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Media Release (with pictures)

Stunning new Garden Park set to impress visitors

PETERBOROUGH Garden Park is set to become the country's premier garden centre and leisure destination following its official opening on February 5.

The Park is located just off the Eye roundabout in Peterborough and is home to an exclusive Van Hage garden centre, which boasts a stunning glass atrium inspired by the beautiful glasshouses at Kew and Wisley.

This dramatic architecture undoubtedly makes the Van Hage centre the focal point of Peterborough Garden Park, which also plays host to a wide variety of other high quality lifestyle retailers, including Andronicas World of Coffee, Cotswold Outdoor, Cotton Traders, Hawkins Bazaar, Hobbycraft, Le Creuset, Maidenhead Aquatics, Past Times, PBC Books and Pets Corner.

In addition to its impressive retail element, the Park combines generous public spaces, display gardens, covered walkways and a play area for children, making it an appealing leisure destination for people of all ages, all year round.

Gordon Edington, Chairman of Peterborough Garden Park, said: "Peterborough is a growing city, but the city's strategy for growth is not for growth's sake, but to create a more dynamic city – a better city for those who live there and visit it, and Peterborough Garden Park is playing its part in achieving that.

"Even before its official launch, the development of Peterborough Garden Park boosted the local economy by creating employment opportunities. Approximately 100 people were involved in its

construction and about 300 people will be employed when the Park is fully operational. The attractive mix of retailers and leisure facilities on offer at the Garden Park has already drawn visitors from across the region, which in turn will give a valuable boost to other businesses in the Greater Peterborough area.”

Eric Kirk, the Park’s new Centre Manager, said: “One of the reasons I took on the Garden Park role is because it’s unique. This is a retail park that actually complements the city centre of Peterborough, rather than detracting from it. Our aim for the Park is that it will be one of many attractions that will draw people from across the region to visit the city and enjoy everything it has to offer.”

Business leaders across the city have welcomed the opening of the Garden Park.

Peterborough Chamber of Commerce chief executive John Bridge said: “We are delighted to have the Garden Park in Peterborough. It is a unique and interesting development that will contribute greatly to the retail and leisure experience of locals and visitors alike.

“The building is stunning and I know there has been a lot of hard work behind the scenes involving the local community in projects and respecting Peterborough’s aims, including its ambition to be Environment Capital of the UK. It is well worth a visit to experience it for yourself.”

Gordon added: “It is becoming increasingly important for businesses to improve their environmental credentials and Peterborough Garden Park is no exception. We are committed to keeping sustainability at the heart of our enterprise, and to this end we have incorporated green innovations such as rainwater harvesting, excellent waste management systems and stringent environmental policies for all our retailers.”

For more information on Peterborough Garden Park, log onto www.peterboroughgardenpark.co.uk.

Sidebar

The Garden Park’s new Centre Manager, Eric Kirk, embarked upon his role at the beginning of this year. Prior to his arrival at Peterborough Garden Park, Eric was responsible for shopping centres and retail parks as far and wide as the West Midlands, Sheffield, Swindon and Norfolk. In Sheffield, Eric launched the brand new shopping centre ‘Crystal Peaks’ and in Swindon, he was responsible for the Brunel Centre, one of the country’s largest shopping centres at the time. Eric has a wealth of experience on which to draw and is therefore very well placed to launch and expand the reach of this exciting new venture.

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Notes to Editors

Peterborough Garden Park is an impressive new development located just off the Eye roundabout in Peterborough. It combines the UK's premier garden centre with an exciting mix of lifestyle retailers, offering a superior retail and leisure experience all year round. Set against a backdrop of generous landscaping, Peterborough Garden Park has something for everyone, providing a day out for the whole family.

The Park combines the attributes of a traditional garden centre in Van Hage's dramatic 'Crystal Palace' premises with a mix of lifestyle retailers, including Andronicas World of Coffee, Cotswold Outdoor, Cotton Traders, Hawkins Bazaar, Hobbycraft, Le Creuset, Maidenhead Aquatics, Past Times, PBC Books and Pets Corner. This important new retail destination for the Greater Peterborough area opens on Friday February 5, 2010.

Media contacts

Peterborough Garden Park Chairman Gordon Edington and Centre Manager Eric Kirk are happy to do interviews.

For media requests please contact Rebecca Stephens or Ruth Peasgood at Athene Communications on 01733 207334, email rebecca@athene-communications.co.uk or ruth@athene-communications.co.uk, or call 07879 633 796.

Please note, the Garden Park website www.peterboroughgardenpark.co.uk is currently a website aimed at prospective retailers. A new public-facing site goes live at the start of February.