



case study
Come and live in Aylesbury

avdc

PR campaign to encourage
businesses & house owners to
relocate to Aylesbury

avdc the brief

A place marketing project in order to raise the profile of Aylesbury Vale amongst key target audience.



avdc the solution

BFC giving ongoing PR support for campaign to promote AVDC. Focus on key factors to raise interest amongst audience and journalists.

the result

Key coverage in The Times (focus on piece) worth approx £20,000. Cuttings also achieved in Building and regional papers.

£236
The average price per square foot of property in Aylesbury Vale
Source: Hometrack

18.6%
The increase in house prices in Aylesbury Vale over two years
Source: Hometrack

35.4%
The increase in house prices in Aylesbury Vale over four years
Source: Hometrack

£25m
The cost of the new arts and entertainment venue in Aylesbury
Source: Hometrack

Property Type	2010	2011	2012
All properties	280	380	390
Detached	300	400	410
Semi-detached	250	350	360
Terraced	200	300	310
Flats/apartments	150	250	260

House price trends: +8.8% (2010-2011), +8.8% (2011-2012)

