

# Aylesbury Vale Advantage



A vision for the future

a series of partnerships and developing initiatives that will promote the Aylesbury Vale area as a great place to live and work



a well-balanced and thriving area to meet the needs of everyone in the community

## Aylesbury Vale Advantage Framework for Action

Aylesbury Vale is set for an exciting future. As part of the Government's Sustainable Communities Plan, it has been designated one of four main growth areas in the south east. Over the course of the next thirty years, the town of Aylesbury and the neighbouring area will undergo a significant dynamic programme of new housing provision and commercial enterprise.

Aylesbury Vale Advantage (AVA) is charged with setting up and managing a structured and sustainable framework for action. It is responsible for establishing a series of partnerships and developing initiatives that will promote the Aylesbury Vale area as a great place to live and work.

AVA has brought together private enterprise and public agencies to support this dynamic initiative and to help shape the core strategies and plans; and the Board reflects the many strands of local commercial activity and community interests, the sources of economic and social capital.

## Building for the Future

'This is a time of great opportunity for Aylesbury Vale. Absorbing so many new homes and jobs into existing communities will present a number of challenges for all the authorities involved. However, by bringing together local representatives from so many fields, we'll have a chance to help create a well-balanced and thriving area to meet the needs of everyone in the community as the district continues to grow.' [Sir Nigel Mobbs KSt.J, JP – Chairman AVA](#)

## Driving Growth

The Government's Sustainable Communities Plan defines the way in which higher levels of growth in housing, employment and related community facilities and infrastructure can be delivered. The Office of the Deputy Prime Minister (ODPM), the lead for the Sustainable Communities Plan, has guided the setting up of new Local Delivery Vehicles (LDVs) structures to meet the challenges facing these growth areas.

The main task for AVA, the local development vehicle for Aylesbury Vale, will be to meet central government targets for the delivery of economic and social development that includes housing, employment, infrastructure, health and community facilities, and

to ensure that these are provided to the right quality and standards. A key responsibility will be to facilitate sustainable growth without compromising the essential character of the district.

Aylesbury Vale is ideally situated for both living and working



## Ideas into Action

Aylesbury Vale is already witnessing the start of an ambitious development programme aimed at building on success and capitalising on the potential that already exists in the area.

Attracting £1.7 million of ODPM funding, Kingsbury has enhanced an important part of the town using imaginative design. The largely pedestrianised square has given people a pleasant place to meet in the heart of Aylesbury and created a space for community events.

Aylesbury town centre is also looking forward to a major redevelopment scheme by Crest Nicholson. Waterside, which covers 10 acres, will create a new shopping area that will link Market Square, the High Street and Hale Leys shopping centre with Exchange Street. Proposals for Waterside include a major department store and supermarket including shops, cafés and restaurants; a new car park above the new shops; a theatre/multi-use entertainment centre; and a hotel. The development will additionally open up the canal basin for public enjoyment and for a new residential quarter.

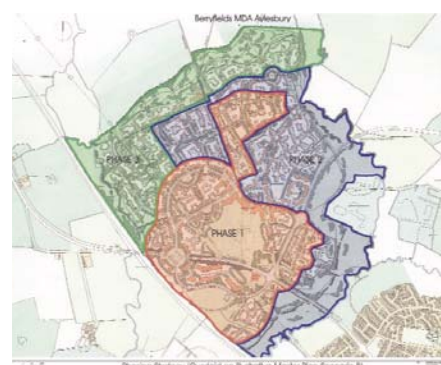
An important first step towards the realisation of Waterside is the redevelopment of 4.2 acres in Walton Street. The site will provide approximately 200 new homes, including affordable housing, and a new multi storey car park.



Watermead and Fairford Leys are two recently completed developments, which have provided a cross-section of variously styled homes including affordable housing. Berryfields and Weedon Hill are two major development areas (MDAs) that will continue this theme with supporting infrastructure in the form of schools, retail outlets and transport links. Studies are being carried out to identify the impact of these MDAs on the local environment.

To match the increase in the workforce, employment opportunities will be created both through inward investment and through the development of sites such as Aston Clinton. Meanwhile, Aylesbury College's new build programme extends the scope of the college's facilities, allowing it to mould its curricula to meet the requirements of existing employers and new commercial operators coming into the Vale.

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## Making it work

Business innovation is best illustrated by two real examples which help to put the district on the map as a significant commercial centre.

### COM DEV EUROPE

As a leading company in the highly specialised field of microwave and electronics design, COM DEV Europe has been based in Aylesbury since 1984. Supplying complex equipment, technology solutions and subsystems for space and terrestrial applications, it has produced hardware for over 45 European and North American satellite programmes since 1988, and has an impressive list of clients who are major players in their respective sectors. These include Alcatel, Boeing, Astrium

and SS/Loral, together with governmental agencies such as ESA, BNSC and MOD UK.

Whilst maintaining important links with internationally recognised centres of technical excellence, COM DEV Europe is also an active member of the UK and European space industry. As such, the company has a close association with the British National Space Centre (BNSC) and ESA through its involvement in committee and working groups.



### CHILTON BUSINESS CENTRE

Located just 10 minutes from the M40 and close to Aylesbury, Oxford and Thame, Chilton Business Centre occupies a commanding view over some of the most stunning scenery in the county of Buckinghamshire. Housed in a blend of attractive red-brick and timber-framed buildings, which together make up the historic Chilton Estate, the Business Centre offers the ideal setting to a mix of small yet very vibrant and dynamic companies.

Quality design, attention to detail and

imaginative finishes have combined to preserve the tranquillity and essential beauty of 18th century surroundings; whilst a series of strategic services, such as the very latest in communications technology and superior conference facilities, have laid the foundations of a technically advanced 21st century business environment. Playing host to top ranking companies, Chilton Business Centre is a successful enterprise in its own right and a beacon for the best in rural economic development.



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## An Enterprising Environment

One of the fastest growing districts in the UK, Aylesbury Vale has a resident workforce that offers a diversity of relevant skills to serve the varied industries and businesses that already flourish in the Vale.

Existing successful industry clusters include printing and publishing and high grade precision manufacturing, the latter often being part of an intricate development process feeding into the aerospace and automotive sectors. Much of this activity is carried on in purpose built industrial parks, while many smaller, often high-tech, innovative enterprises are located in business centres within rural environments. In the town itself

there is a mix of public and private sector employment. Aylesbury is the home of the County and District Council, and is a centre for HBOS, the major financial services company.

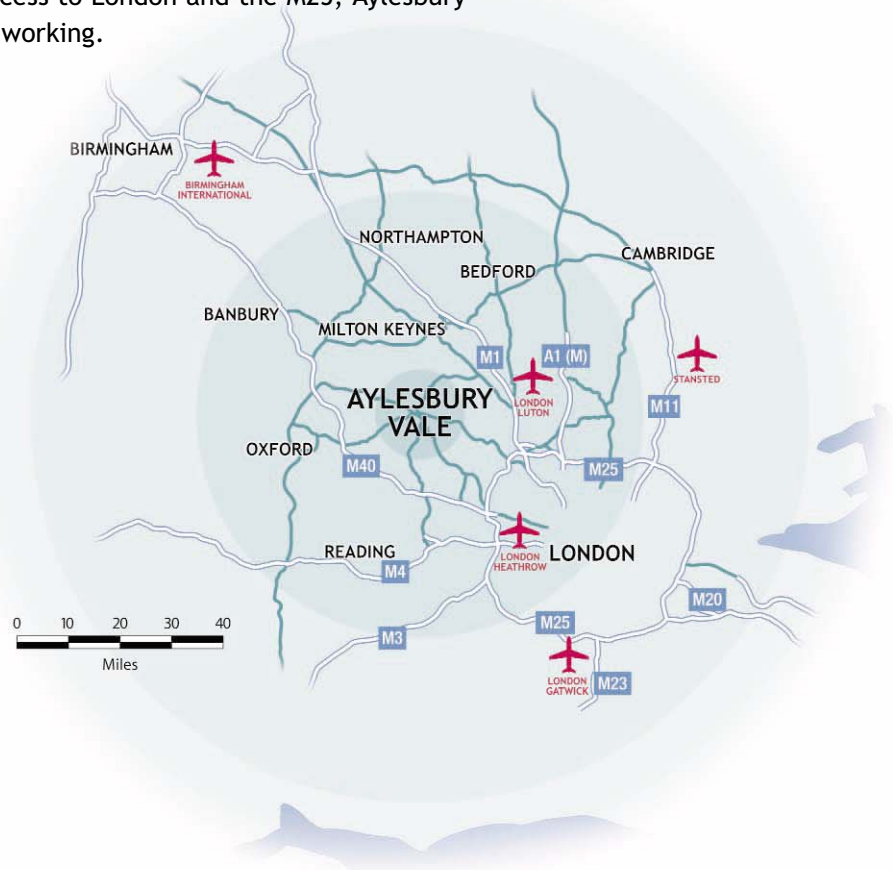
Competitive commercial rents make the Vale a desirable business location; and, as part of the growth strategy, significant new business and enterprise parks are planned.



## The Location for Sustainable Growth

Strategically positioned for easy links to Milton Keynes, Oxford and Northampton, and close to the M40 and A41 for ready access to London and the M25, Aylesbury Vale is ideally situated for both living and working.

The next few years will witness improvements to Aylesbury's transport infra-structure, the re-development of the town centre and the growth of well planned business and quality housing developments. The natural beauty of the area acts as a powerful draw both to visitors and to those who want to live and work in the Vale. This, together with a range of thriving leisure activities for all age groups and catering to most interests, makes Aylesbury Vale a vibrant community that offers a high quality of life.



## Our Partners

Aylesbury Vale District Council (AVDC)  
Buckinghamshire County Council (BCC)  
English Partnerships (EP)  
South East England Development Agency (SEEDA)  
The Vale of Aylesbury Primary Care Trust (PCT)

**Managing Director**  
Gregory Lomax

**Chairman**  
Sir Nigel Mobbs, KSt.J; JP

## The Board

Members of the Board operate in the context of the Members' Agreement, the Articles of Association and general Company Law. They represent not only the key statutory agencies that are involved with creating sustainable communities, but other interested parties from the broader community, namely the voluntary, business and environmental sectors. As a body, they act as the collective driving force of Aylesbury Vale Advantage, the Local Delivery Vehicle.

Together with the Chairman and the Managing Director, the members' overriding responsibility is to help turn the vision of Aylesbury Vale into reality.

[www.aylesburyvaleadvantage.co.uk](http://www.aylesburyvaleadvantage.co.uk)

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