

**FLIP OUT** NOW OPEN



Vibrant shopping & leisure destination  
in affluent Aylesbury, Bucks



**Friars  
Square  
Aylesbury**



HOUSE OF FRASER  
SINCE 1849

**NEXT**



RIVER ISLAND



NEW  
LOOK

**OFFICE**



# OUR CATCHMENT

Aylesbury is around 45 miles north west of London, in the county of Buckinghamshire with excellent motorway and rail links.



TOTAL CATCHMENT  
**259,000**

- Primary 70,000
- Secondary 44,000
- Tertiary 175,000

POPULATION GROWTH **+12%** IN LAST 5 YEARS

AROUND 85,000 PEOPLE LIVE WITHIN THE AYLESBURY TOWN AREA, AN INCREASE OF 9,000 NEW RESIDENTS IN THE PAST FIVE YEARS - 4 TIMES THE GROWTH SEEN NATIONALLY

**TOP 3**

Affluent Achievers  
Rising Prosperity  
Comfortable Communities  
TOP 3 ACORN CATEGORIES MAKE UP 75% OF CATCHMENT

**STRONG SPENDING CATCHMENT**

HIGH SPENDING CATCHMENT OVER-INDEXING VS. GB AVERAGE  
COMPARISON GOODS +14%, CONVENIENCE GOODS +3%, CATERING +6%

**5,000**

STUDENTS ATTEND CAMPUSES AT AYLESBURY COLLEGE AND BUCKS NEW UNIVERSITY

**TOP 50**

AYLESBURY VALE WAS RANKED 27TH OF THE TOP 50 RURAL PLACES TO LIVE IN 2018




**300,000** SQ FT  
40 SHOPS AND 5 CAFE'S / RESTAURANTS




**360**  
SPACES MON - FRI

**740**  
SPACES WEEKENDS



**4M**  
ANNUAL CENTRE FOOTFALL



# AYLESBURY A GREAT PLACE TO GROW

## £18M

The launch of the £3.3m Exchange food and leisure destination in 2019 completed the first phase of a £18m mixed-use regeneration scheme in Aylesbury town centre

## £4.5M

Investment in public realm improvement schemes to transform two key public spaces - Kingsbury Square and Market Square

Aylesbury has achieved purple flag status for its evening economy



## ECONOMIC GROWTH

Aylesbury Vale is located at the heart of the globally significant Cambridge-Milton Keynes-Oxford corridor at the uppermost part of the geographical area also known as the 'Golden Triangle' which includes London.

## LEARNING

The town is home to around 5,000 students attending the Aylesbury campuses for Buckinghamshire College, and the UK's top independent Bucks New University.

## BOOMING

There is the potential to deliver 16,000 new homes with an increase in population of 30,000+ with the awarding of Garden Town status. The growth in core working age 16-65 (12%) far exceeds Bucks, England and all comparators.



### FRIARS SQUARE

300,000 sq ft, 40 stores, 5 cafes and restaurants, in prime central location

Aylesbury to London takes around 53 minutes



### AYLESBURY BUS STATION

Over 2m passengers use the bus station each year - which is situated under the shopping centre, with direct access



### MARKET SQUARE

Set to be transformed as part of £4.5m public realm improvement project, alongside Kingsbury Square



### THE EXCHANGE

£3.3m leisure destination opened in 2019, and includes Nandos, Wagamama, Lounges and Odeon



### WATERSIDE SOUTH

Alongside the award winning Waterside Theatre (£48m), the development has delivered a new Waitrose, Travelodge and Bucks New University campus (c. £34m)

BUCKINGHAMSHIRE NEW UNIVERSITY

WATERSIDE THEATRE

WAITROSE & PARTNERS

THE EXCHANGE

ODEON

MARKET SQUARE

Boots

Friars Square Aylesbury

Morrisons

A41

A41

A41