



AYLESBURY REGENERATION STRATEGY



CONTENTS

Foreword	3
Buckinghamshire	5
Regeneration Bucks	6
Aylesbury	7
Why Aylesbury?	8
What is the Opportunity?	10
Why Now?	12
Investing in Aylesbury	14
Market Town of the Future	15
Local Economics and Demographics	16
Retail Catchment and Household Expenditure	17
The Labour Market	20
Industry Sectors	23
Future Growth Potential	25
Land Uses	27
Ten Principles to Guide Change	29
Sites and Development Opportunities	31
Next Steps	41

FOREWORD

As Leader of Buckinghamshire Council and Deputy Cabinet member for Town Centre Regeneration, we are delighted to introduce our strategy for regenerating Aylesbury town centre. It is one of a suite of documents that follows ***Regeneration Bucks - Transforming for the Future***, our Buckinghamshire-wide Regeneration Strategy.

Working closely among partners informs the way Buckinghamshire operates. The Buckinghamshire Growth Board and partnership groups meet regularly to review strategies and deliver plans for regeneration. There are also bespoke local partnership groups in place for Aylesbury, High Wycombe and Chesham to support the regeneration of these towns. This strategy provides the detail of how this is taken forward in Aylesbury and showcases all the exciting and dynamic opportunities for investment in the town.

Since Aylesbury received its Garden Town status in 2017, lots of exciting plans have been developed and changes are afoot to build on the town's existing great offer for residents and businesses.

Aylesbury's population is growing, and now stands at over 90,000. With partners already committed to delivering 16,000 new homes by 2033, steps are already being taken to position Aylesbury as a great place to work and live. Such an ambitious target means our partners and their priorities are strongly aligned with the overarching ***Regeneration Bucks - Transforming for the Future***, helping to make Aylesbury the market town of the future.

As the County Town of Buckinghamshire, Aylesbury benefits from excellent connections by road and rail to London, Milton Keynes and beyond. The county's economy is worth £17.4 billion and is home to over 34,000 businesses. Thanks to Aylesbury's location in the middle of Buckinghamshire, opportunities for growth, regeneration, and redevelopment are plentiful.

Aylesbury is relatively affordable, with house prices around half the Buckinghamshire average. With more housing planned and the adoption of the Garden Town Masterplan, the Council alongside local partners, is already making big plans to deliver on Aylesbury town centre's potential. The Council has committed £5.5 million in the current capital programme for public realm and regeneration in the town centre. When combined with the Council's existing assets in the town centre, (totalling 11 acres of land), we can deliver transformational investment and change to deliver a vibrant town centre as well as provide opportunities for an excellent test bed for other projects.

For the first time, Aylesbury town centre has a single, comprehensive strategy, shaped by the community, owned and governed by local stakeholders via the Aylesbury Garden Town Board.

This publication is for residents, businesses, public sector partners and private investors who want to get involved in transforming Aylesbury and enabling it to be the best place it can be. Our county town has a vibrant and unique offer and by joining with potential partners, a bright future is on the horizon. We are proud of our town and its openness to do business and are excited to make Aylesbury the market town of the future. Now is the time to invest in Aylesbury.



Cllr Martin Tett
Leader of
Buckinghamshire Council



Cllr Rachael Matthews
Deputy Cabinet Member for
Town Centre Regeneration

BUCKINGHAMSHIRE



ECONOMY

worth **£17.4 billion**



BUSINESSES

home to **31,355 businesses**



CONNECTIVITY

fully integrated with the London tube network and rail, hosting two underground stations at Chesham and Amersham



EDUCATION

76% of schools are rated **“Good”** or **“Outstanding”** by OFSTED



REGENERATION BUCKS

Regeneration Bucks - Transforming for the Future is our Buckinghamshire Regeneration Framework. It introduces an ambitious agenda for our town centres and high streets and articulates the role people and places can play in achieving the Buckinghamshire vision for growth.

Regeneration vision for Buckinghamshire

The regeneration of our towns will celebrate local identity, create prosperity, and achieve our ambitions for communities and local businesses in Buckinghamshire.

Regeneration Bucks - Transforming for the Future identifies two interdependent guiding aims for regeneration activities:

- To create vibrant and characterful town centres which celebrate local culture and heritage and offer high quality inclusive public realm where people will want to live, work, visit, shop and relax.
- To create fertile conditions for enterprise and skills to support the launch of new businesses and create the conditions for them to succeed.

Whilst the two priorities underpin town centre regeneration, how the priorities will be delivered, areas of focus and the actions and interventions required will vary by place.

Regeneration Bucks - Transforming for the Future also identifies ten principles to guide change:

1. To ensure the creation of a strong network of towns in Buckinghamshire.
2. To create multi-purpose hubs of activity and experiences in our main towns and transform our high streets to encourage people to spend more time locally.
3. To foster town centres as opportunities for business hubs.
4. To create a network of high quality, well planned road networks with attractive streets and spaces, and cycling routes that are safe to use, well connected and accessible.
5. To maximise the county's natural capital through its network of waterways and green spaces.
6. To provide a high-quality, well-maintained, and managed environment.
7. To enhance strategic connectivity opportunities.
8. To ensure a greener and more carbon neutral future.
9. To enhance Buckinghamshire's cultural and heritage legacy, celebrating the unique characteristics, diversity and identity of our towns and communities.
10. To prioritise skills and development opportunities.

Regeneration Bucks - Transforming for the Future sets the tone for our 'place' strategies and paves the way for leveraging Aylesbury's distinct identity. The Aylesbury Regeneration Strategy has been developed in accordance with this county-wide framework so that we can achieve place-based growth and long-lasting change in the best way possible.

AYLESBURY



WELL CONNECTED BY ROAD

accessible by the A41 from Bicester and Hemel Hempstead; the A418 from Oxford; the A413 from High Wycombe and Amersham and the A418 from Milton Keynes and Luton



HIGHER AND FURTHER EDUCATION

two university campuses in Buckinghamshire New University, Aylesbury Campus and the University of Bedfordshire, Buckinghamshire Campus and the Buckinghamshire College Campus



WELL CONNECTED BY RAIL

one hour direct train to London Marylebone; direct connections to Birmingham, High Wycombe and Oxford



PEOPLE

90,540 population (Built-Up Area)



HOMES

average house prices slightly more than half the Buckinghamshire average

16,207 new homes proposed to be built by 2033



SCHOOLS

a range of educational establishments including three OFSTED **“outstanding”** rated state-funded Grammar Schools

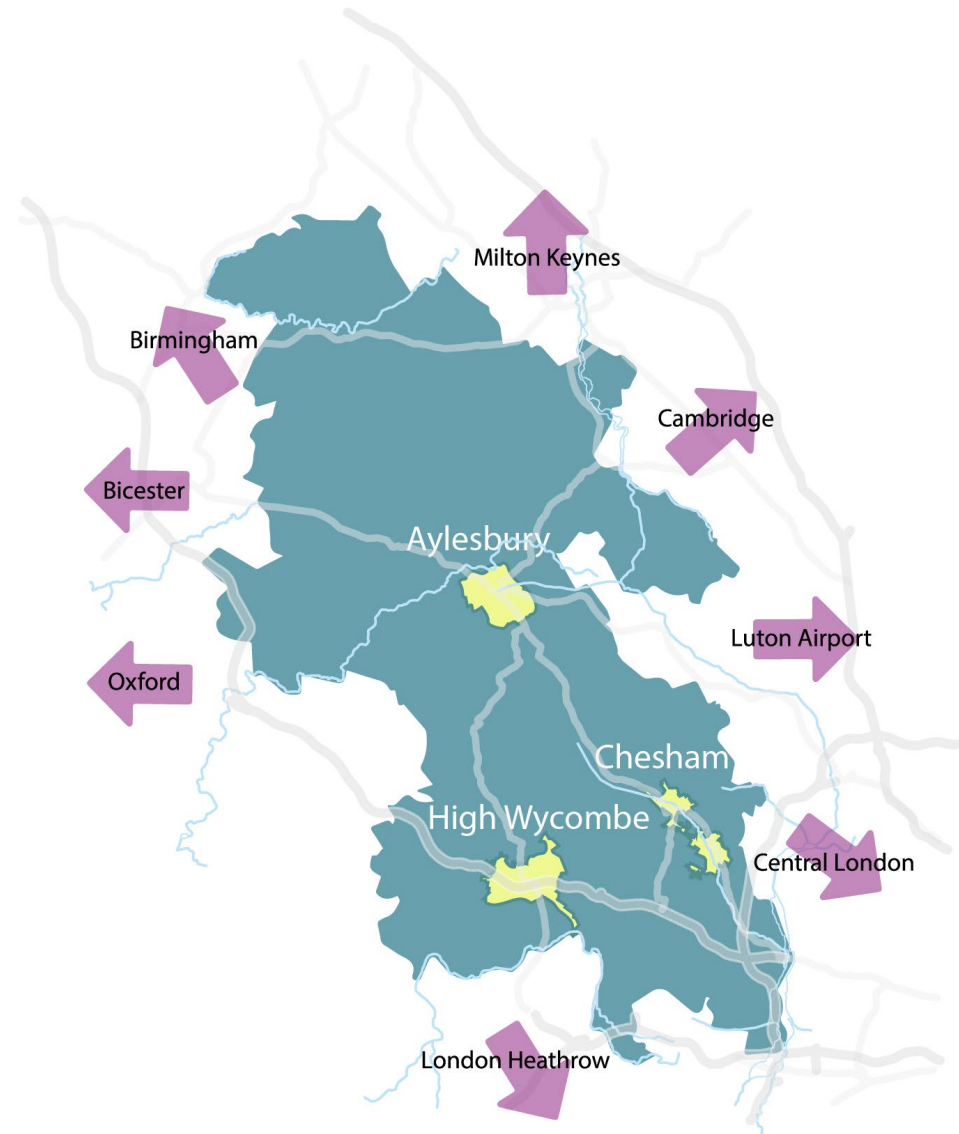
WHY AYLESBURY?

Buckinghamshire's County Town has a young resident population with 63.9% of population in Aylesbury aged 44 or under compared to national average of 55.6% and a large working-age population. The town has seen large growth over recent years; the Aylesbury Built-Up Area population now stands at 90,540.

We have a range of educational establishments on offer; three OFSTED "outstanding" rated state-funded Grammar Schools and higher education institutions; Buckinghamshire New University, Aylesbury Campus and the University of Bedfordshire, Buckinghamshire Campus. The Buckinghamshire College Campus in the town also now provides further education and higher education opportunities, including apprenticeships and specialist workshops for learning.

We are excellently located both by road and by rail. In just one hour, you can reach central London by direct train, and we also have direct connections to Birmingham, and High Wycombe. Aylesbury's excellent road connections also enable you to access Oxford, Luton, Milton Keynes, Bicester and Hemel Hempstead all in under one hour.

AYLESBURY LOCATION MAP



Aylesbury forms part of the thriving Buckinghamshire economy, worth an estimated £17.4 billion and home to more than 31,000 businesses.

Despite this, Aylesbury's house prices are still half those of the County's average and, with a commitment of 16,000 new homes by 2033, the town's profile makes for an excellent investment potential.

The Birthplace of the Paralympic Movement, Aylesbury is rich with culture and heritage too. Aylesbury's music lovers can enjoy a wide-ranging offering from live shows at Queen's Park Arts Centre and Waterside Theatre, to classical and jazz at St Mary's or 'Proms in the Park' in Vale Park.

The town contains three conservation areas and numerous listed buildings with many concentrated in the historic core. The town has a growing nightlife and cultural scene and is the home to the Discover Bucks Museum, Waterside Theatre and Friars Square Shopping Centre. It also continues to hold popular weekly markets in its Market Square.

Our award of Garden Town status in 2017 also means exciting plans are already underway to make Aylesbury greener and healthier, better connected and community focused. Investing in Aylesbury will mean playing a part in delivering our vision for a new era.



WHAT IS THE OPPORTUNITY?

Regeneration is already underway in Aylesbury with plans to make our county town an exemplar in inclusivity and accessibility. Including 11 acres of council-owned assets, rich with green space, the town will host the Gardenway project, an 18km orbital park around Aylesbury connecting existing walking and cycling routes and providing a green corridor to surrounding villages and the local countryside.

Our town is supported by surrounding large and small villages, each providing its own character, heritage and local centre forming a network of liveable localities.

You are never far from the great outdoors in Aylesbury. Taking time out to explore the Chiltern Hills or visiting nearby stately homes, we offer an excellent collection of leisure opportunities.

While only an hour by train from the centre of London, our town centre has a vibrant offer of social opportunities, ranging from new restaurants and cocktail bars to a cinema and the Waterside Theatre meaning our residents have everything they need on the doorstep.

Alongside this rich offer for our residents, is an even richer offer for businesses. Significant additional employment space is in the pipeline for Aylesbury focused mostly around a number of large allocated sites in the town centre area, offering exciting investment opportunities for businesses.



Servicing this space will also be a new link road extending around the southern and eastern edge of the town, providing access to the new housing area, business spaces and reducing through traffic in the town centre.

Our vision already plans to provide a flourishing natural environment across our vibrant town centre, making it greener, more accessible and increasing biodiversity to ensure a focus on sustainability in our county town.

This focus on sustainability also means a continued commitment to providing active travel options for Aylesbury residents. A more connected cycling network, the introduction of urban greening initiatives and improved public transport interconnectivity will make our County Town an exciting town fit for the future.

The regeneration of our town centre will generate an additional:



1,400
new homes



18,000_{m2}
business space



5,000_{m2}
leisure/community space



WHY NOW?

In establishing a framework for the regeneration of Buckinghamshire, we have made a clear commitment to transforming our county, which starts with advancing our strategies for our three larger towns, including Aylesbury.

Strong partnerships already exist in Aylesbury and across Buckinghamshire, these partnerships are supporting Aylesbury's continued growth as a Garden Town.

Home to further and higher education institutions, Aylesbury is already working closely through aligned curriculums and seamless pathways into jobs for its students.

Buckinghamshire is also an 'aligned county', with a shared geography between the Council, Healthcare NHS Trust, Buckinghamshire Business First and a place-based partnership for Buckinghamshire with the Buckinghamshire, Oxfordshire and Berkshire West Integrated Care Partnership.

These strong partnerships mean Buckinghamshire has an excellent track record of delivery as well as strong, aligned leadership turning ambition into action. The Waterside Theatre and Exchange Street are just two examples of how we have delivered on our ambitions in Aylesbury in recent years. Our Garden Town board is helping to drive forward this ambition with high quality and sustainability at its core.

Right: Aylesbury celebrates its strong musical legacy.



Work is already underway for the regeneration of Aylesbury with £5.5 million of capital funding investment committed to help improve Aylesbury's public realm, building a more attractive and enticing public space for our residents and visitors.

With land assembly already underway, we have undertaken other large investments with a view to improving Aylesbury's experiential offer, such as the £12 million purchase of Friars Square, a 285,000 sq ft shopping centre which, when combined with the Council's surrounding assets, will offer 11 acres of opportunity for the redesign of Aylesbury's vibrant town centre and an environment fit for the existing population as well as future residents.

This strategy will work alongside *Opportunity Bucks - Succeeding for All*, our approach to creating equality of opportunity for all residents and communities, With a focus on 10 of the most deprived wards in Buckinghamshire, some of which are in Aylesbury, it identifies five key themes: education and skills, jobs and career opportunities, quality of public realm, standard of living, and health and wellbeing. The delivery of these themes will enable the town centre to support the needs of a range of individuals and communities.



INVESTING IN AYLESBURY

Track record

We have a strong track record of delivery in Aylesbury which has seen the completion of recent projects such as the Waterside Theatre and the Exchange.

Strong partnerships

Aylesbury and Buckinghamshire benefit from strong existing partnerships between delivery partnerships, building on initiatives such as the Aylesbury Garden Town.

Opportunity to create a testbed

We have an appetite to try new things and are open to exciting new ideas for the future, particularly to improve accessibility and inclusion.

Existing ambition and commitments

Buckinghamshire Council and its partners have already proven their commitment to investing in Aylesbury.

Ideally located

Aylesbury has excellent road and rail connections to London, Oxford, Birmingham and High Wycombe.



MARKET TOWN OF THE FUTURE

The award of Garden Town status has given impetus to a more joined-up, collaborative approach to planning and place-making between the community, public and private sectors.

Population growth is already underway but so too is our planning for the future. 16,207 new homes will be built by 2033 as well as significant new employment space. The majority of this will be delivered across six large allocated sites around the town and a new link road extending around the south and east of the town.

Aylesbury's historic town centre faces retail competition from nearby larger towns such as Milton Keynes, Oxford and Bicester village, but rather than competing we are well placed to provide a more distinct, specific proposition as a modern market town centre with vibrant independent shops.

Central to this vision are greener streets, more outdoor spaces, improved accessibility and greater biodiversity – plans which all join up with the Government's shared focus on health and wellbeing.

We want Aylesbury Town Centre to be a thriving community and a place to live, work and visit. Building on a historic legacy, Aylesbury town centre's future as a centre for retail, urban living, social interaction, community and economic activity and sustainability makes for an exciting testbed for investment.



LOCAL ECONOMY AND DEMOGRAPHICS

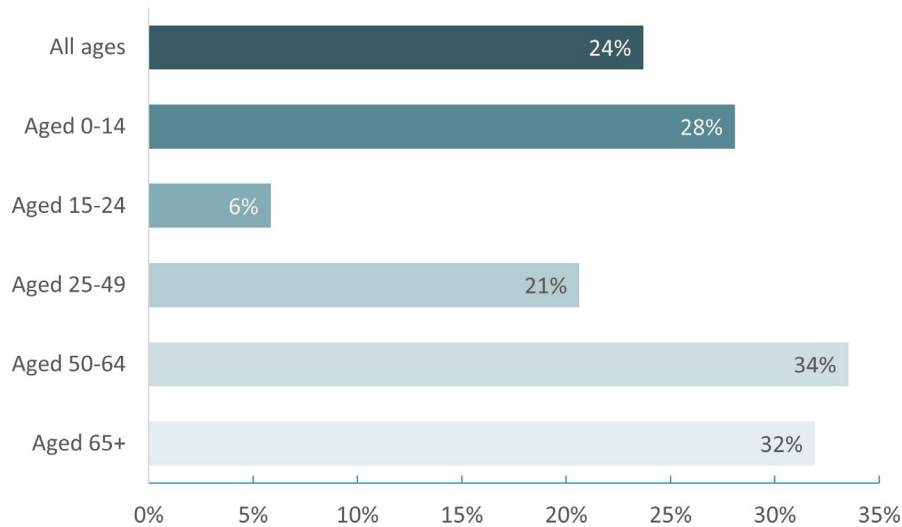
According to the ONS, the Aylesbury Built Up Area has a population of 90,540 – an increase of nearly 17,369 since 2011.

Compared with Buckinghamshire and the national average, Aylesbury has 21.19% of children (0-15) and 38.88% of people aged 25-49 – highlighting the attraction of the town for families. Aylesbury also has a very small population of 12.37% aged 65+ at present compared to the national average.

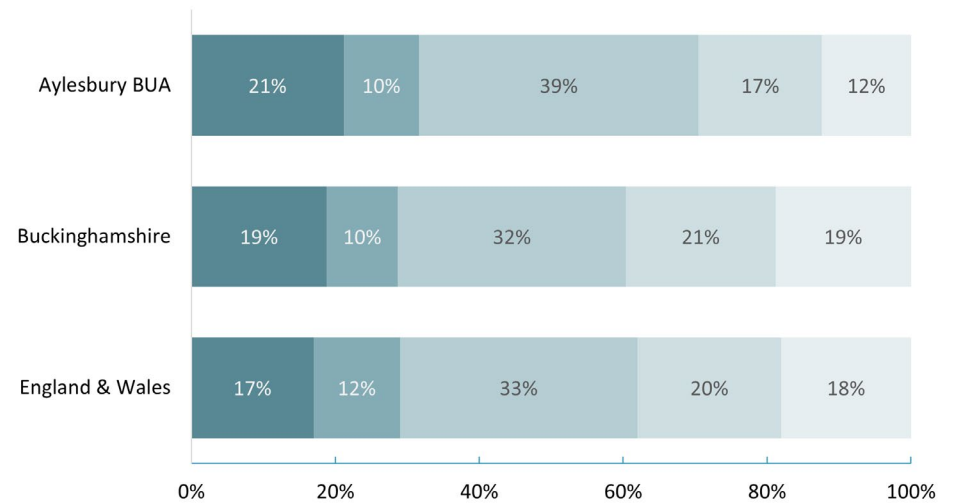
The Aylesbury population is 49.7% male and 50.3% female.

According to the 2011 Census, 81.4% of the Aylesbury population is part of the 'White' ethnic group, with the largest minority ethnic groups being 'Asian' (11.2%) and 'Black' (3.4%). This is broadly similar to the national average.

In terms of religion, 56% of the Aylesbury population classified themselves as 'Christian'. 26.7% responded as having 'No Religion' and 6.8% did not state a religion at all. The next highest religious group in Aylesbury is 'Muslim', which comprised 8% of the population.



Population growth rates in Aylesbury Built-Up Area (BUA) by age group 2011-2021 Census - Source: NOMIS



Population age profile comparison, 2021 Census - Source: NOMIS

RETAIL CATCHMENT AND HOUSEHOLD EXPENDITURE

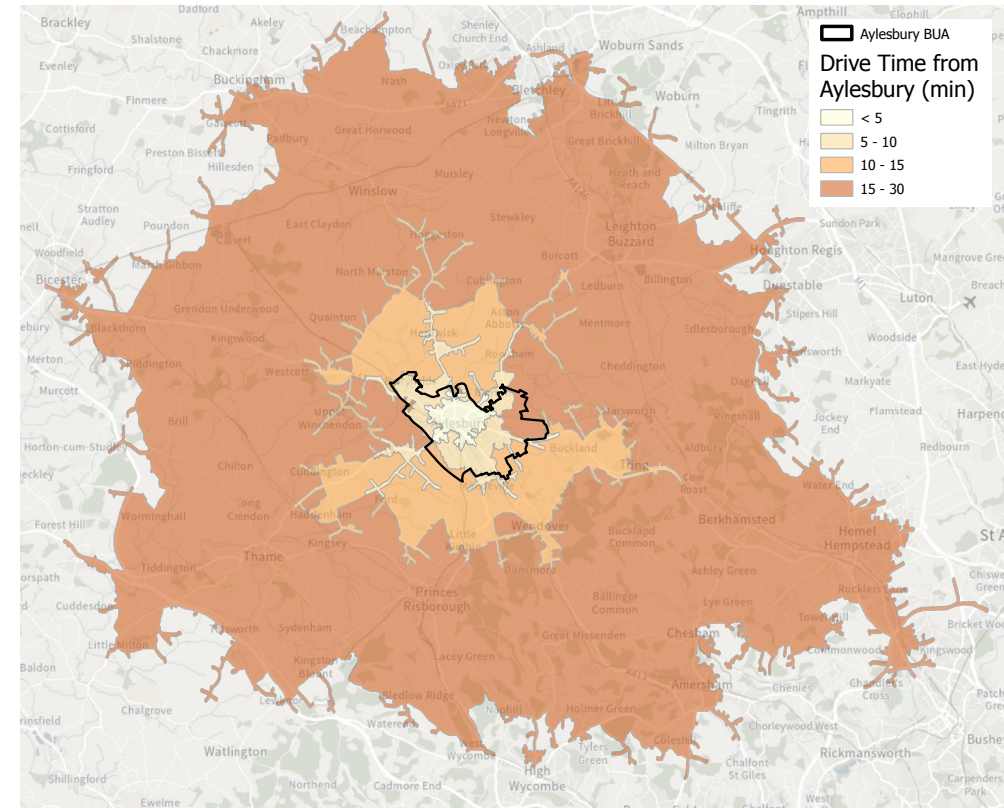
Aylesbury's catchment area has a resident population of 259,000, with around 90% of shoppers surveyed for living within this area. The same study identified 75% of Aylesbury's catchment area as being within the more affluent 'Acorn' groups, compared with 59% nationally. Studies identify Aylesbury as having the 22nd most affluent catchment nationally.

With some disparities still existing between the town of Aylesbury and its wider catchment, regeneration of the town centre could help to reduce these gaps.

While competition from online shopping and nearby Milton Keynes and London has been strong, Aylesbury has an excellent opportunity to attract more spend from shoppers in the wider catchment by creating vibrant and independent retailers.

Data shows that the highest spend levels in Q2 of 2022 were in grocery stores and supermarkets, followed by restaurants and takeaways with an Average Transaction Value of £19.89.

Footfall data for Aylesbury town centre shows an average of 246,000 visits a week which is approaching pre-covid figures once more. The busiest days are Saturday, Friday, and Thursday (with Tuesday not far



*Aylesbury retail catchment area
- Source: Buckinghamshire Council/CACI*

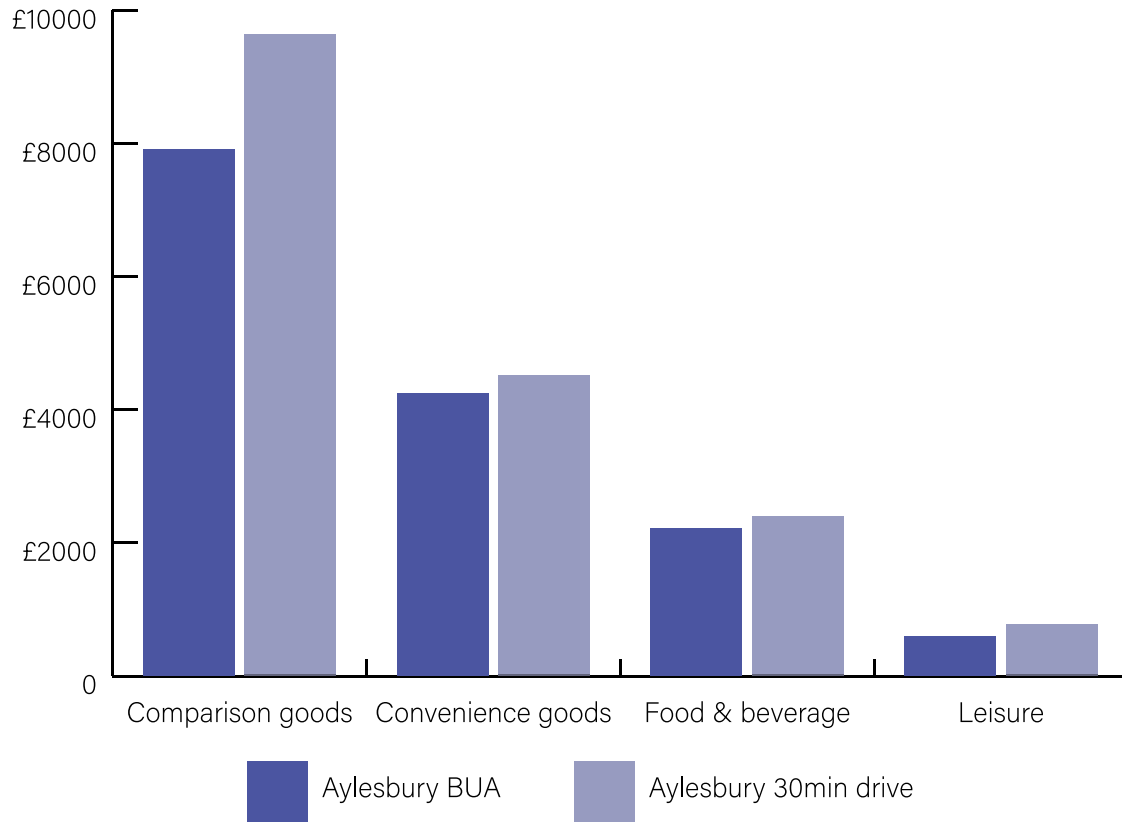
behind) with an average of 33,600 to 40,500 visits a day. The busiest period is between 9am to 4pm. 80% of visits are over 20 minutes with 31% of visits having the longest monitored dwell time of 60 to 90 minutes.

Aylesbury presents some exciting development opportunities and with land assembly already underway, up to 11 acres of land could be considered for regeneration to deliver a vibrant town centre and an exciting testbed for your future projects.

With the £12 million purchase of Friars Square Shopping Centre, Buckinghamshire Council has underlined its commitment to delivering on the ambition of being the Market Town of the Future.

The following pages give you an indication of the potential for the redesign of a number of the sites listed here. We aim to celebrate the heritage and architectural style of the town whilst inspiring creativity and imagination for progressive design ideas for these regeneration opportunities, sites and development opportunities.





*Spend per household - Aylesbury Built-Up Area (BUA) vs 30min drive time
- Source: Aspinal & Aspinal*

	Aylesbury BUA	Aylesbury 30min drive
Comparison goods	£252m	£2.3bn
Convenience goods	£136m	£1.1bn
Food and beverage	£71m	£0.7bn
Leisure	£17m	£0.2bn
TOTAL	£476m	£4.2bn

*Estimated total residential spending power (2020)
- Source: Aspinal & Aspinal*



THE LABOUR MARKET

Aylesbury and Buckinghamshire in general has a highly educated and strong labour market, highlighted by the table below. Resident earnings are slightly higher than workplace earnings in both Aylesbury Vale and Buckinghamshire. Resident earnings in Aylesbury Vale remain above national averages for England and the UK as a whole.

Nearly half of Aylesbury jobs are filled by residents of the town, with a further 25% drawn from the rest of the former Aylesbury Vale District. Former Wycombe District accounts for the next largest share, followed by Central Bedfordshire, Milton Keynes and Dacorum.

In terms of outward commuting, around 6% of employed Aylesbury residents work in former Wycombe District, with a further 3% working in the former Chiltern District. As of 2011, 2% of employed Aylesbury residents commuted into Central London.



Source - 2021 Census	Aylesbury BUA	Buckinghamshire	England and Wales
Economically Active (inc. full time students) - In Employment	67%	62%	57%
Economically Active (inc. full time students) - Unemployed	3%	3%	3%
Economically Inactive	30%	36%	39%
Occupations			
Managers, Professionals, Associate Professionals & Technical Occupations	46%	56%	46%
Administrative, Secretarial and Skilled Trade Occupations	20%	19%	20%
Caring, Leisure, Service and Sales Occupations	18%	14%	17%
Process, Plant and Machine Operatives and other Elementary Occupations	16%	11%	17%
Qualifications			
Degree or equivalent qualifications or above	34%	41%	34%
No qualifications	16%	14%	18%

Aylesbury's labour market - Source: ONS

2022	Aylesbury*	Buckinghamshire	England	UK
Resident earnings (£/Yr)	£34,310	£37,300	£33,582	£33,280
Workplace earnings (£/Yr)	£32,942	£35,927	£33,571	£33,280
Difference (£/Yr)	£1,368	£1,373	£11	£0

*Aylesbury Parliamentary constituency

Median annual earnings for Aylesbury residents - Source: ONS

Place of residence	Aylesbury workers	% of total Aylesbury workers
Aylesbury	11,448	47%
Rest of Aylesbury Vale	5,966	25%
Wycombe	1,131	5%
Central Bedfordshire	734	3%
Milton Keynes	670	3%
Dacorum	642	3%
Chiltern	603	2%
South Oxfordshire	488	2%
Cherwell	312	1%
Other	2,160	9%

Aylesbury workforce by place of residence (2020) - Source: ONS

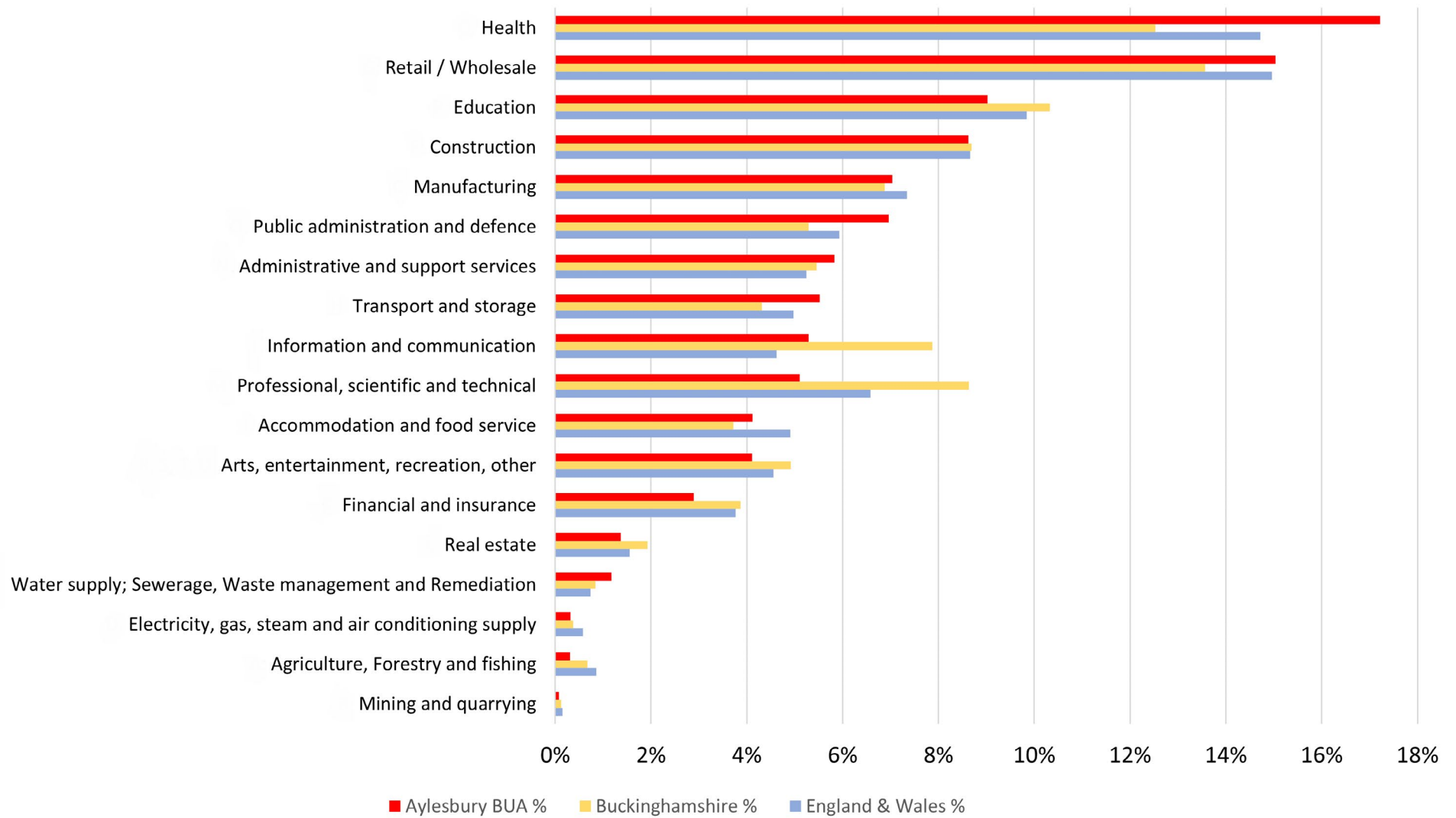


INDUSTRY SECTORS

There are approximately 37,000 jobs held in Aylesbury and 249,000 in the county of Buckinghamshire. The table below highlights the sectors providing the largest number of jobs in Aylesbury, Buckinghamshire and England. The most significant sectors are 'Health', 'Business Administration & Support Services', 'Public Administration & Defence' and 'Education'.

As of 2021, Aylesbury has an estimated 2,585 businesses. Whilst the vast majority are classified as small or micro (less than 50 employees), there are 75 medium sized (50 to 249 employees) and 15 large enterprises in the town. In annual turnover terms, most businesses in Aylesbury have turnover of less than £1 million, however, there are 135 businesses with annual turnover between £1 million and £10 million, 15 businesses with between £10 million and £50 million, and five with annual turnover exceeding £50 million.





Employment by industry sector 2020 (descending order of % of town centre jobs) - Source: ONS

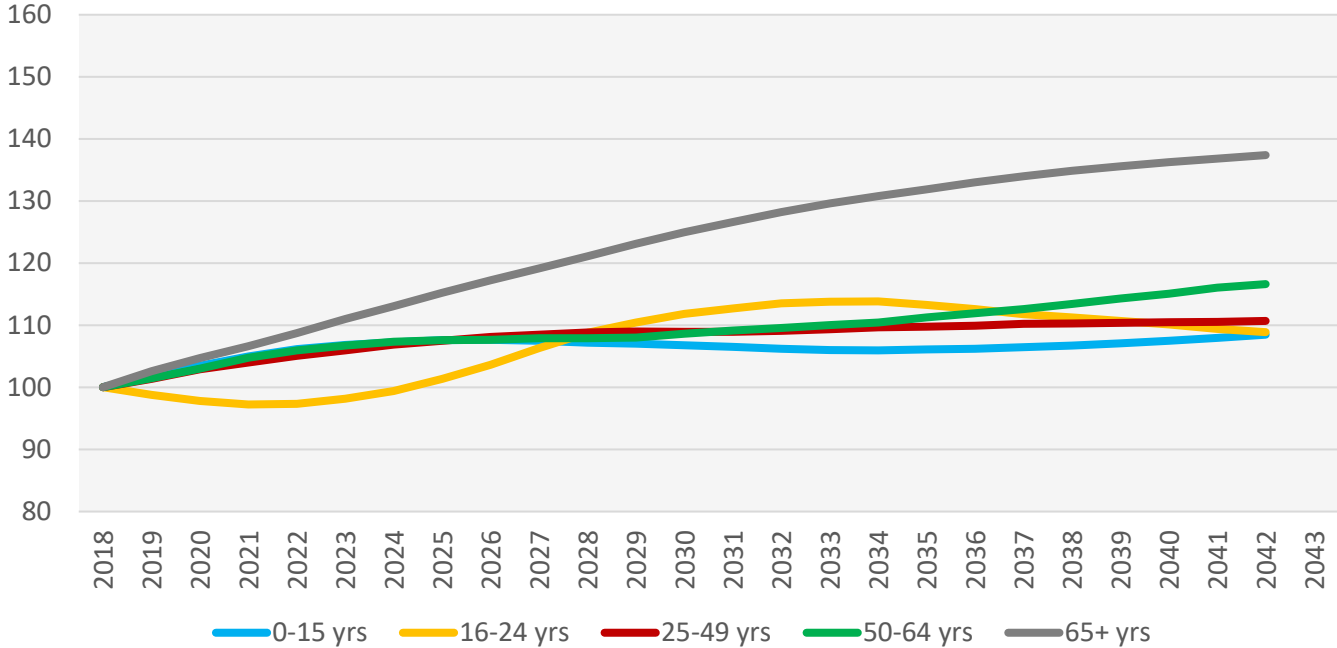
FUTURE GROWTH POTENTIAL

Aylesbury has enjoyed considerable population growth over recent years, growing by 25% between 2011 and 2021. The most recent ONS population projections estimate that this trend is likely to continue (albeit more slowly), with possible growth of 10.2% forecast between 2020 and 2030.

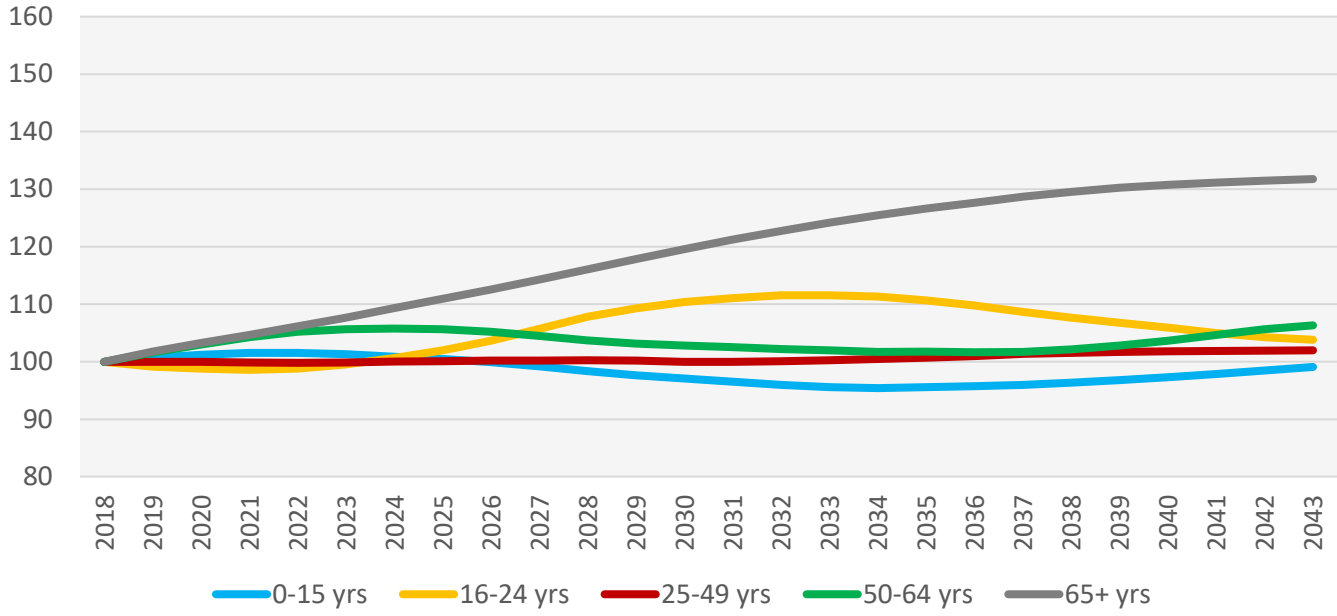
This figure is based on past trends only and does not take into account projects such as the construction of 16,000 new homes through the Garden Town programme. This will result in significant increases in the local population and job growth.



*Aylesbury Vale population change
2018-2043 (2018 Pop = 100)*
- Source: ONS



*England population change 2018-2043
(2018 Pop = 100)*
- Source: ONS



LAND USES

Aylesbury's historic town centre has a multitude of different uses. There is a desire for a sensitively designed connection between the old and new parts of the town to overcome current challenges of coherence across the town centre.

The retail experience in Aylesbury is centred around the town's two shopping centres Friars Square and Hale Leys as well as its High Street. A network of smaller streets provide a secondary and specialist independent shopping offer. The two shopping centres are located to either side of Market Square and its 'high street' covers primarily the northern edge of the Hale Leys Shopping Centre and extends eastwards to the ring road.

There are three supermarkets in the centre, Sainsbury's on Buckingham Street in the Old Town and a Morrisons and Waitrose to the south and east of the Ring Road. There are also a number of retail parks on the northern edge of the centre offering easy access by road.

There are a number of office buildings with the area, notably the Buckinghamshire Council offices on Walton Street and the Lloyds Campus further to the east. Some others have been recently converted to residential use through permitted development rights. There are also a number of smaller scale historic office buildings in the old town providing space for smaller businesses and services.



There are a number of cultural attractions in the town centre including the Waterside Theatre, Queen's Park Arts Centre and Limelight Theatre, Discover Bucks Museum, the ODEON Luxe cinema, the Roald Dahl Children's Gallery and Aylesbury Library.

There are also an increasing number of cafes, bars and restaurants opening in the town centre with a concentration around Kingsbury Square, Buckingham Street and Exchange Square, which offer exciting new food and drink opportunities close to the cinema and Waterside Theatre.

There is lots of potential for better connection of the town's cultural and leisure offers through walking routes between spaces such as the Kingsbury Square and the Waterside Theatre. Developments such as these could greatly improve the night-time economy offer in Aylesbury.

Beyond the town centre, Aylesbury is largely residential with relatively few currently living centrally despite its potential. While most of the buildings in the town centre are single use and non-residential, improvements to the walking and cycling network, through the Aylesbury Garden Town project, could increase the town's catchment population and greatly improve the vitality of the town centre.



PRINCIPLES TO GUIDE CHANGE

Building on the Aylesbury Garden Town Masterplan and its objectives, partners and stakeholders identified several opportunities and challenges for Aylesbury. To capitalise on the opportunities and address the challenges, a number of overarching principles of *Regeneration Bucks - Transforming for the Future* will be deployed to guide change in the historic town centre. These principles mean we and our partners are already aligned in our vision for our Market Town of the Future and are committed to its delivery.

To ensure the creation of a strong network of towns in Buckinghamshire

The Aylesbury Regeneration strategy will set out an Action Plan for change; delivering a programme to include small and immediate changes as well as larger projects over longer periods. Encouraging community initiatives and activities that bring greater pride in the town.

To create multi-purpose hubs of activity and experiences in our main towns and transform our high streets to encourage people to spend more time locally

Aylesbury will reimagine the Friars as a vibrant new mixed use quarter, creating a better experience, shifting from single use towards a more vibrant environment. It will focus on the quality of the visitor experience, building our evening economy offer and drawing on Aylesbury's cultural heritage and unique distinctive independent offer. Aylesbury town centre will also support the need for more attractive urban living, delivering new homes within a highly accessible location. Delivering a range of housing types and tenures and ensuring that appropriate infrastructure is provided to meet future needs.

To foster town centres as opportunities for business hubs

Aylesbury town centre will embrace change and provide space that meets the modern working needs. It will offer a range of accommodation options to meet future working needs, including space for start-ups and office hubs.

To create a network of high-quality, well-planned road networks with attractive streets and spaces, and cycling routes that are safe to use, well connected and accessible

The town centre will create a better environment for walking and cycling, establishing a network of attractive and safe walking and cycling routes through and to the town centre. It will also create a network of high quality and attractive streets and spaces that are safe to use, creating a people-focused town centre with strong connection and coherence between the old town and new town. It will increase its attractiveness through a unified public realm and design approach, enhancing existing open spaces and delivering new ones as part of a connected network across the centre.

To maximise the county's natural capital through its network of waterways and green spaces

Aylesbury centre will maximise the town's natural capital through a network of green spaces and opening up access to Aylesbury's watercourses, including the Grand Union Canal and Bear Brook. Stronger links to the natural environment and introducing urban greening to increase biodiversity and enhance wellbeing will be created.

To enhance strategic connectivity opportunities

This principle supports Aylesbury's ambition to improve the arrival experience for all travel modes, by creating a welcoming environment for all people arriving into the town centre and transforming the environment at transport interchanges.

To ensure a greener and more carbon neutral future

The town centre will plan for a greener, carbon neutral future, encouraging a modal shift to sustainable modes of transport, enhancing air quality through urban greening and encouraging sustainable building design.

To enhance Buckinghamshire's cultural and heritage legacy, celebrating the unique characteristics, diversity and identity of our towns and communities

Aylesbury will be a place that supports inclusivity and diversity, celebrates opportunity and is accessible to everybody, ensuring all parts of the town centre are accessible to everybody. This builds on Aylesbury's paralympic legacy to deliver opportunities for all and break-down barriers of discrimination.



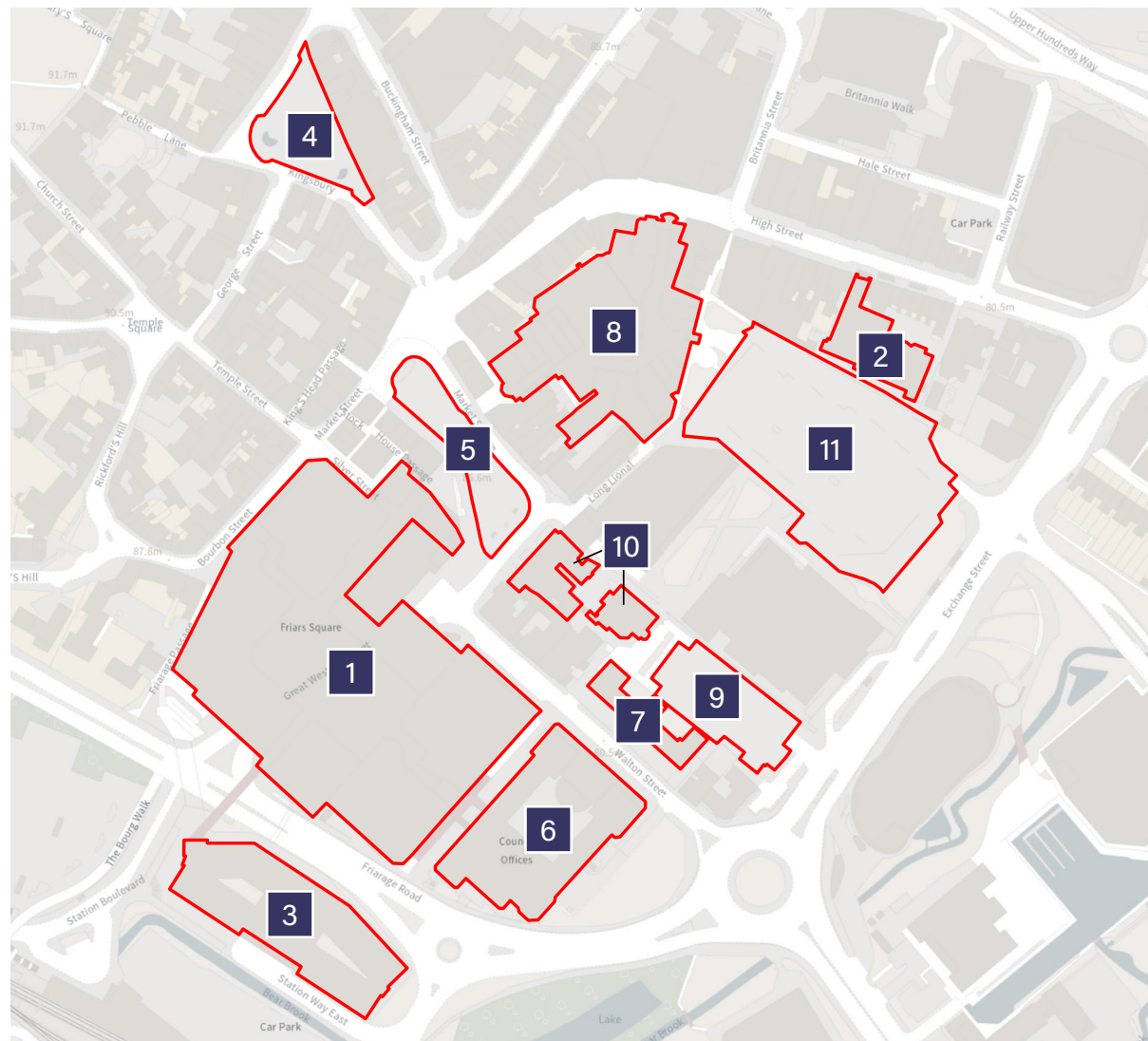
SITES AND DEVELOPMENT OPPORTUNITIES

Aylesbury presents some exciting development opportunities and with land assembly already underway, up to 11 acres of land could be considered for redevelopment to deliver a vibrant town centre and an exciting testbed for your future projects.

With the £12 million purchase of Friar's Square Shopping Centre, Buckinghamshire Council has underlined its commitment to delivering on the ambition of being the Market Town of the Future.

The plan on this page highlights the various sites already under its ownership. Working in partnership with you, these sites provide an excellent opportunity to reimagine Aylesbury's historic town centre.

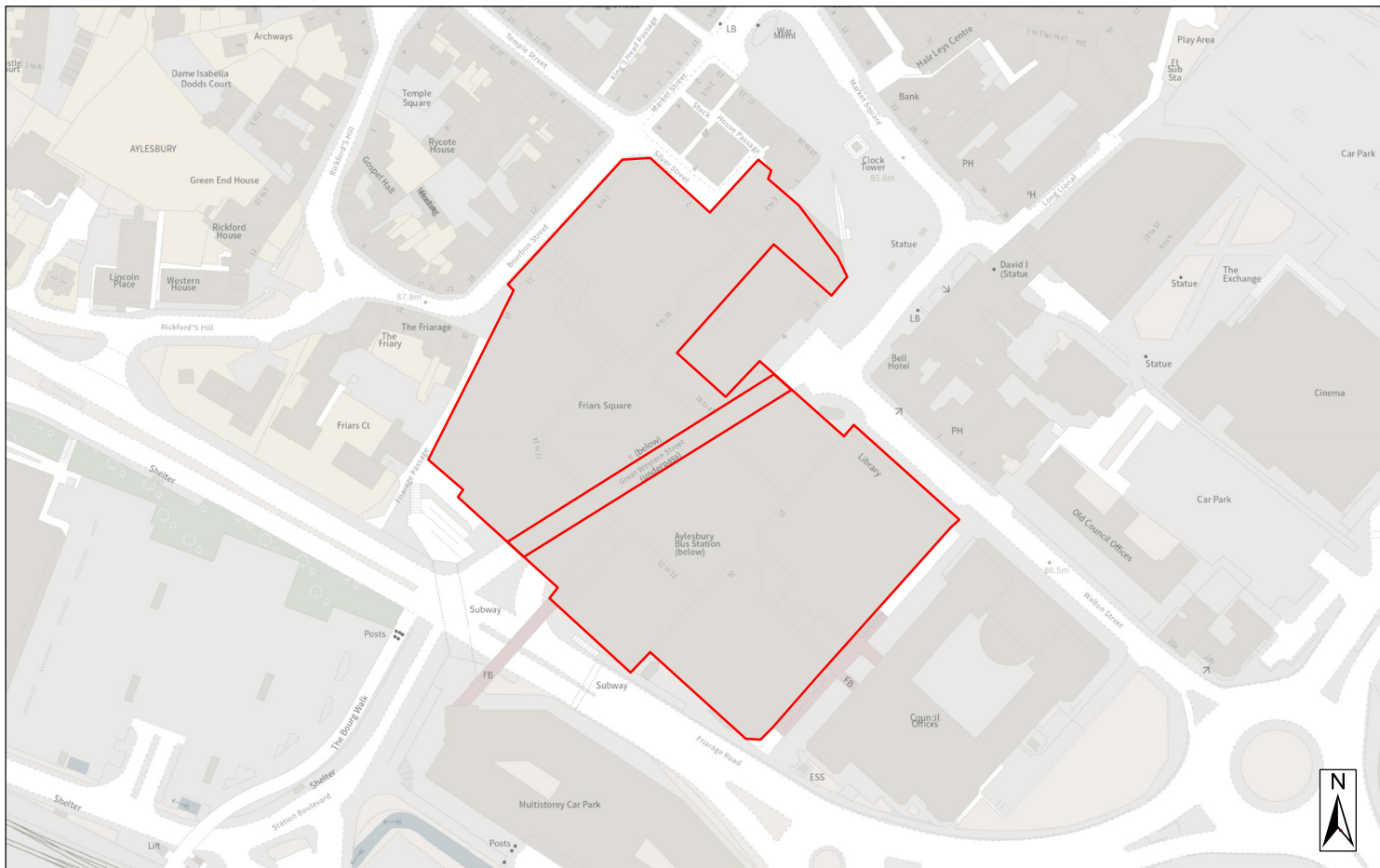
The following pages give you an indication of the potential for the redesign of a number of the sites listed here. We aim to celebrate the heritage and architectural style of the town whilst inspiring creativity and imagination for progressive design ideas for these regeneration opportunities.



- | | | | |
|----------|------------------------------------|-----------|---|
| 1 | Friars Square Shopping Centre | 7 | Old County Offices |
| 2 | Former Gala Bingo Hall | 8 | Hale Leys Shopping Centre |
| 3 | Friars Square Multistorey Car Park | 9 | Waterside North Car Park |
| 4 | Kingsbury Square | 10 | Old Courts Building and Judges Lodgings |
| 5 | Market Square | 11 | Exchange Street Car Park |
| 6 | New County Offices | | |

SITE I: FRIARS SQUARE SHOPPING CENTRE

Currently one of Aylesbury's main shopping centres, the Friars Square site was recently purchased by the Council for £12 million. The site is a stone's throw from Aylesbury's bus and train stations and would offer 4.2 hectares (GIA) with the possibility of developing over 200 apartments and 50 units of senior living accommodation. Development could range from five and six storeys.



- 4.2 hectares site.
- Buckinghamshire Council owned.
- Potential for residential, retirement apartments, retail, hotel, office and library.

SITE 2: FORMER GALA BINGO HALL

The former Gala Bingo, provides circa 0.11 hectares for potential mixed use development close to the Hale Leys site. The site already boasts an archway, which could be retained as a gateway to the site in the future, providing a connection between the Exchange and the High Street, which enables regeneration of the High Street.



- Ca. 0.11 hectares site.
- Buckinghamshire Council owned.
- Opportunity to create connectivity and wider regeneration of the high street.
- Potential for leisure, residential, food and beverage.

SITE 3*: FRIARS SQUARE MULTISTOREY CAR PARK

Adjacent to the Friars Square site stands the Friars Square car park, which would offer circa 1.7 hectares.



- Ca. 1.7 hectares site.
- Buckinghamshire Council owned.
- Potential for residential, retail and travel interchange.

* Sites 4 and 5, shown on page 31, are open spaces and not building assets.

SITE 6: NEW COUNTY OFFICES

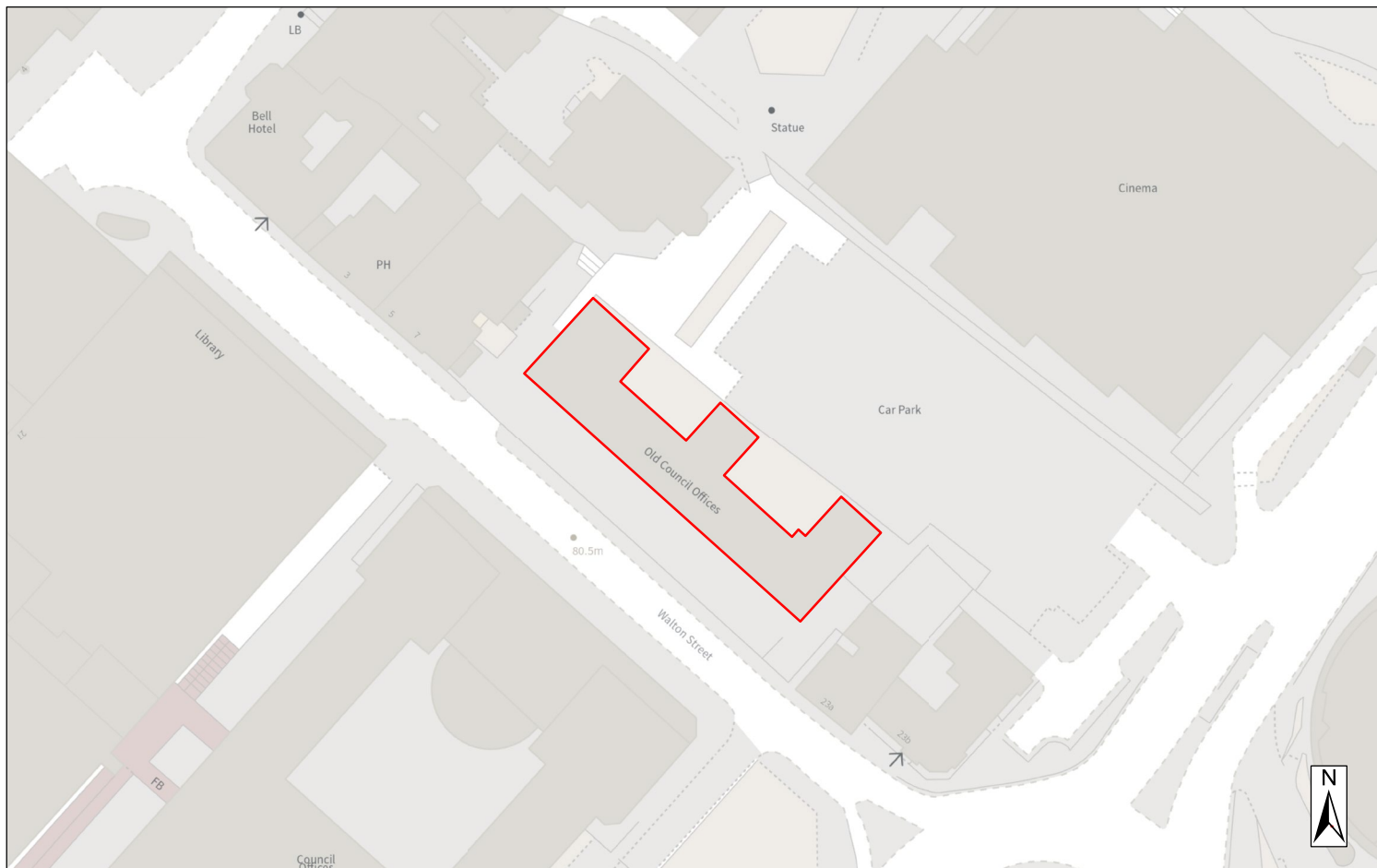
The New County Offices (NCO) site sits on the edge of the town centre a very short distance from the historic Market Square, the Waterside Theatre and the Exchange, providing a strong food and drink and night-time economy offer. The site would offer circa 1.7 hectares of residential and retail space. This site has potential for five and six storeys fronting onto Friarage Road with heights stepping down towards Walton Road to the north.



- Ca. 1.7 hectares site.
- Buckinghamshire Council owned.
- Potential for residential, retail and office space.

SITE 7: OLD COUNTY OFFICES

Former County Council offices, currently vacant situated on provides circa 1500 sq m (building only) for potential residential. The site benefits from an existing outline planning permission for 46 residential units, which was granted in August 2021.



- Ca 1500 sq m (building only).
- Buckinghamshire Council owned.
- Potential for residential, leisure and community space.
- Outline planning permission granted for 46 apartments.

SITE 8: HALE LEYS SHOPPING CENTRE

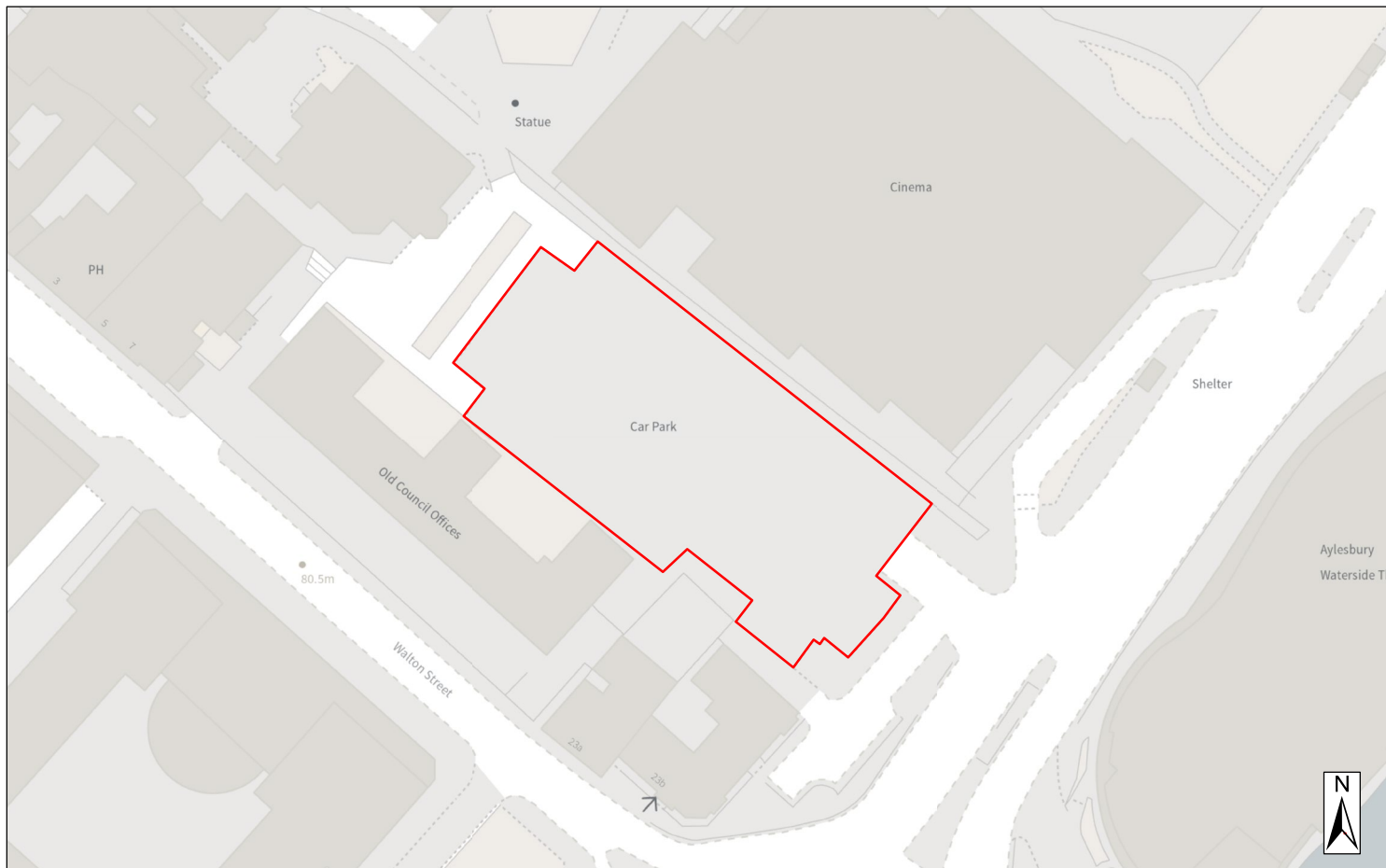
Hale Leys is the current plot of one of Aylesbury's two main shopping centres allowing it an excellent central location to retail and leisure facilities. Development has the potential for three to four storeys with residential apartments above commercial units on the ground floor. This site will be key in animating our town centre.



- Ca. 1.5 hectare site.
- Key town centre location.
- Opportunities for residential and retail space.

SITE 9: WATERSIDE NORTH

Currently utilised as a car park, the site sits between The Exchange and Waterside Theatre, and boasts circa 0.5 hectares in a prime town centre location next to exciting retail and leisure developments.



- Ca. 0.5 hectares site.
- Buckinghamshire Council owned.
- Potential for residential.

SITE 10: OLD COURTS AND JUDGES LODGINGS

Key Heritage asset, former Court house and Judges Lodgings, Grade Two Listed, prime town centre location. Boasts circa 0.08ha (Court House) and 0.05ha (Judges Lodgings).



- Old Courts - Ca 0.08ha AND Judges Lodgings - Ca 0.05ha
- Buckinghamshire Council Owned
- Heritage Asset
- Potential for community/leisure use

SITE II: EXCHANGE STREET CAR PARK

Currently utilised as a park car adjacent to cinema complex. Potential for mixed use development, site boasts circa 0.82ha.



- Ca. 0.82ha
- Buckinghamshire Council owned
- Potential for mixed use development

NEXT STEPS: TAKING THE STRATEGY FORWARD AS A PARTNERSHIP

The next stage seeks to build on opportunities and to develop a programme of works. Some projects will require additional assessments and further analysis before regeneration activities can be delivered. Other projects are ready to be delivered and can form quick wins for the town centre.

The key priorities for the Aylesbury regeneration programme in the short term will focus on public realm improvement project delivery in the town centre as well as the delivery of redevelopment on the council owned 'Gala Bingo' site and Old County Offices. We'll continue to align council town centre investment with the plans coming forward from our key partners. For the longer term, we are undertaking work now to explore potential options for a new transport interchange in Aylesbury.

Establishing and delivering the regeneration programme for Aylesbury requires a collaborative, partnership approach. Buckinghamshire Council will continue to build on the relationships developed with key local stakeholders and will work with partners including the town council, the Aylesbury Community Board, the local business community, and other active groups to take forward proposals. The Aylesbury Garden Town Board, made of up of the council alongside key local stakeholders is the strategic steering group for delivering this strategy and the regeneration programme for Aylesbury. It forms part of the wider Place Based Growth Board governance and reports into the Regeneration Sub-Board.





AYLESBURY – THE MARKET TOWN OF THE FUTURE