



Eye Opening Aylesbury

Transforming Aylesbury Town Centre



Eye Opening Aylesbury

Our approach

- County town - connotations and expectations
- Want to build sustainable communities - not dormitory towns or settlements
- Want to attract investment to provide employment - whether in or out of the town
- Recognise the importance of retaining and attracting employees
- Facilitate the lifestyle, quality places and spaces people aspire to

Eye Opening Aylesbury

Our approach

- Proactive strategy to take leading role in regeneration of the town centre
 - Direct investment in infrastructure and employment growth
 - Bringing together public and private sector to work collaboratively
 - Creating a Vision and improvement plan for the town

Direct investment Eye Opening Aylesbury

- Aylesbury Waterside Theatre
 - Over 200,000 visitors a year (worth over £8m extra spend in local economy)
- Catalyst for further investment and growth
 - restaurants
 - Waitrose and Travelodge
 - tourism: bed and breakfast, hotels etc
- Delivers rental stream for AVDC
- Feel good factor
- Created new opportunities - new marina and boathouse

Travelodge Eye Opening Aylesbury

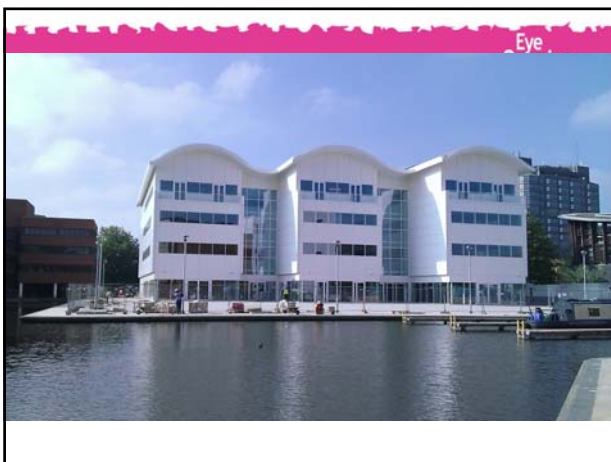


Waitrose, Travelodge, car park, public realm Eye Opening Aylesbury

- Around 200 jobs
- Bringing in new visitors to the town centre
- Travelodge very high occupancy rates
- Created footfall for High Street and Walton Street

University Campus Aylesbury Vale Eye Opening Aylesbury

- Head of the canal basin
- Built by AVDC for tenants - Bucks New University and Aylesbury College
- 700 students: courses geared towards local employer needs
- Keys handed over
- Includes 2 public restaurants and café space
- Redevelopment of the canal basin - new public space and opening up of waterway for tourism



Waterside North Eye Opening Aylesbury

- Masterplan but development will be in phases








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Phase 1 and BCC Enabling Works

- Planning application approved
- New temporary car park opening November 2015
- Demolition of:
 - One TVP buildings
 - Rear of OCO
 - 5-7 Walton Street
 - Annex B



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Phase 1 of BCC development

- Old County Offices redevelopment
 - Mixed development
 - Restaurant
 - Residential
 - Community/BCC usage

Eye





Waterside North Eye Opening Aylesbury

- Outline planning application approved
 - up to five restaurants
 - some commercial space fronting Long Lion
 - three floors of residential above
 - new public square
- Development partner approach
- Report to cabinet, scrutiny and council
- Detailed planning - Spring 2016
 - Start on site - Autumn 2016
 - Complete - Early Spring 2017

Partnership approach Eye Opening Aylesbury

- Town Centre Plan
 - Steering Group AVDC, BCC and ATC
 - Sub-groups to take forward actions - wide range of stakeholders
- Aylesbury Town Centre Partnership -
 - 80 plus members
 - 75% funding from AVDC
- Dynamic Town Centre Partnership

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Vision and improvement plan

- Aylesbury Town Centre Plan
- Shared Vision and unique selling point
- Clear guiding principles for future development
- Action plans for improvement by private and public sector
- Honest about the challenges



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Aylesbury Town Centre Plan

- Approved by scrutiny and cabinet
- Not a planning document
- But has resonance and weight

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The Vision for Aylesbury:

Aylesbury will

- ... be a high profile, sub-regional centre for entertainment and the arts, which has added a distinctive edge to its market town heritage
- ... be a distinctive, 'best in class', modern market town, which is attractive, safe, sustainable, and accessible
- ... provide a quality, day and evening environment in terms of leisure, retail and food and drink, which attracts and brings together people of all ages and communities from within its enviable catchment.

It will be a destination of *choice*, not just convenience.







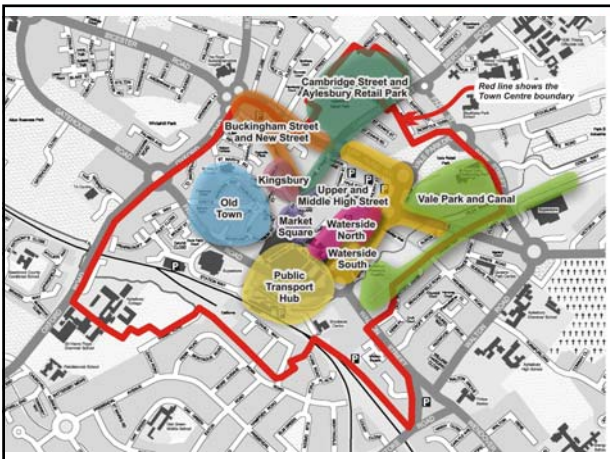






The Delivery Plans Eye Opening Aylesbury

- Plans for different areas of the town but all reflecting the Vision and Principles
- Also whole town actions - lots already happening
- We haven't 'zoned' to allow for flexibility but some natural uses/clustering emerging



Priorities Eye Opening Aylesbury

- Waterside North and University Campus
- Kingsbury
- Setting up the joint marketing group
- Market Square

Kingsbury Eye Opening
Aylesbury

- Vision and mini plan linking to Roald Dahl
- Regeneration of public space
- Sainsbury's Section 106 money
- Needs commitment of landlords and tenants
- Using company experienced at landlord engagement
- Cars parking on the pavements

Kingsbury Eye Opening
Aylesbury



The block contains four photographs: a circular planter with colorful flowers, a street scene with a planter, a planter with purple flowers, and an outdoor seating area with planters.

Joint marketing group Eye Opening
Aylesbury


- Joined up plan and messages
- Signage audit and plan
- Dedicated Aylesbury town centre website
- Strengthening Eye Opening brand
- Awareness raising

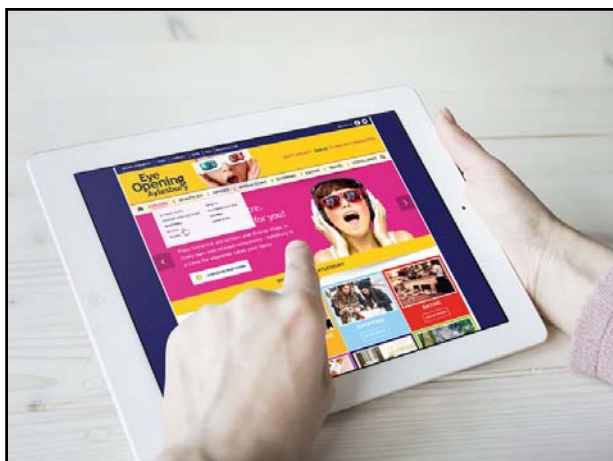
Signage Eye Opening Aylesbury

- Inconsistent and non-existent
- Specialist company appointed to audit and develop plan
- Stakeholder input - internal and external
- Oven ready plan to bid for money

New website Eye Opening Aylesbury

visitaylesbury.co.uk





Market Square Eye Opening Aylesbury

- Intensive investment in the markets



Changes Eye Opening Aylesbury

AYLESBURY
VINTAGE & CRAFT BAZAAR

I ♥ AYL'S MKT

EVERY TUESDAY
9AM - 2PM IN
MARKET SQUARE

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Markets

- Markets nationwide are struggling
- Access is an issue
 - retaining the heritage of the cobbles
 - making more customer friendly
- Upgrading the electricity
- Anti-social behaviour - cars parking on the cobbles
- Removal of the bollards