

# Swindon

## Town Centre Regeneration





# Town Centre Vision

## Swindon. A clever move

Well connected

Innovative

Welcoming



### DRIVING OUR ECONOMY

A high performing  
centre.



### EASY TO GET TO

A place which is easy to  
move around and accessible  
for all.



### MORE THAN SHOPPING

A place that responds to  
people's needs and offers  
positive, face to face  
experiences in a digital age.



### TOWN CENTRE LIVING

A place that offers urban  
living where people can  
walk to work and play.



### SAFE, CLEAN AND GREEN

A place that people  
enjoy being.



### HERITAGE

A commitment to  
our local character  
and identity.



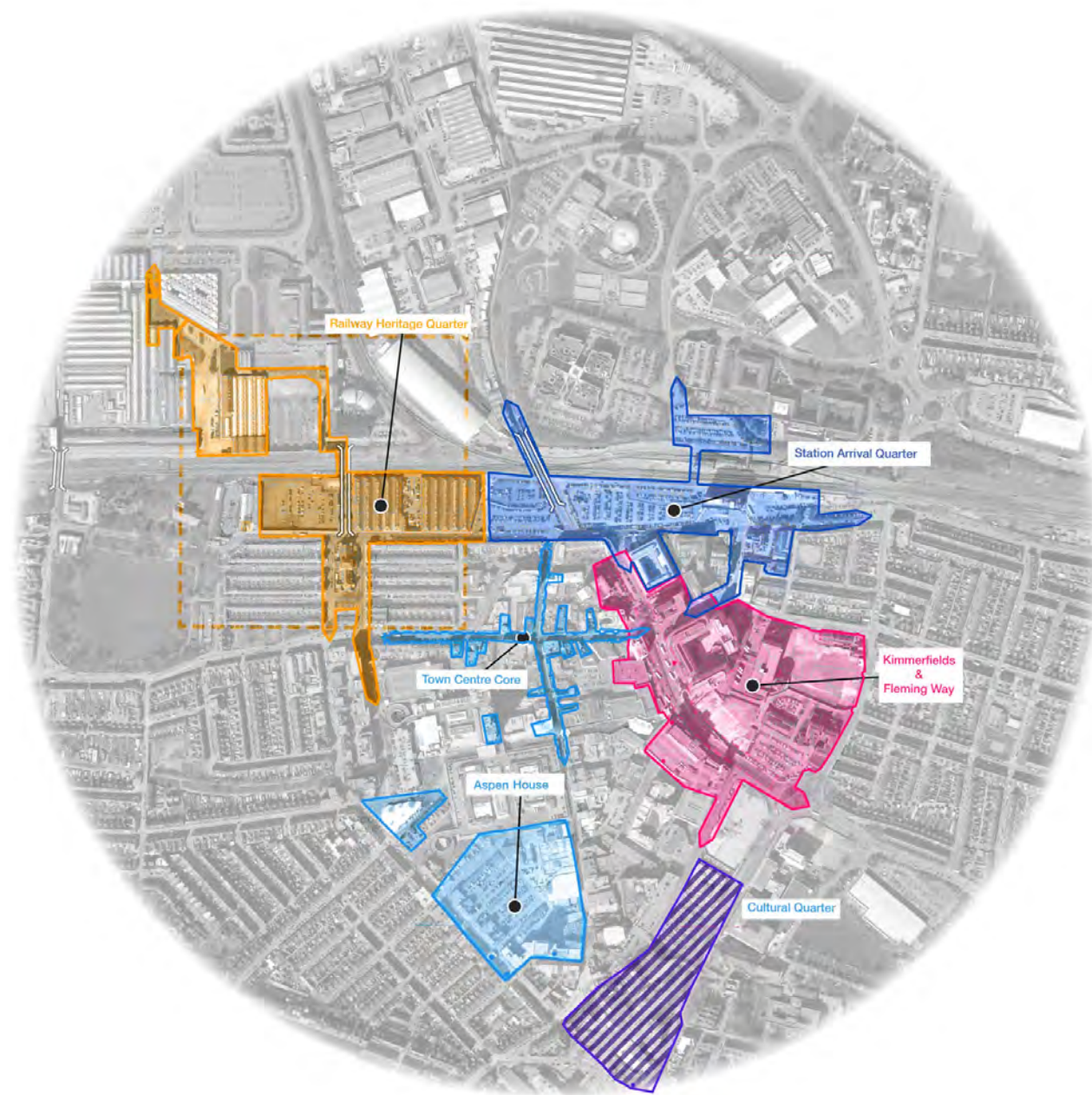
### COMMUNITY LEADERSHIP

A place where people  
cooperate to realise its  
potential.



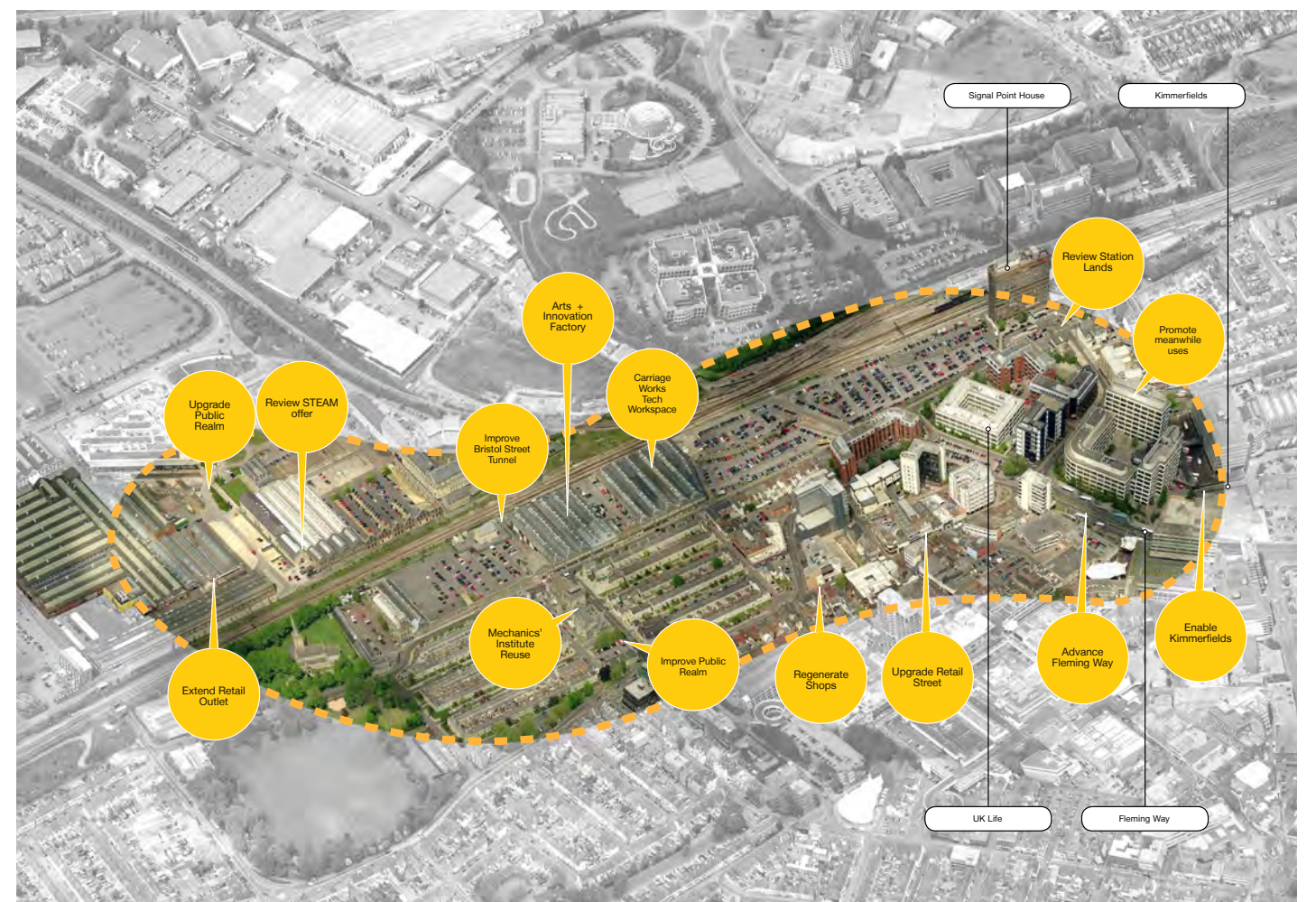
# Town Centre Vision

## Masterplan



## Delivery Plan

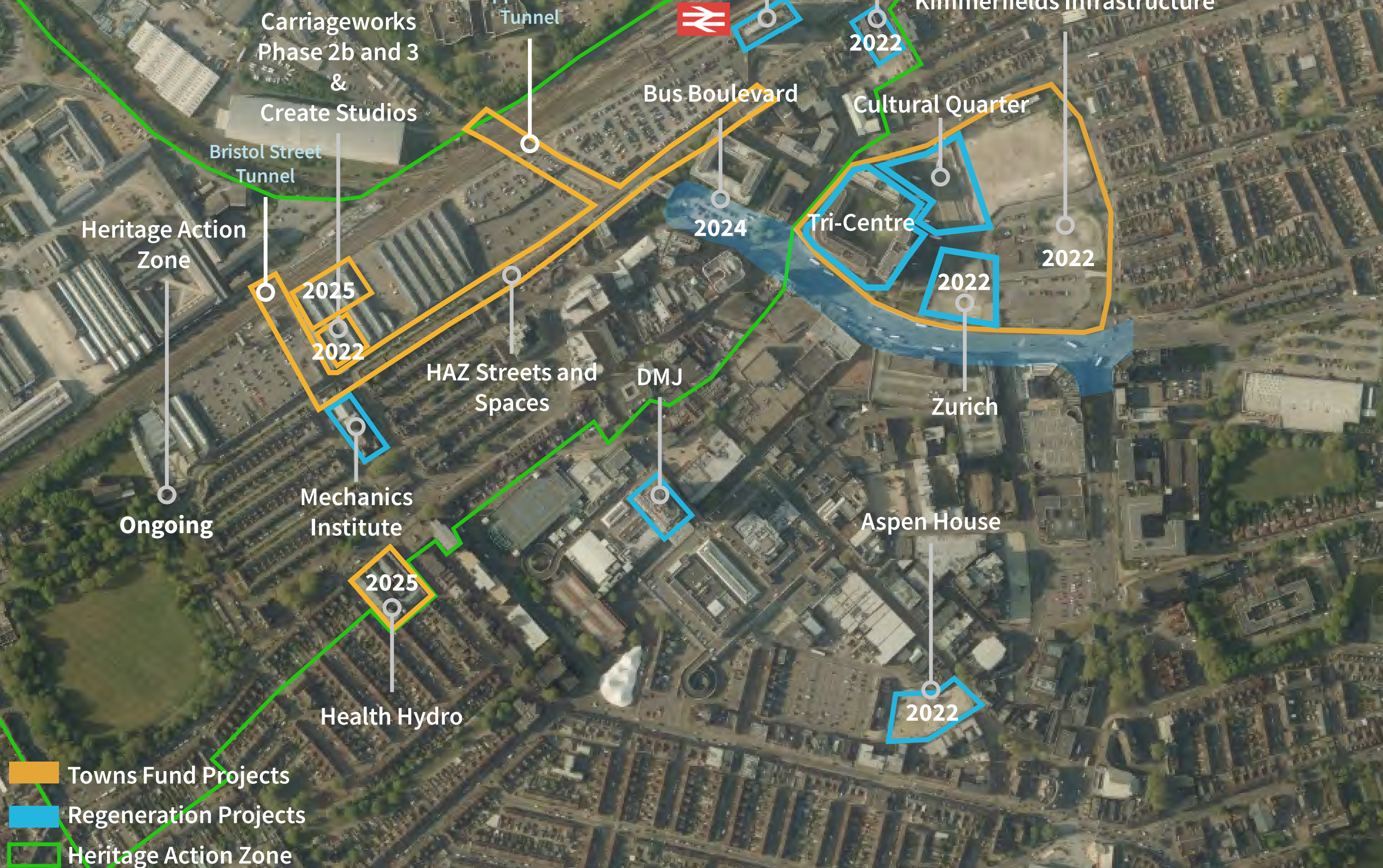
A series of schemes clustered around an 'arc of opportunity' reconnecting the town centre to its unique heritage, culture and transport hubs





# Regeneration Projects

Projected Timelines





# Bus Boulevard

## Mixed use regeneration

- New £33m public transport interchange creating welcoming environment for bus users in single location at heart of town
- SBC secured £25m government grant from **Future High Streets Fund**
- Improves connectivity between train station and town centre, creating safer, more legible route
- Removal of bus station enables delivery of new Cultural Quarter, attracting footfall
- Introduces greenery to area and complements other regeneration schemes
- Anticipated construction period of two and a half years completing in 2024





# Kimmerfields

## Mixed use regeneration

- New mixed-use district in underutilised 20 acre zone between Swindon railway station and retail core
- Outline consent for up to 600,000 sq ft. office space & 450 homes
- Strategically important site improving product quality and rental values, creating confidence in Swindon as a place to invest
- Working with Zurich to build new Grade A 100,000 sq ft. office
- On site with 18 month build and staff in occupation Autumn 2022
- Incorporating Cultural Quarter with new theatre, art pavilion and media centre

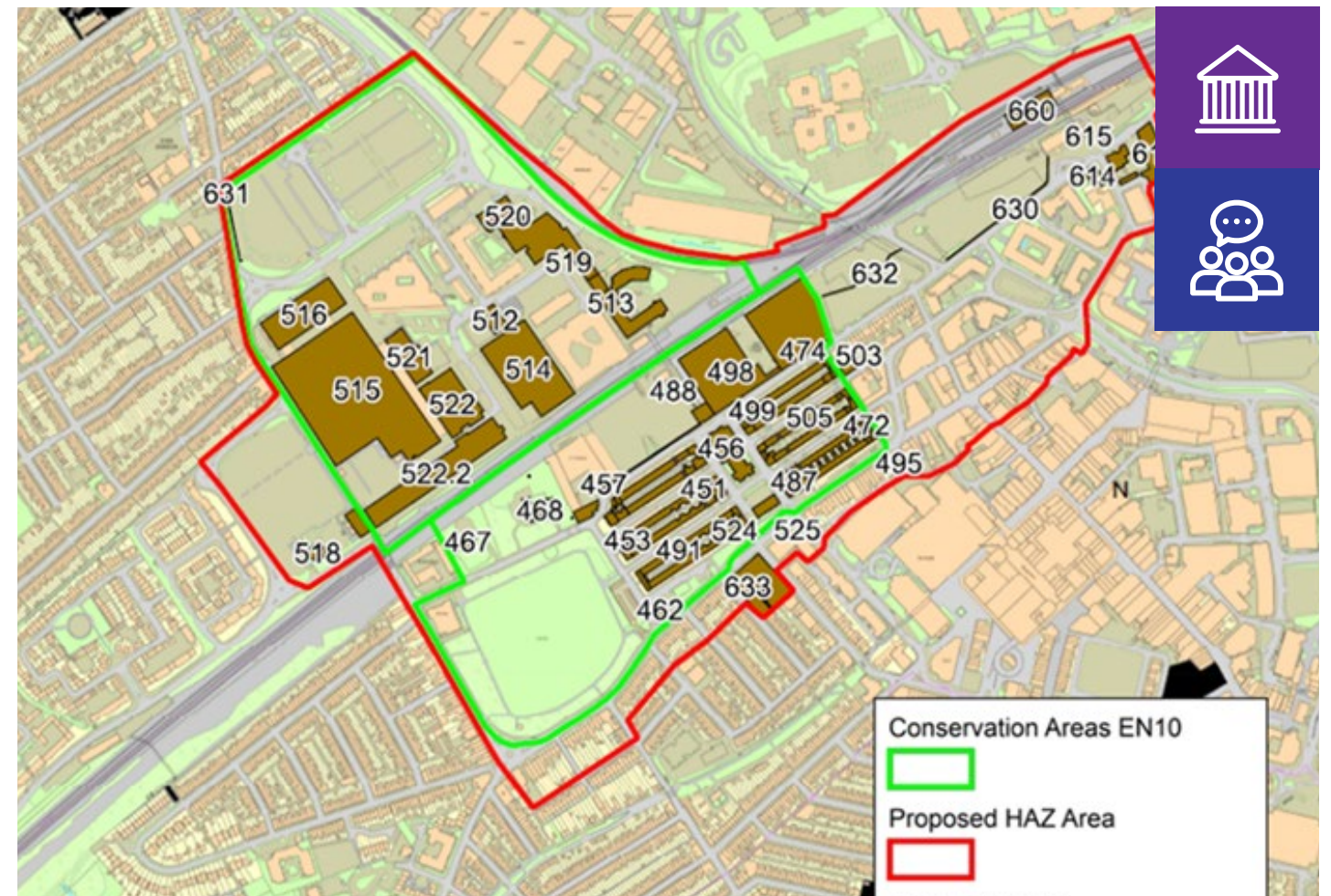




# Heritage Action Zone

## Enhancing our historic buildings

- 5 year £1.6m partnership with Historic England focusing on area around Swindon's historic railway village
- Delivering enhancements to key historic buildings such as the Health Hydro, Cricketers, Carriage Works, Mechanics Institute and GWR Park
- Footpaths, signage and public spaces will be improved to connect to wider town centre
- Branding strategy being formulated





# The Carriageworks

## Innovative working spaces

- Investment in the Carriage Works created outstanding workspaces for creative entrepreneurs and startup businesses at Workshed
- Redevelopment builds on Council commitment to finding sustainable uses for its heritage sites
- New Cultural Heritage Institute (Royal Agricultural University) completed in September 2020, offering exciting place to learn and develop skills needed for heritage sector
- Unit 9 will house Innovation Centre for Applied Sustainable Technologies (led by University of Bath)





# Institute of Technology

## STEM based learning



- £21 million government funded project to create Higher Education technical courses on state of the art college campus
- Offering high quality, employer led technical education to close skills gaps in STEM subjects
- Phase one scheduled to open Autumn 2021
- Diversifies uses at North Star

# Swindon Train Station

## Easy to get to



- Signal Point back in possession of Network Rail
- Electrification has reduced journey times and improved quality of travel



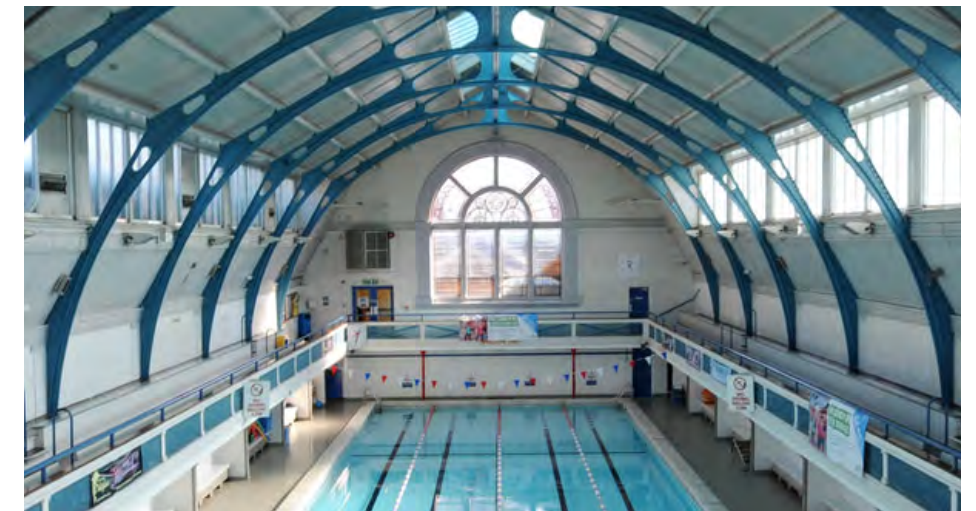
# Towns Fund

Swindon was given an opportunity by Government in 2019 to bid for up to £25m as part of the £3.6 billion Towns Fund.

Projects were selected due to unique capability to deliver transformational change and meet Towns Fund objectives.

In March 2021 Swindon secured £19.5m from the Fund including the following projects:

- **Health Hydro** - Revitalising an historic leisure destination
- **HAZ Streets and Spaces** - Upgrading major thoroughfares in the heritage area to improve wider connectivity
- **Carriage Works Phase 3** - Conversion of listed buildings to 33,000 sq ft. of commercial space
- **Kimmerfields Phase 2 Infrastructure** - New utilities, access, roads and landscaping to enable vital development
- **Digital Media Space at Carriage Works**





**Towns Fund Projects Map**

Sheppard Street Tunnel

Carriageworks Phase 3 & Create Studios

Bristol Street Tunnel

Station Road

Kimmerfields Enabling Infrastructure

HAZ Streets and Spaces

Health Hydro

Heritage Action Zone

Ongoing



## Sheppard Street Tunnel



# Carriageworks Phase 3 & Create Studios

## Bristol Street Tunnel

## Station Road



# Kimmerfields Enabling Infrastructure

## HAZ Streets and Spaces

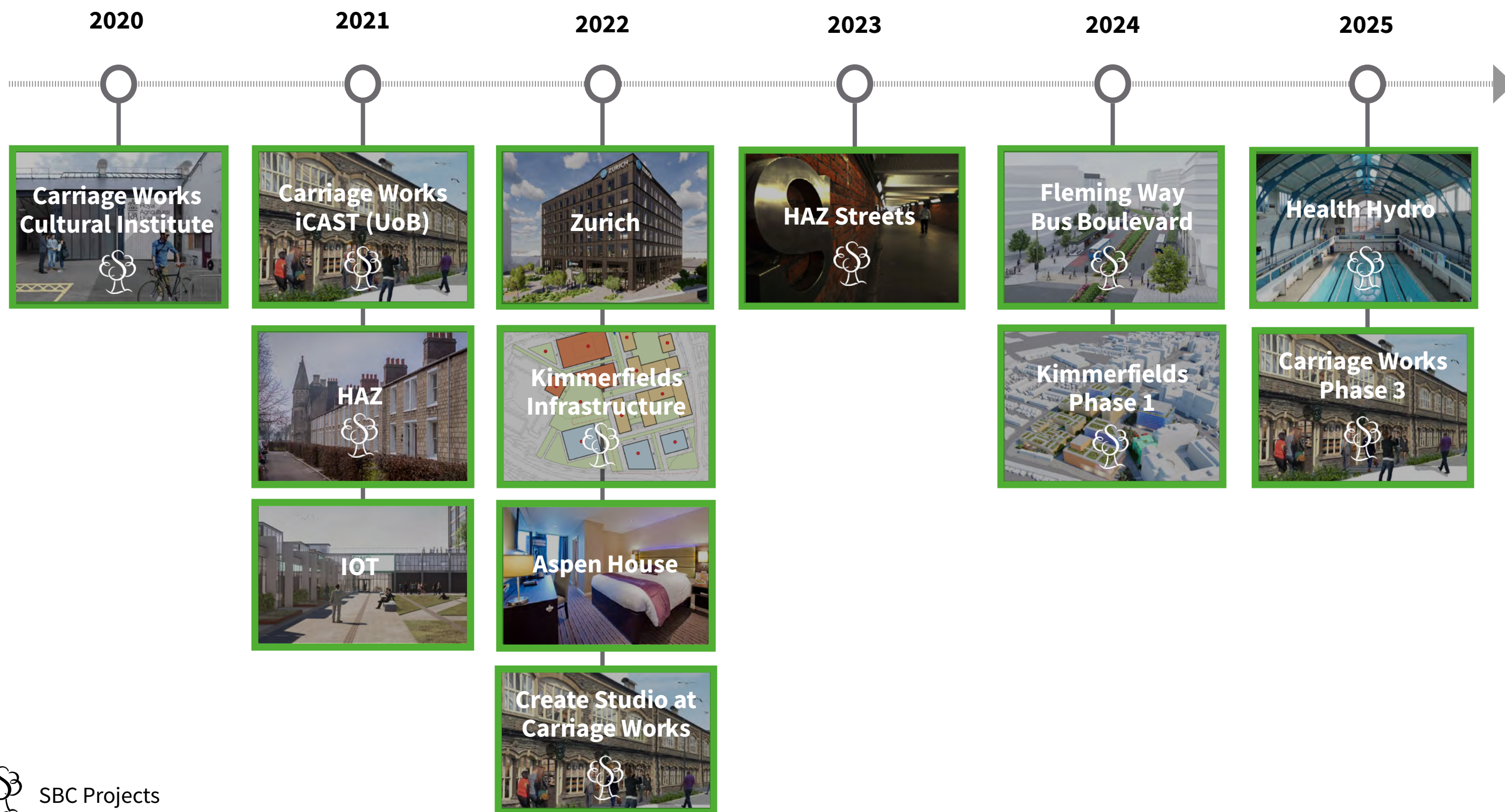
# Health Hydro

## Heritage Action Zone

## Ongoing



# Timeline





An aerial photograph of a city at sunset. The sun is low on the horizon, casting a warm glow over the city. The sky is filled with dramatic, dark clouds. The city below is a mix of residential and commercial buildings, with a prominent church spire visible in the distance. The overall mood is contemplative and hopeful.

# Change is happening

Photo by Peter Albanese