

Eye Opening Aylesbury

Aylesbury Town Centre Partnership

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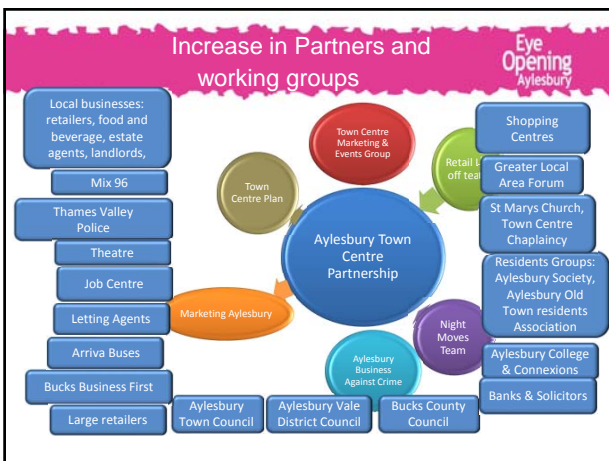
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Eye Opening Aylesbury

The Team

- Three part time staff
- Based in the town centre
- Funding: Contributions to the Partnership, commercial lettings & significant contribution from AVDC as part of its role in regenerating the town centre

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Partnership, communications & support

- Business to business briefings: weekly, monthly & quarterly
- Increased positive press coverage about the town
- Communications to businesses about key developments i.e. Bucks demolition site, Friars Square entrance and Metro
- Over 100 partnership members - five in 2010.
- Assisting businesses – promotion, licensing, planning, change of use i.e. The Works, Bella Café, Metro, Malebon
- Linking up businesses with Job Centre and each other
- Work with new tenants, landlords and letting agents
- Increase in social networking
- On steering group for new town centre website
- New Aylesbury Live booklet

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A clean and attractive town

- Make public realm improvements in Kingsbury
- Management of pedlars & Big Issue sellers
- Management & encouragement of buskers
- Regulation of charity collectors
- Manage lettings in the town
- Encourage outside street trading
- Low empty units & window wraps
- Remove posters
- Influence xmas lights – look and location
- Assist Town Council with Aylesbury in Bloom
- Steering group for the new signage strategy



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A safe place Eye Opening Aylesbury

- Aylesbury Business Against Crime
- Renewed Purple Flag
- Night time economy group, promoting & marketing the town
- Pedestrianisation & road closures
- Work with the Police on anti-social issues/crime reduction initiatives
- Support and work with the Town Centre Chaplaincy
- Illegal parking and anti-social issues in Kingsbury
- Manage business communication prior to & during protest
- Work with MacDonalds on removing bench

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Events and promoting the town Eye Opening Aylesbury

- Street Life programme
- 320 free events co-ordinated / 145 events facilitated or organised
- Research carried out –
 - 85% there as a result of the event
 - 80-85% of those attendees spent money
- 9000 attendance at the xmas light switch on
- 6000 Santa's parade
- Monthly posters promoting the town
- World Tour Rugby cup, Cadburys, Food Inspectors, BBC programmes
- Footfall is increasing year on year

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PLANS FOR 2016 Eye Opening Aylesbury

- Continue the service
- Business plan review for the Partnership
- New Chair on the Partnership - review structure?
- Kingsbury – crime, parking, vision, landlord engagement
- Help with enforcement
- Logistical issues of Market Square including power
- Funding options – BID?
- Review events and funding
- New signage strategy completed

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 your local market

MARKETS

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- Winslow market and 4 others in Aylesbury
- Progress made: cashless rent collection, stalls, trading standards, Real Deal, website applications, new terms and conditions, weather policy, Vintage and Craft bazaar
- 2015 event programme including street life, LYLM
- Trader liaison – facebook, regular coffee chats, working groups
- 2016: Business plan II – Foodie Friday, promotion to traders & customers, wind, power, uneven surface, reduce trading days?

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