

BUXTON CRESCENT HERITAGE TRUST

Visitor experience training for the new Buxton Crescent exhibition

Tips for making your Buxton Crescent story relevant to visitors

Making the content relevant to individual visitors is a powerful way to build attention which in turn creates greater engagement, enjoyment and stronger memories. This requires the host/guide to be responsive and flexible.

Having a few facts up your sleeve can help a lot – these are some initial suggestions from the pre-opening workshop. It would be good to add to this list based on experience with visitors. Visitors will highlight connections that we have not yet thought of.

Links between The Crescent and other locations in Buxton for visitors and local people

Examples for visitors from further afield. These should focus on tourist attractions and things to do in Buxton:

- Poole's Cavern – another aspect of the power of Buxton's water.
- The Dome – originally built to stable the horses of Crescent guests (Note that on the VR the dome has not been built).
- Solomon's Temple – viewpoint to see the architecture of the town with its Georgian heart.
- Buxton Museum – has collections of paintings of the town and further details on the history of the town pre and post the Georgian era.
- Old Hall Hotel – Buxton has welcomed visitors for hundreds of years, including some illustrious visitors like Mary, Queen of Scots who came to take the waters long before the spa was built.

Examples for visitors from Buxton or the immediate area. This focuses on local connections and anecdotes:

- Water is part of Buxton in many ways e.g. water in the orchestra pit of the Opera House from culverted river below.
- St John's Church – similar architecture.
- The Ring of Trees – trees planted by the Duke to shield views of quarries and lime kilns, especially Grinlow Wood.
- The stone for the Crescent came from Corbar Wood and the adjacent quarry; the lime came from the kilns at Grinlow.



Links between The Crescent and other countries for international visitors

Establish context by highlighting (in discussion with visitors if possible) what was happening in their country when the Crescent was built in the 1780s

Examples:

- France
 - a lot of the treatments and spa medicine used in the Georgian Crescent originated from France
 - there are many thermal spas/mineral water sources in France
 - the French Revolution was 1789
- USA
 - independence 1783
 - cultural reference points – Hamilton
- Australia
 - first settlement in Botany Bay 1788
 - Commonwealth troops based here – *dates?*
- Canada
 - Commonwealth troops based here – *dates?*
- China
 - ceramics/porcelain link – e.g. Wedgwood in Stoke
 - opium used in the cure
- Scotland
 - Mary Queen of Scots stayed at The Old Hall Hotel when she came to Buxton for the Buxton Cure
 - Edinburgh New Town architecture is the same period as the Crescent
 - Highland Spring water
- Spain
 - The Dome was inspired by the architecture of the Alhambra in Granada
- Other cultural reference points
 - The Madness of King George play/film
 - The Duchess – book/film about Georgiana
 - Hamilton – the musical

