Aylesbury Town Centre Investment Prospectus

Spring 2026

A coordinated, housing-led, mixed-use regeneration programme – delivering scale, certainty and long-term value



Buckinghamshire Council



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Welcome From Our Leadership

Buckinghamshire is one of the UK's most strategically positioned growth locations. We connect into the London economy and are a key part of the Oxford to Cambridge corridor. We stretch from the global connectivity of Heathrow to the innovation economy of Silverstone, with high-growth economic sectors across the County. Our soon-to-be-completed Local Plan will set out how we will deliver over 90,000 new homes.

Aylesbury, as our County Town, is the civic and administrative heart of Buckinghamshire. We have the opportunity to shape it to thrive and succeed for generations to come, while supporting the substantial housing growth we will see over the coming years. Working with a partner, we want to set the bar for how this can be done, reshaping the town centre, providing great housing, and building strong communities.

In an environment where housing growth is needed everywhere but faces strong headwinds, the opportunity in Aylesbury stands out because of the strength of its assets, its scale and the Council's ability to unlock delivery. As a Council, we are politically and organisationally stable, financially sound and ambitious for our County. We are focused on the success of Buckinghamshire without the distractions of reorganisation. We have substantial land holdings in Aylesbury and are committed to using our investment, statutory, regulatory and convening powers, alongside our assets, to deliver change.

Aylesbury is uniquely positioned to capture and convert growth into long-term investment value, building on strong demand fundamentals and a lower entry point for investment compared to the wider South East because of its relative affordability. We are looking for a partner who is similarly ambitious for Aylesbury, and who shares our values, to work alongside us to further define our vision and develop a framework that makes the best use of the assets we have to deliver our aspirations for the town centre.

This Prospectus is an invitation to partners who share that ambition: to work with us to shape the next phase of our County Town's development and deliver high-quality, commercially viable regeneration.



Cllr Steven Broadbent
Buckinghamshire Council Leader



Zina Etheridge
Chief Executive

Investment Opportunity: Aylesbury

Buckinghamshire Council offers a once-in-a-generation opportunity to partner with an enabling, structurally and politically stable, financially robust unitary authority to deliver a coordinated, town centre regeneration programme at scale, underpinned by strong demand and a clear route to long-term value creation.

Aylesbury, Buckinghamshire's County Town, is a strategic connector between London and the South East of England, with strong links to Northampton and the M4 corridor, positioning it as the primary location through which growth, investment and population expansion are realised.

At the core of the opportunity is a coordinated portfolio of strategically located, council-owned sites, capable of delivering a significant number of homes alongside a significant quantum of commercial, leisure and civic uses. Brought forward as a structured programme rather than standalone plots, this approach enables phased delivery, contributing to the town centre's c.5,000 homes, risk diversification and efficient deployment of capital over time, reducing exposure to single-site delivery risk.

The investment case is supported by strong and sustained demand. Aylesbury benefits from a catchment of c.260,000 people, and a growing, relatively affluent population, driving long-term residential absorption and supporting the repositioning of the town centre.

Positioned within the central core of the Oxford–Cambridge growth corridor, Aylesbury combines strong connectivity to neighbouring London, Oxford and Milton Keynes, with an outstanding value proposition compared with other competing South East locations. This provides a rewarding entry point for new investment and the opportunity to capture rental growth, town centre repositioning and long-term capital appreciation.

Buckinghamshire Council will act as an active delivery partner, bringing land, planning alignment and the ability to co-invest to reduce risk and accelerate delivery. Flexible delivery structures will be shaped with partners, enabling engagement at both programme and site level and supporting a long-term partnership approach to delivery.

This is not simply a town centre regeneration programme—it is the primary platform through which Buckinghamshire will deliver and capture growth across the county, establishing a replicable model for future opportunities in locations such as High Wycombe and Chesham.


CAFFÈ NERO
Divine Meals
A Little Taste Of Heaven

A County Town With Room to Grow

Buckinghamshire is fast becoming the ‘strategic connector’ for the wider South East region, the Oxford-Cambridge growth corridor, and their relationship to London and Heathrow Airport, with strong links to the significant economy near High Wycombe and M40.

Aylesbury is the well-connected core of Buckinghamshire, where regional growth is translated into opportunities for local investment and development. It’s a great place to live, with proximity to green spaces, vast countryside, and excellent schools in Buckinghamshire. Transformational growth will be driven by 90,000 new homes across the County, presenting opportunities to reimagine our town centres and economic offer.

It offers partners a unique opportunity to be at the forefront of shaping Aylesbury’s role as the County Town and the future focal point for businesses and communities alike.

For the right partner, this is a chance to participate in shaping a County Town’s next phase of growth while delivering commercially viable, long-term investment returns. It is about creating and shaping spaces where communities can thrive and a vibrant mix of uses to enhance the attractiveness of the town for businesses and visitors alike.

This Prospectus sets out Buckinghamshire Council’s ambition – and the opportunity for partners to work with us to deliver meaningful growth and set a new standard for town centre regeneration.

Buckinghamshire Council’s stable financial position creates the confidence and capacity to invest alongside a future partner to deliver Aylesbury’s next phase of town centre growth.



£19.2bn

Economy



91%

Of the workforce work in micro firms



31,200

Businesses



285,000

Jobs



31,000

SMEs, producing **53%** of turnover generated in Bucks



3

Enterprise Zones, **2** Universities & Bucks College Group



567,000

People in Buckinghamshire, Aylesbury has a catchment of 260,000



51%

Of residents have a degree or equivalent



Transport

Is fully integrated with London Tube network & rail



Why Invest in Aylesbury Now?



Aylesbury: A Growth Market with Clear Value Potential

Buckinghamshire is experiencing sustained growth in homes, jobs and infrastructure, with Aylesbury at its centre as the county's principal town and key focus for growth-led investment.

Aylesbury is well positioned to convert this momentum into long-term gain. Strong demand fundamentals are in place, yet the town centre has not fully evolved to reflect changing market needs—creating a clear opportunity to realign the offer, capture a greater share of local spend and unlock unrealised value for a growing, relatively affluent population.

The town's affordability relative to the wider South East provides an attractive entry point for investment, supported by strong connectivity to London, Oxford and Milton Keynes and proximity to major employment centres including Silverstone, Pinewood and Westcott. Together, these fundamentals support future rental growth and capital appreciation.

Buckinghamshire Council is proactive and ready to partner, actively seeking collaborators to deliver ambitious, mixed-use regeneration aligned with its planning and investment strategies.

With council-owned sites, robust demand and a clear delivery framework, Aylesbury presents a compelling opportunity to deploy capital into a coordinated, demand-led regeneration programme with clear long-term benefits for partners, communities and stakeholders.



90,000

New homes to be delivered in Buckinghamshire by 2045, c.5,000 will be in Aylesbury town centre



60%

Council ownership of over 60% of the key sites identified for regeneration



Home to a young, economically active and relatively affluent population to drive growth



+25%

Population growth in the last decade, alongside sustained house price growth



260,000

A large and growing catchment of approximately 260,000 residents (within a 30-minute drive) to support growth

Our offer:

1. **Ambitious with a strong track record of delivery** and the opportunity to capture value through coordinated delivery at scale
2. **A high-performing and financially stable Unitary Council** with delivery capacity and political alignment
3. **A clear and supportive planning framework** with proactive engagement and aligned policy and delivery functions
4. **Significant Council site ownership and co-ordination**, reducing land assembly risk and enabling comprehensive development
5. **Ability to co-invest and deploy capital to unlock viability**, support early phases, and align with delivery partners

Buckinghamshire on a Map



Key

- Key Employment Site
- Higher Education
- Enterprise Zone
- Rail Line
- East-West Rail
- Rail Station
- Motorway
- A-Road
- The Chilterns
- London Underground
- Elizabeth Line

A Strategically Important Town

Aylesbury is at the centre of Buckinghamshire, the strategic connector of the Oxford–Cambridge growth corridor with critical links to London and Heathrow Airport.

Aylesbury occupies a strategically important position within the Oxford–Cambridge growth corridor, operating as a key residential and service hub within a network of high-value economic centres. This location enables the town to support and benefit from a broad, resilient regional employment base. **Aylesbury is positioned to serve a growing population and a dynamic regional economy.**

The town benefits from strong road and rail connectivity to nationally and regionally significant employment locations, including Silverstone Park, Pinewood and Westcott, direct access to London Marylebone, proximity to Heathrow Airport and future connectivity enhancements through East West Rail. This will drive sustained demand for housing, services and commercial space.

Aylesbury combines access to deep labour and occupier markets with a more affordable, high-quality living environment, supporting inward migration and long-term demand.

This strategic position is reinforced by a strong local offer, including high-performing schools, further and higher education provision and access to nationally significant landscapes such as the Chilterns.

For investors and developers, there is the ability to capture demand driven by long-term residential absorption and deep and diverse occupier markets.

Town centre regeneration provides the mechanism to unlock this potential, creating a more **investable, resilient** and **commercially attractive** urban core.



What We Can Achieve in Partnership



Aylesbury town centre is undergoing change and is strategically placed, creating a timely opportunity for repositioning. With significant town centre ownership, the Council is taking a proactive, market-facing role – not simply enabling change, but actively shaping it to drive long-term success.

Aylesbury already supports a large, growing and affluent catchment, strong connectivity and a concentration of public-sector leadership that gives it scale, purpose and delivery potential.

A unique opportunity to work with us to shape Aylesbury, delivering a town centre fit for a strategic county's future. This is not simply a town centre regeneration programme—it is the primary platform through which Buckinghamshire will deliver and capture growth across the county.

The Town Centre Programme will deliver:



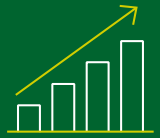
c.5,000 new homes
Housing-led development at the heart of the town centre



A coordinated programme
A portfolio of council-owned, strategically-located sites is being brought forward as a single managed investment platform



An enabling public partner
Land control, planning alignment and willingness to co-invest



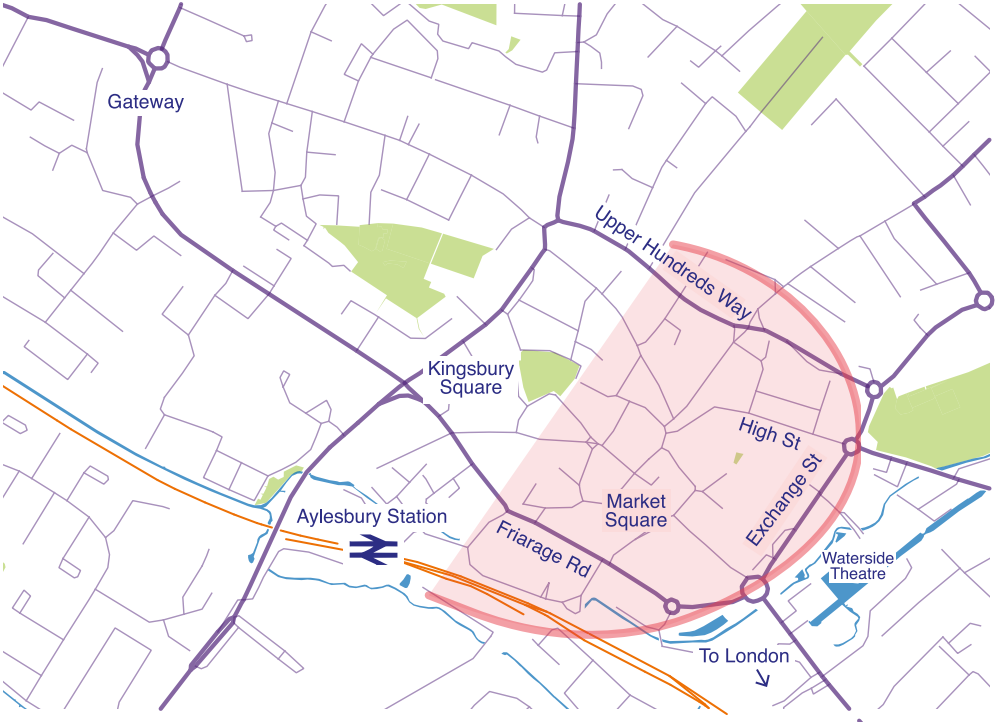
Employment growth
To assist Buckinghamshire to achieve a 2% per annum GVA growth target



A long-term approach
Phased delivery aligned with market conditions and infrastructure provision


ROCOCO

Principal Area of Change



Developing a strategic framework that links opportunities at key gateways and the commercial core will unlock the significant potential for growth within Aylesbury town centre.

— Rail line

Our Opportunity Sites

Council ownership provides control, certainty and flexibility in delivery.

A core portfolio of strategically positioned sites forming the foundation of a high-impact regeneration partnership.

The Council's asset portfolio includes a range of opportunity types, providing flexibility for different investment and development approaches:

Large scale redevelopment opportunities within the heart of the town centre that can deliver a significant scale of development over the medium to long-term. For example Friars Square (Site 1)

Underutilised sites that can be brought forward earlier to build momentum, deliver early returns, and enhance town centre activity. For example the Pavilion Quarter (Site 2)

Gateway locations where development can strengthen arrival points, movement corridors and connections across the town centre. For example Friars Square Car Park (Site 3)

Heritage buildings that provide opportunities for sensitive redevelopment or repurposing, contributing to placemaking and identity. For example the Judges Lodgings and Old Courts Building (Site 7)

Central spaces that reflect Aylesbury's character and can provide enhanced public realm, activation and permeability. For example the Market Square (public realm)

The mix, scale and phasing of development will be tested and confirmed in partnership, ensuring that proposals are both commercially viable and aligned with long-term place objectives. For partners, this provides the ability to engage at different scales and across different phases of the programme.


Long-term opportunity
Medium-term opportunity
Short-term opportunity
Public Realm
1 Friars Square Shopping Centre
2 Pavilion Quarter
3 Friars Square Multistorey Car Park
4 New County Offices
5 Hale Leys Shopping Centre*
6 Waterside North Car Park
7 Judges Lodgings and Old Courts Building
8 Exchange Street Car Park
9 66 High Street
*in part ownership

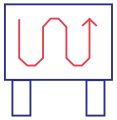


A Structured, Partnership-led Approach to Delivery

A coordinated, Council-led approach that reduces risk, accelerates delivery and enables long-term value creation.

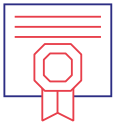
What the Council brings

Buckinghamshire Council will play an active role in delivery, bringing a combination of assets, capabilities and investment to support partners. The Council has both financial and people resource to support a long-term regeneration programme.



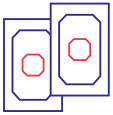
Planning certainty and alignment

A clear and supportive planning framework, with aligned policy, proactive engagement and a focus on delivery.



Land control and coordination

Significant ownership and influence across key town centre sites, reducing land assembly risk and enabling comprehensive development.



Investment capability

The ability to deploy capital selectively to unlock viability, support early phases and align interests with delivery partners.



Programme leadership

A coordinating role across sites, infrastructure and public realm to ensure delivery is sequenced, aligned and deliverable.



Infrastructure and place investment

Targeted investment in public realm, connectivity and enabling infrastructure to support development and enhance value.

How delivery will work

Phased implementation – bringing forward sites in a sequenced manner aligned to market demand and infrastructure delivery

Flexible structures – enabling a range of delivery models, including joint ventures, development agreements and site disposals

Coordinated planning and design – ensuring individual developments contribute to a coherent town centre framework

Alignment of public and private investment – using targeted Council intervention to unlock viability and accelerate delivery

Why this matters for partners

For investors and developers, this approach provides a level of certainty and coordination not typically available in town centre regeneration.

By combining public-sector leadership with private-sector delivery capability, the programme reduces early-stage risk, improves deliverability and creates the conditions for long-term value creation across the portfolio.

What the Council offers:

Committed & Stable

Ambitious

Long-term

Commercially Sound

Primed







Track Record

Our policy and strategy approach are aligned, creating a stable and supportive context to deliver sites:

- Corporate Plan Refresh in July
- Aylesbury Regeneration Strategy
- Buckinghamshire's Economic Growth Plan
- Producing a Local Plan this year, demonstrating a commitment to growth

A proven track record and aligned strategies provide confidence in Aylesbury's deliverability.

Buckinghamshire Council has a proven track record of delivering town centre regeneration at scale through partnership, investment and leadership.

Aylesbury:

- Delivered transformational regeneration including **The Exchange & Waterside**, and town centre housing through heritage asset conversion—unlocking footfall, evening economy activity and development momentum.

High Wycombe:

- Led complex, multi-year regeneration through the **Future High Streets Fund**, intervention at the **Former House of Fraser,** enabling the **Old Gas Works** brownfield site, and delivering major civic, public realm and employment-led projects across the town centre such as **Brunel Shed**.

Across both towns, the Council has demonstrated its ability to:

- Secure external funding and co-invest
- De-risk complex urban sites
- Coordinate delivery across multiple assets and stakeholders
- Adapt to changing market conditions while maintaining momentum

This experience underpins a confident, delivery-focused approach to the next phase of regeneration in Aylesbury.



Partner With Us

Buckinghamshire Council is ready to engage with investors and developers who can help shape and deliver Aylesbury's next phase of growth. We are seeking partners with the capital, capability and ambition to work across a coordinated town centre programme — from early business planning and masterplanning through to phased delivery.

This is an invitation to engage early in a flagship town centre investment programme—with clarity, scale and a committed public-sector partner. The Council is not simply marketing individual assets; it is creating a de-risked, investable pipeline where land control, planning alignment, infrastructure coordination and selective public investment can be combined to support commercially viable delivery.

Central to this approach is close collaboration: co-developing a masterplan, shaping the sequencing of development and establishing a robust, commercially sound business plan to support phased, long-term investment across the town centre.

The Council will take an enabling and coordinating role, contributing land, leadership and certainty, and where appropriate co-investing alongside partners, to reduce risk, align interests and create the conditions for confident decision-making and delivery across sites.

With our partner, we will establish a realisable business plan and coordinated framework for investment and delivery that both defines a long-term vision and maintains flexibility to adapt to market changes over time.

We are looking for delivery partners who can lead regeneration at scale, working collaboratively with the Council across a multi-site programme.

In particular, partners who can bring:



Ability to deploy capital at scale



Track record in complex town centre regeneration



Placemaking expertise, delivering high-quality, sustainable environments



Strong capability across development lifecycle



Ability to manage phased delivery



Alignment with long-term value creation and place base outcomes



Visionary, innovative, direct and resourceful, delivery

The Council is ready to co-invest and work in partnership to deliver Aylesbury's future.

To connect

To find out more about the projects featured in this Prospectus, please contact:

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