

C·W·SELLORS

FINE JEWELLERY & LUXURY WATCHES

Introduction to an Industry Vision & Opportunity



CW-SELLORS

Fine Jewellery



Welcome to *C W Sellors Carsington*

In June 2015, the Derbyshire Dales District Council planning meeting committee resoundingly approved Application No. 14/00796/FUL for the build of C W Sellors' National Gemstone and Jewellery Design Centre on the 18 acres of land the company had acquired at Carsington, Derbyshire.

The planning committee stated, **“The proposal will deliver economic benefits and support a prosperous rural economy.”** With such an endorsement and working with multi-award-winning local architects, the process of turning our vision of delivering state-of-the-art jewellery design and manufacturing facilities and leading visitor destination could begin.

Allowing us to showcase the very best in British & worldwide jewellery design to both a national and international audience, the centre will combine C W Sellors' jewellery design and manufacturing operations in one location as well as offering a retail jewellery boutique, exhibition space, visitor tours, experiences, and lectures.

It will also provide training and short courses for jewellery design and manufacturing as well as having sufficient space to host large events and exhibitions. In continuation of our hospitality elsewhere in the business, there will also be a café/catering facility on-site overlooking the reservoir at Carsington.

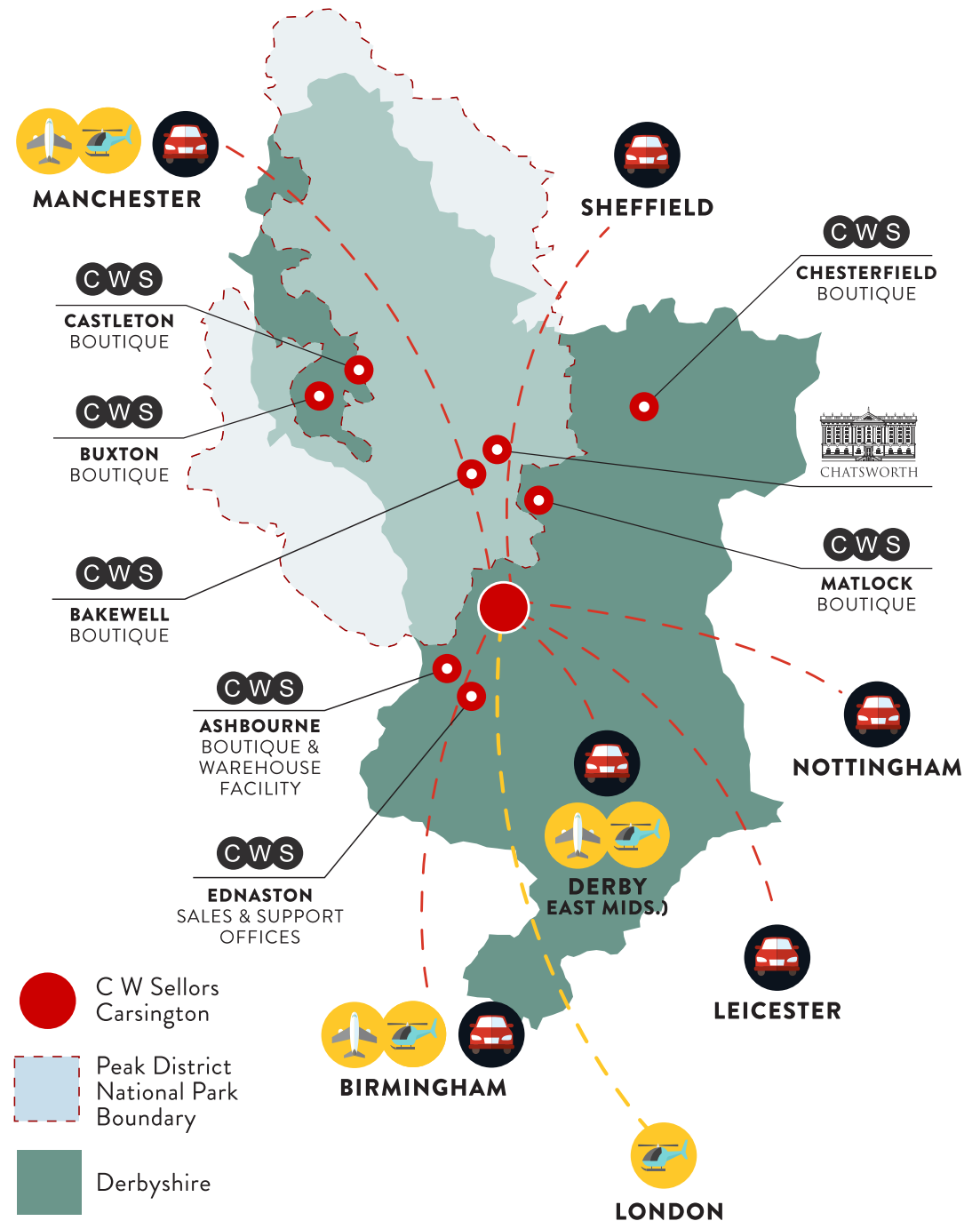


Accessibility & Appeal

Carsington & Surrounding Location

Overlooking Carsington Water, our site lies within the county of Derbyshire in Carsington, which is located on the periphery of the Peak District National Park in an area of outstanding natural beauty. Emphasising the accessibility and reach of our location the map opposite provides an illustration of our central positioning within the area and the comfortable travel times to nearby “gateway” cities and towns. The map also shows the locations of our regional jewellery boutiques, strategically positioned to capitalise on those visiting/living throughout the largest surrounding towns to raise awareness and footfall to Carsington.

For guests visiting Carsington where time is critical, we have a sanctioned helipad on-site allowing swift transfer between any chosen location, including the nearest airports and/or local accommodation if required. The growth and development of five-star independent hotels and national hotel chains provide a key insight into the visitor demographic and its associated wealth and attraction.



Selected travel times to C W Sellors Carsington



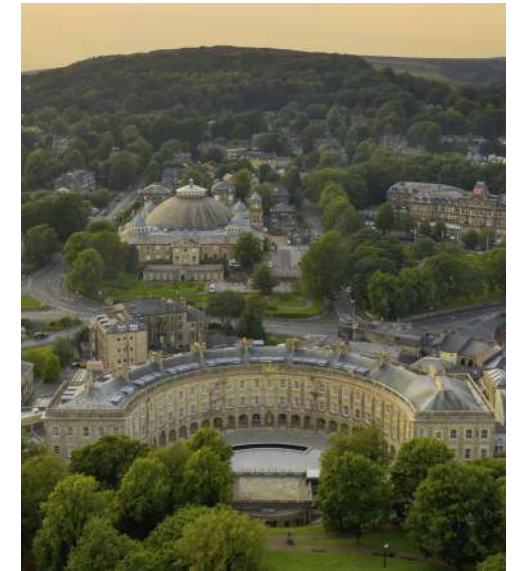
MANCHESTER	22 mins	1hr 30mins
DERBY/EAST MIDLANDS	15 mins	30mins
BIRMINGHAM	20 mins	1h 20mins
LONDON (Battersea Heliport)	1hr	2h 30mins
NOTTINGHAM		1hr
LEICESTER		1h 25mins
SHEFFIELD		1hr
CHATSWORTH	5 mins	20 mins

Helicopter/Flying times supplied by East Midlands Helicopters

Just a short journey from Carsington is the historic spa town of Buxton, home to **The Crescent** development – a luxury 80-bedroom, five-star spa hotel attracting international visitors and guests. Other notable hotels close by include **Fischers Boutique Hotel** and the **Cavendish Hotel** (both in Baslow near Chatsworth) and **Callow Hall** just a short distance from Carsington.



Top: The Crescent Hotel, Buxton
Below: Callow Hall, Nr Ashbourne



Top: Cavendish Hotel, Baslow (Chatsworth Estate)
Below: Fischers Boutique Hotel, Baslow



Chatsworth

A special partnership

In terms of a tourist destination, Derbyshire's strength includes cultural assets of global repute, with the largest of these being Chatsworth House and its surrounding estate. **Chatsworth has over 600,000 visitors each year** and is a destination we have formed close ties over many years.

Since 1979, we have worked with the various generations of the Cavendish family and are proud to list Chatsworth as stockists of C W Sellors manufactured jewellery collections.

Private Dining & Events

C W Sellors are also official sponsors at Chatsworth and, as such, **allows our customers and partners unique access inside the House** and the opportunity to host and attend special events and private functions, including use of the Painted Hall and Private Library.

As sponsors, we also hold an exclusive opportunity to privately dine at Chatsworth in their period Dining Room with the option of their Graces, The Duke & Duchess of Devonshire in attendance.



Below:
Private Library

Below: Chatsworth Dining Room



Right: The Painted Hall



In welcoming visitors into the area from all parts of the UK and overseas, in addition to the appeal of Chatsworth House and its estate, the wider **Peak District National Park** and **Carsington Water** have substantial and extensive appeal. Carsington Water, a reservoir managed by Severn Trent and which our development overlooks, already receives over a million visitors a year due to its picturesque setting and wide range of outdoor activities.

Derbyshire and the Peak District offer a wealth of premium visitor attractions and locations with great British manufacturing and industry heritage, renowned across the world – the National Gemstone and Jewellery Design Centre is now set to join that distinguished club.

Chris Sellors

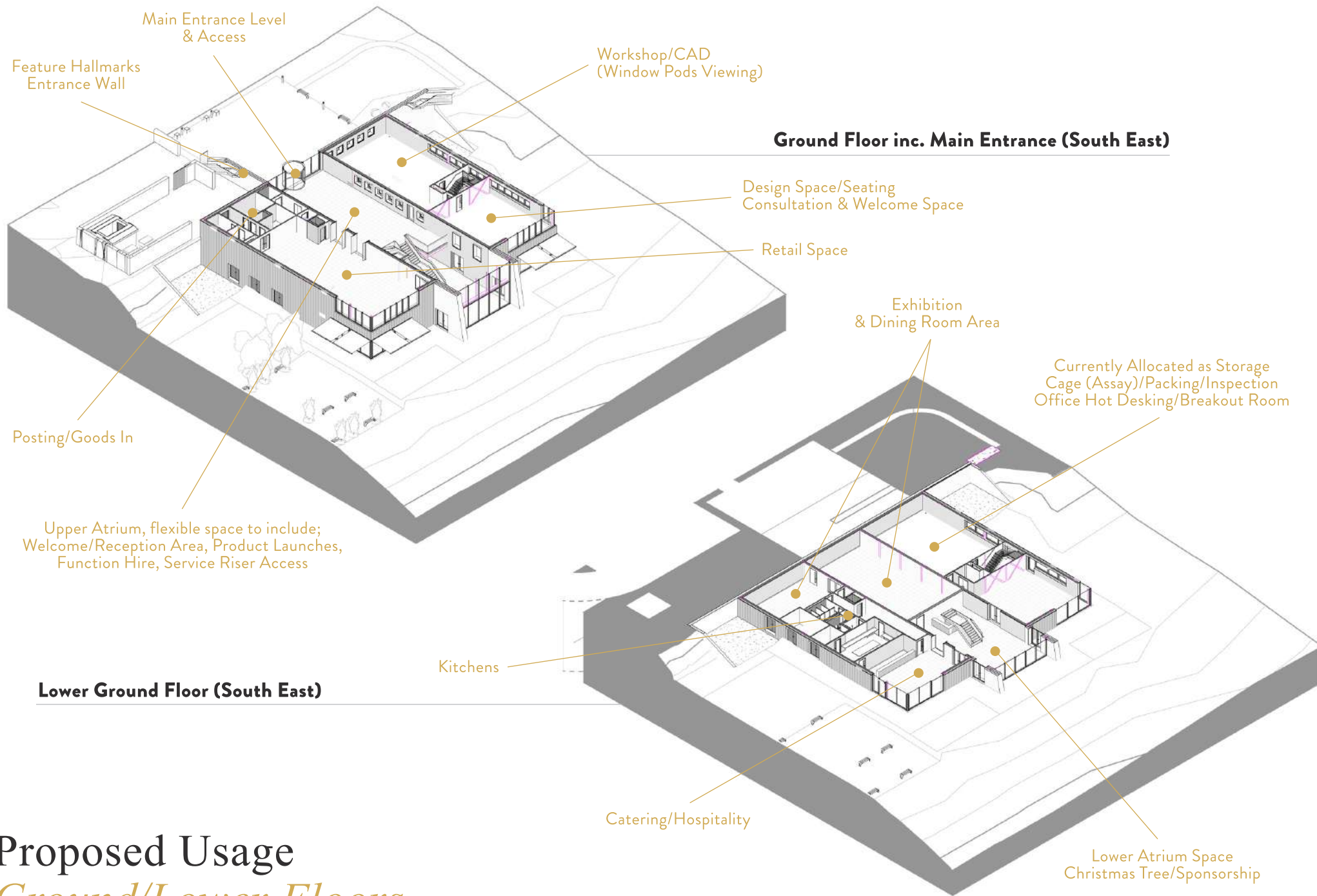
40.45
Million

Visitors Each Year. In figures provided by Marketing Peak District and Derbyshire, our region gets a valuable 40.45 million visitors each year. With its central location and as the most accessible National Park in the UK, the Peak District itself attracts 13.25 million visitors.



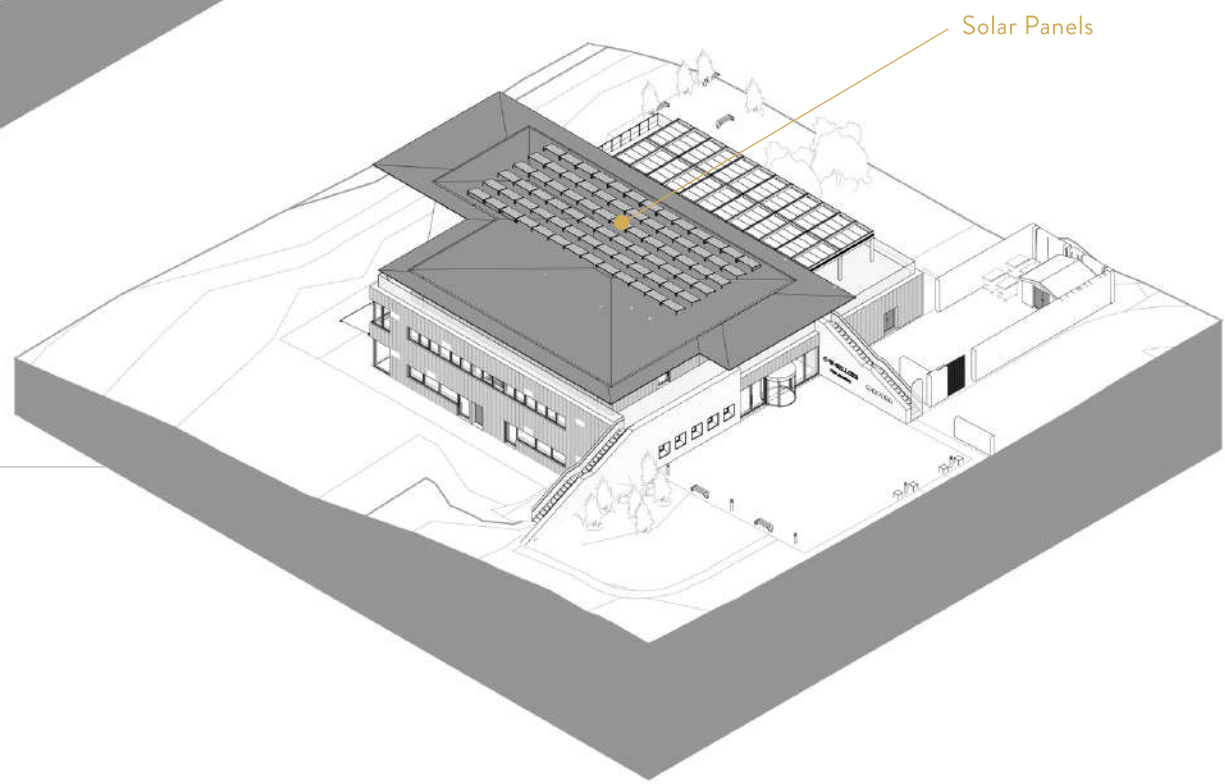
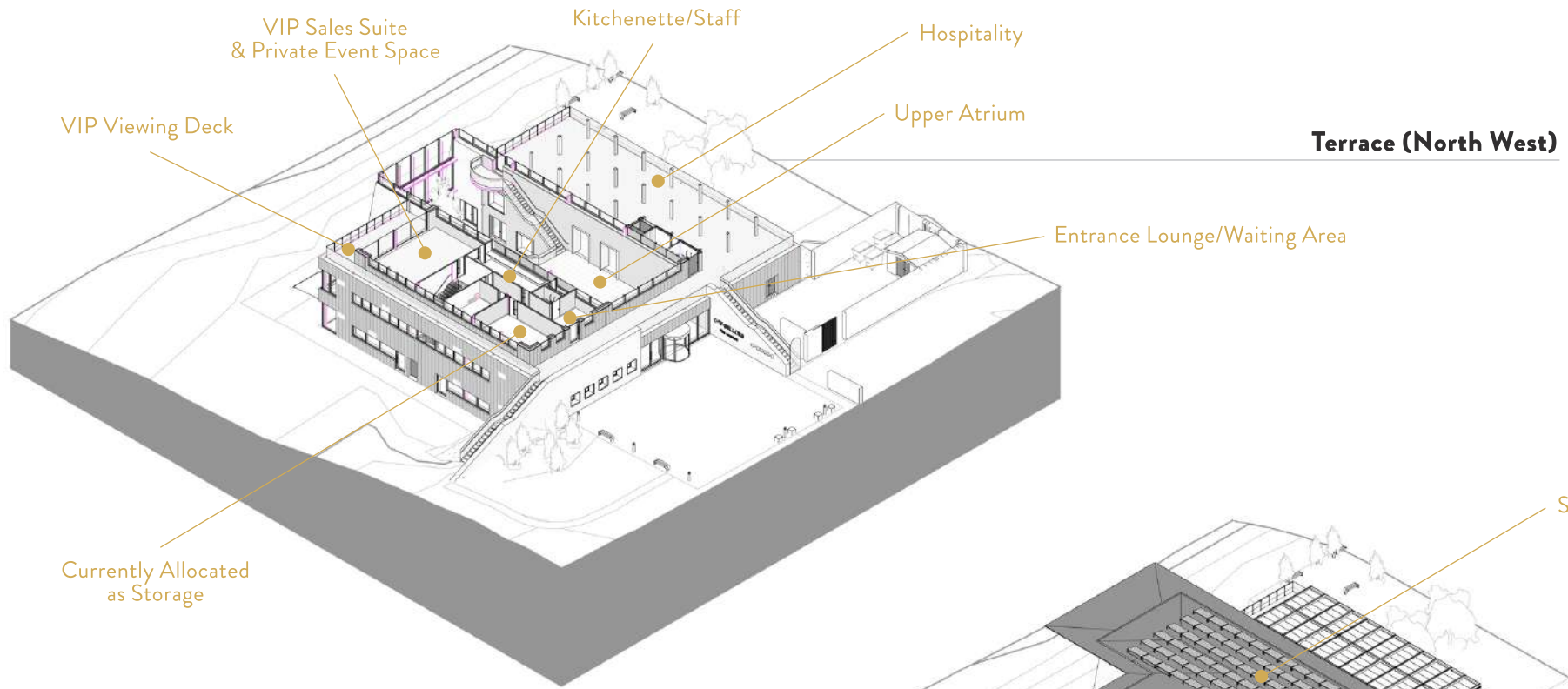
20
Million

People live within one hour's journey of the Peak District. More than **50 million people live within a four-hour journey time.** Whether visitors are arriving for a day out, overnight trips or longer holidays, the surrounding economy benefits greatly from being in such a central location.



Proposed Usage

Ground/Lower Floors



Proposed Usage
Terrace Upper Floor/Roof

In-store Developments & Improvement

Helping Grow Customer Service/Engagement

Providing vital backup support and awareness for Carsington will be our network of high-street boutiques. We are currently retailing out of 17 locations across the East Midlands, North Yorkshire and Cheshire - 6 of which are in Derbyshire/Peak District and just a short distance from Carsington (see previous map).

Across our boutiques, **we are constantly working hard on a plan of re-fits, refurbishment and introducing new collections** to meet the expectations of customers and brand partners, and ensure all stores are well positioned – and presented – to promote our Carsington location. At our Bakewell, we are well underway with a phased expansion which will see a 3x increase of our original floor space in a prime retail location.

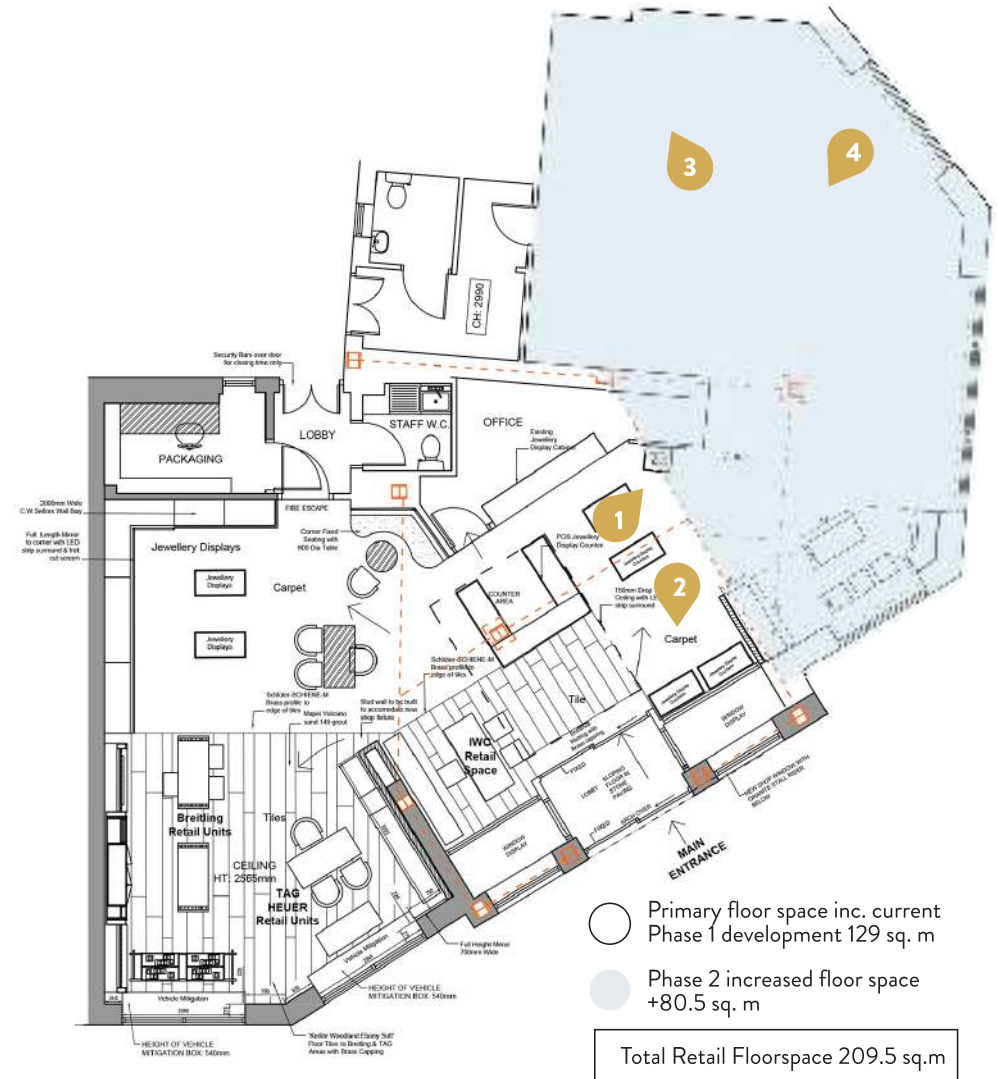
Working with Redd Retail Group - a company experienced in jewellery interiors and shopfitting – we were thrilled to have been able to open Bakewell's first phase of work in July 2022. Most notably, our Phase 1 refit has provided the opportunity for increased shop-in-shop brand presence.







In maximising the potential of newly acquired space at Bakewell, we want to ensure we provide the best visitor experience for modern and changing times. This includes the addition of relaxed consultation tables and an informal open plan showroom. We also want to ensure we facilitate our prime location for our busy online click-and-collect service.



FONDÉ EN 1743
MOËT & CHANDON
 CHAMPAGNE

Proposed Champagne Bar Partners



Online/Web Development

Dedicated Sales & Support

A forward-thinking and comprehensive digital sales strategy has been instrumental in allowing our Carsington project to take shape and also provide a platform in which our in-house creative team work with selected partners to continue to develop successful e-commerce sites, raising awareness and sales for all product.

With our sales and digital team operating off-site from modern and fully equipped offices, this has allowed us to grow this important part of the business with minimal impact on retail space, yet with maximum impact on sales and marketing. In a growing portfolio, **we currently operate 11 transactional sites** intending to add further domains with associated gemstone and Carsington related content and product.

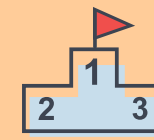
Illustrative data below is taken from across our main ecommerce channels and demonstrates our success in reaching out to customers with engaging content and product.



700k
Visitors
per month



300k+
Email Database



1.5
Average Google
search page/position
for brands



80k
followers across our
collective social
media accounts

Whilst work is done to further develop www.cwsellorscarsington.co.uk there are various options for keeping track of what is happening at Carsington.

You can view the latest footage on our dedicated YouTube playlist or visit C W Sellors' social channels.

Should you have a LinkedIn account, please look up members of C W Sellors staff who are also regularly sharing news and updates.


YouTube Playlist
bit.ly/carsington
(or scan the QR code opposite with your camera/app)



 **LinkedIn**
bit.ly/cwsellorslinkedin

 **Facebook**
bit.ly/cwsellorsfacebook

 **Instagram**
bit.ly/cwsellorsinsta

 **Twitter**
bit.ly/cwsellorstwitter







The thing that keeps a business
ahead of the competition is
excellence in execution