ↑ 768.1%

Content interactions ⓘ 34.2K ↓ 4.5%

Watch time ⓘ 2d 3h ↑ 263.3'



### Reach breakdown ⓘ

1 Jan 2024 - 1 Jan 2025

**Total**  
765,382 ↑ 0.6%

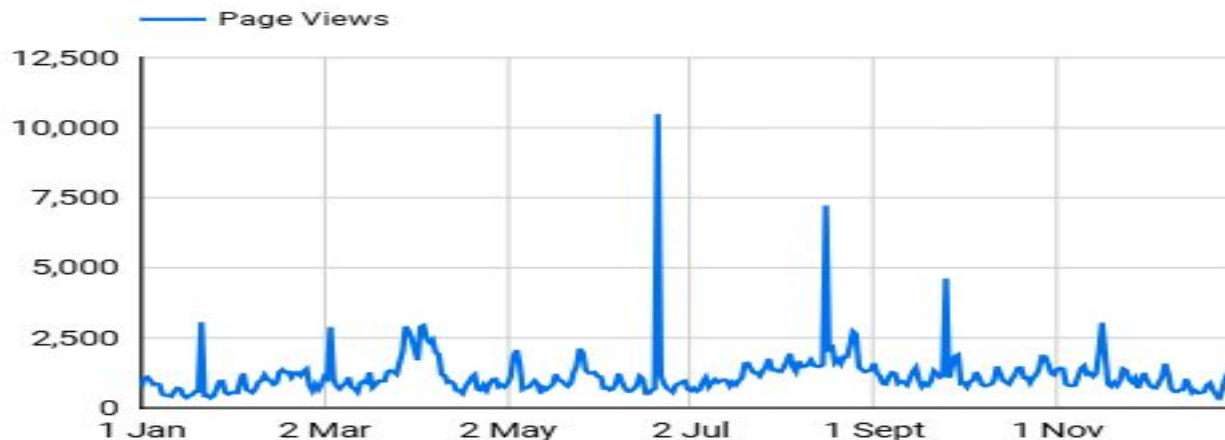
**From organic**  
754,526 ↑ 48.7%

**From ads**  
129,575 ↓ 20.2%

# Website

Total Page Views

## 419,175



| Page title  | Views ▾ |
|---|---------|
| 1.. What's On - Events at Pavilion Gardens, Buxton            | 86,213  |
| 2.. Pavilion Gardens, Buxton - the heart of the Peak District | 71,019  |
| 3.. (not set)   | 23,632  |
| 4.. "Bramhall's Amusements" Children's Inflatable Fun - Ev... | 23,229  |
| 5.. Visiting Pavilion Gardens - Buxton, Derbyshire            | 10,095  |
| 6.. Food and Drink - Pavilion Gardens, Buxton                 | 9,808   |
| 7.. The Tea Rooms - Food & Drink at the Pavilion Gardens      | 8,792   |
| 8.. Christmas Fair - Events at Pavilion Gardens, Buxton       | 8,737   |

# Pavilion Gardens - Feedback

*A great place to hide from the rain or simply explore after a lovely walk through the park. Fee entrance. Like walking into a tropical oasis. Feel like you've walked back in history with the architecture, to a Victorian age. You can almost touch the history and people who were there well over a 100 years before. A must as part of a tour of Buxton.*

*The views and gardens are so stunning. we ate in the restaurant and food was impeccable could not fault a thing and the staff were so polite they made our lunch and business meeting go smoothly by just smiling and attending to us so THANK YOU*

**Thanks Anne**

*I am writing on behalf of the Mayor of High Peak, Councillor Peter Inman, who is delighted and thankful for your generous gift voucher for a cream tea for two people at the Pavilion Gardens. The Mayor's Charity Dinner was a great success and raised a substantial amount of money for his chosen charities, which are :SAFFA (The Armed Forces Charity) Dark Peak Orchestra and New Mills Volunteer Centre. Once again many thanks for your support*

**Julie Fawkes**

*Good publicity and excellent booking and checking in system.*

*Lovely room setting and good reception.*

*Reception people were friendly and welcoming and set the scene very well.*

*The meal was fine, the service very good and came out hot and quickly.*

*Film on screens set the scene and kept us in touch with the action as it played out.*

*Cast were well engaged and clearly gave it their best shot.*

**Cedwin Woods ( Titanic )**

# Projects & Developments 2025

- Development of the Tea Room/Pavilion Kitchen offer to compliment the sites offers
- Development of soft play offer in Pav Kitchen with a new unit
- Improvements to Ice Cream Parlor
- Improvement to the Main entrance off the promenade
- To remain an active partner with Buxton Opera House, Buxton Festival, Vision Buxton and other key stakeholders
- Development of 'pop' up themed retail

# Project Concerns 2025

- Boiler works and timings in year/supplementary heating delays
- Roof leaks vs new roof (main building)
- Conservatory - outstanding works - redecoration East end and water damage in main areas
- Project works impact on customer/visitor experience and commercial impact 2025

# ANY QUESTIONS?



Working in partnership

