



SWINDON

Town Centre Overview

Over £100m planned for projects across Swindon Town Centre



1. Cultural Heritage Institute by Royal Agricultural University 2. Health Hydro 3. Fleming Way Bus Boulevard 4. Swindon Art Pavilion & Kimmerfields Park
5. Swindon & Wiltshire Institute of Technology 6. The Carriage Works 7. Zurich

And over £1 billion across the borough



8. The Workshed 9. Panattoni £700m Honda investment and £400m Amazon investment 10. Kimmerfields 11. Premier Inn at Aspen House
12. Swindon Cultural Quarter 13. Swindon Heritage Action Zone 14. M4 Junction Upgrades

Reconnecting the town to three key strands

Heritage



1

Culture



2

Transport



3

Creating a strong sense of place by reconnecting to culture and heritage

Development focused around an
‘Arc of Opportunity’

Schemes clustered around the rail station & railway village reconnecting town centre to unique heritage, culture and transport hubs

£33m Towns Fund & £33m FHSF programmes are investing in projects that support our heritage and culture to enhance the Centre as a destination.



Town Centre Overview

Towns Fund

In March 2021 SBC secured £19.5m from the Towns fund to invest in heritage, cultural and mixed use projects. An additional £13.5m of contributions total £33m of investment in these transformational projects

- **Health Hydro (£6.5m)** - Repurposing Baths into modern leisure facility
- **HAZ Streets and Spaces (£3.3m)** - Upgrading key thoroughfares in HAZ to improve connectivity
- **Carriage Works Phase 3 (£5.3m)** - Conversion of listed buildings to 33,000 sq.ft. of commercial space
- **Kimmerfields Phase 2 Infrastructure (£16.7m)** - New utilities, access, roads and landscaping to enable vital development
- **Digital Media Space at Carriage Works (£1m)** - Providing film, studio and teaching spaces within a new Carriage Works unit
- **Town Centre Market (£0.25m)** - To develop a modern, vibrant market hall



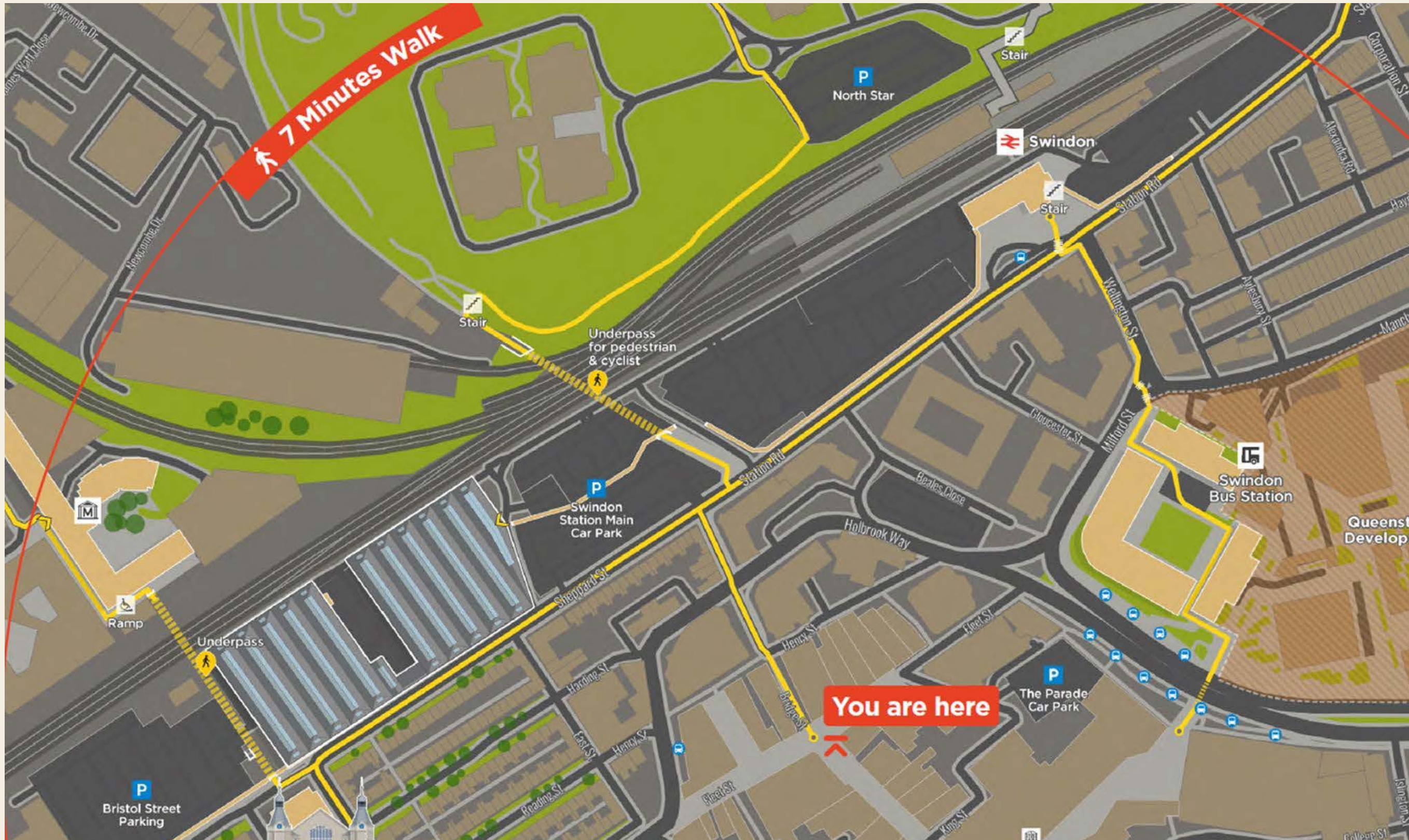
Town Centre Overview

Shaping the Diversification of the Town Centre



Town Centre Overview

Introducing Enhanced Signage and Wayfinding



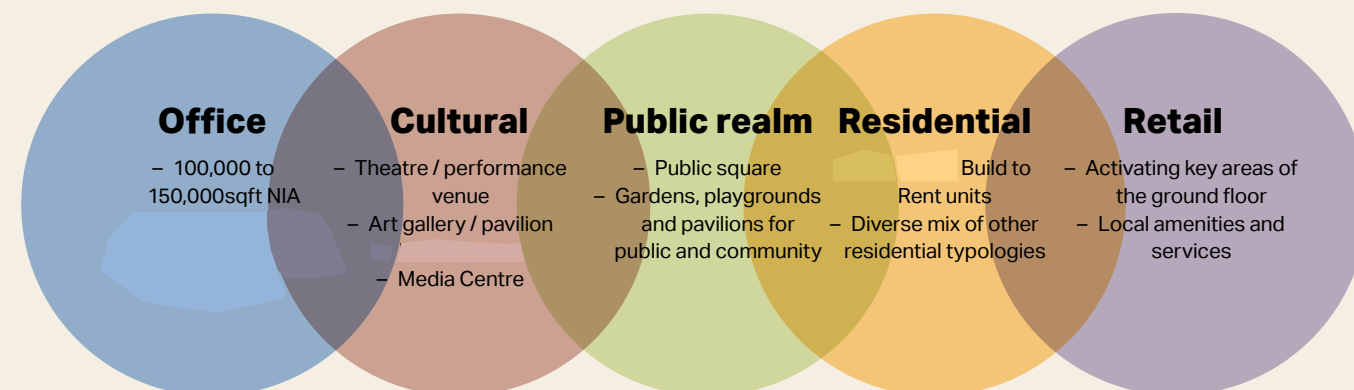


SWINDON

Projects

Kimmerfields

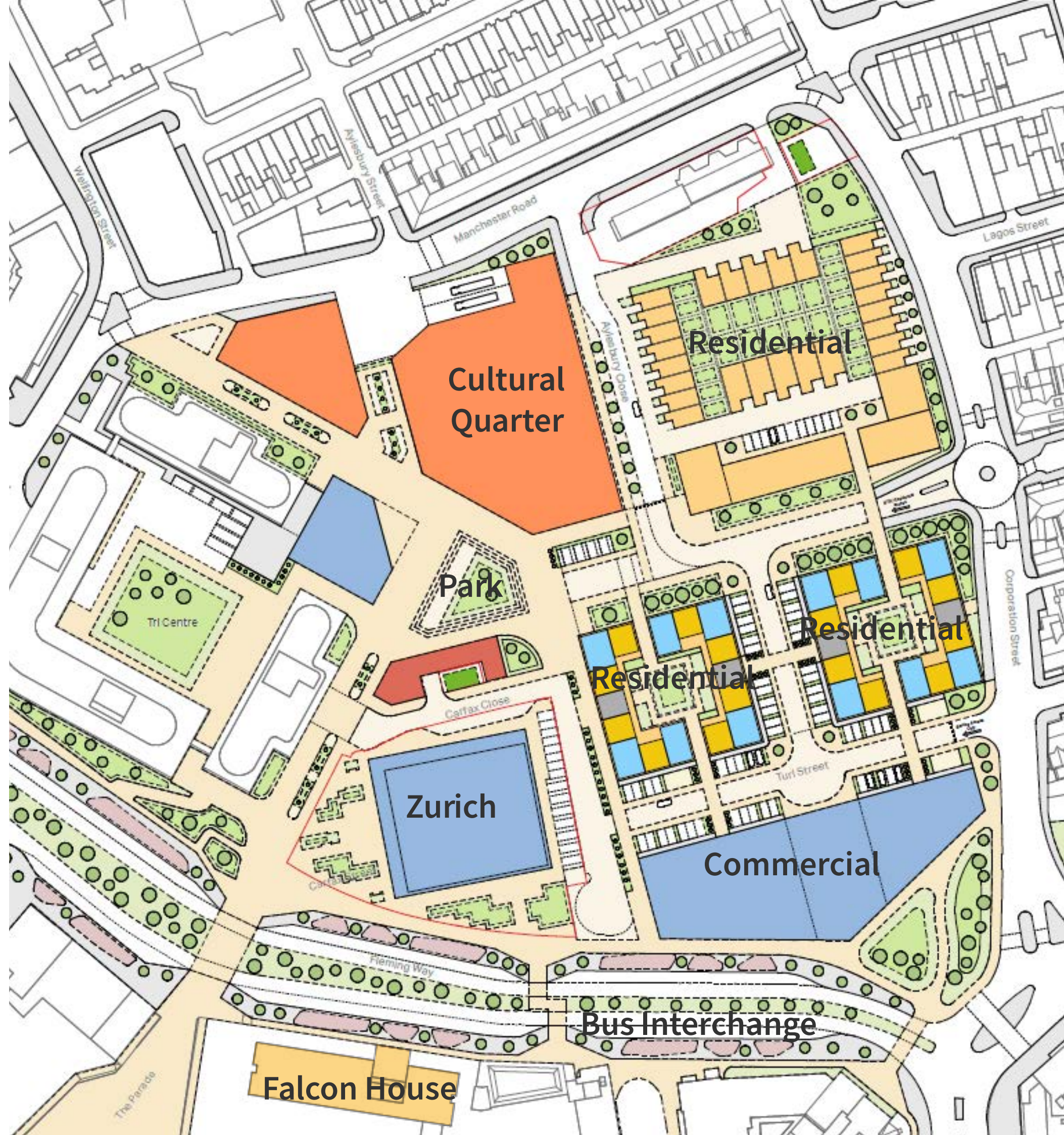
A mixed-use masterplan



Kimmerfields

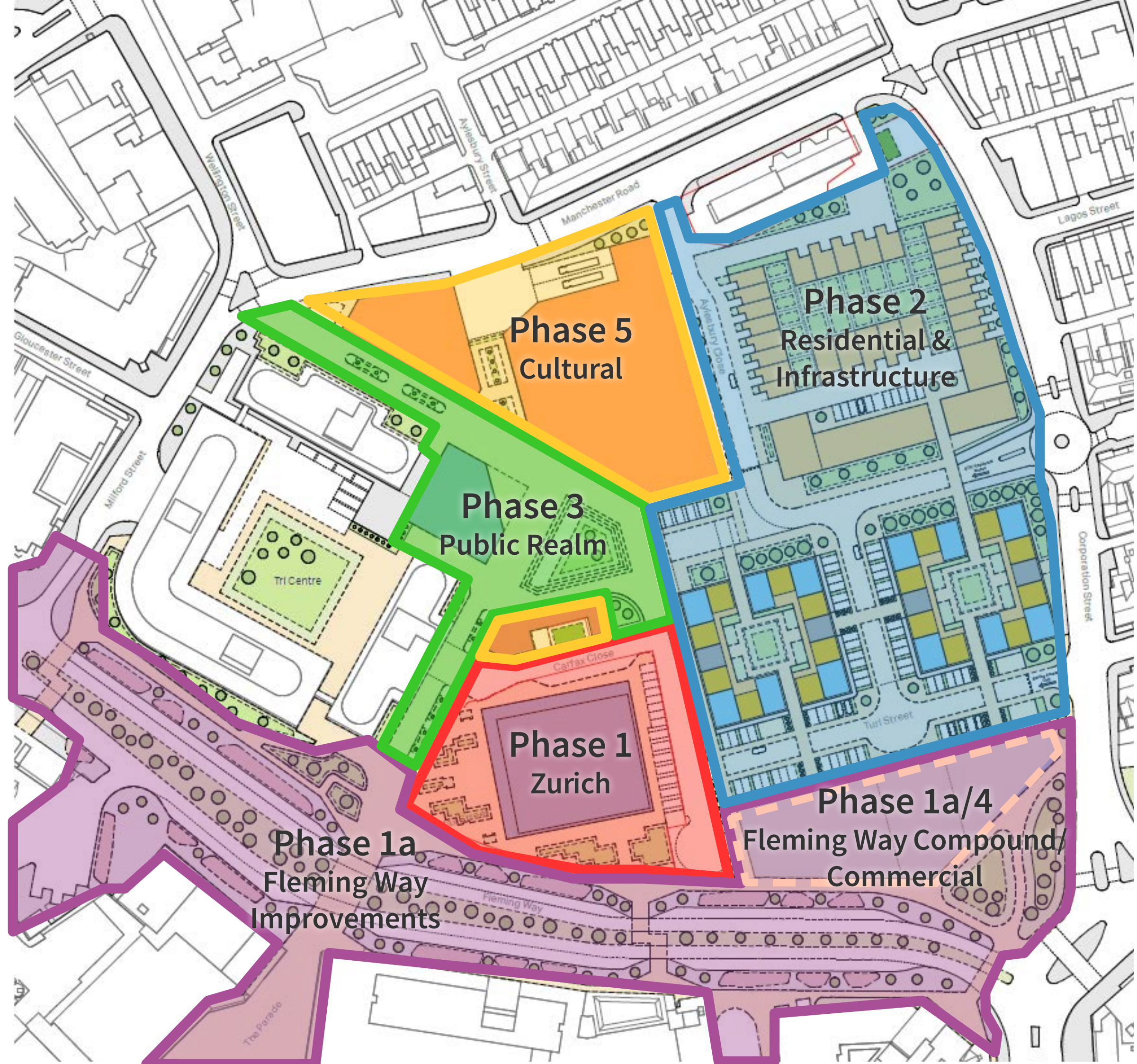
Masterplan

- Cultural Quarter with 1200 seat theatre
- Flagship Zurich Offices (100,000 sqft)
- 200,000 sq ft additional commercial space
- Up to 250 homes
- Town centre park
- Fleming Way improvements - new bus interchange, improved public open spaces and new cycle lanes
- Falcon House under refurbishment
- UK Life Sciences building under refurbishment



Kimmerfields

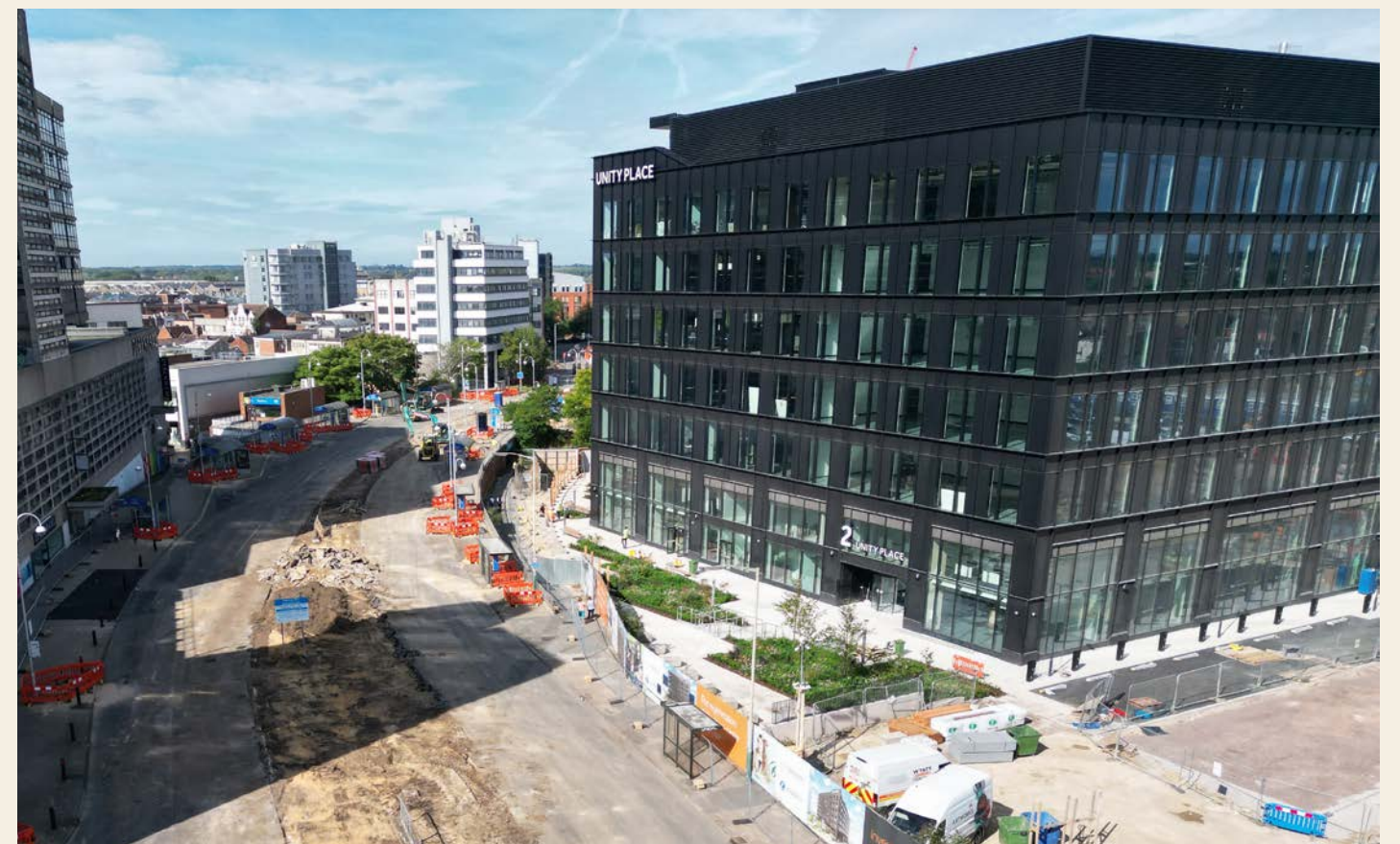
Phases



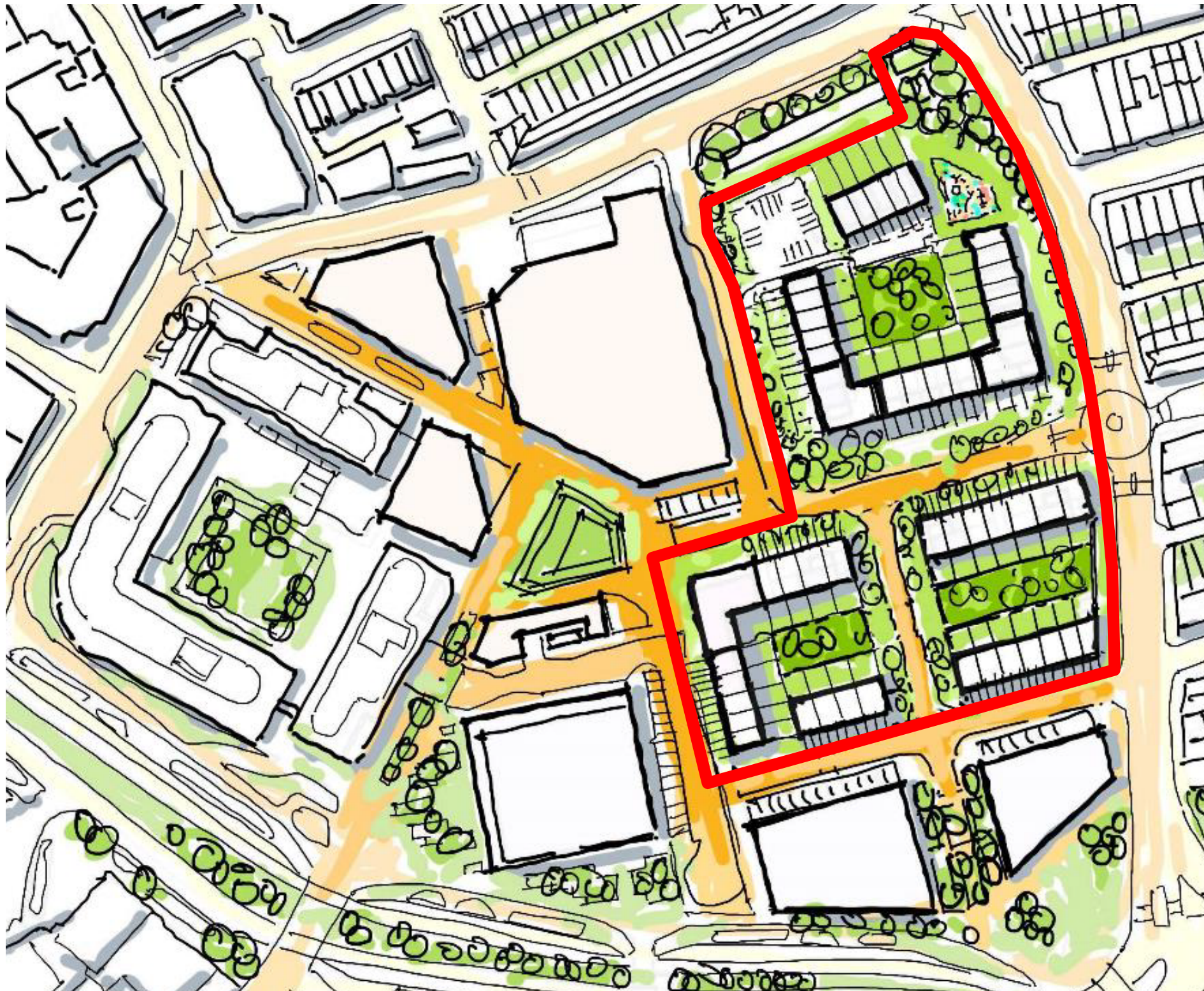


Kimmerfields Zurich

- Has now achieved Practical Completion
- Infrastructure works also complete. These works include new drainage, street lighting and roads and pavements to enable Zurich to access Unity Place
- This will bring more footfall and local spend to the town centre, kick starting delivery of the masterplan and improving perceptions of masterplan deliverability.



Kimmerfields Residential Plot

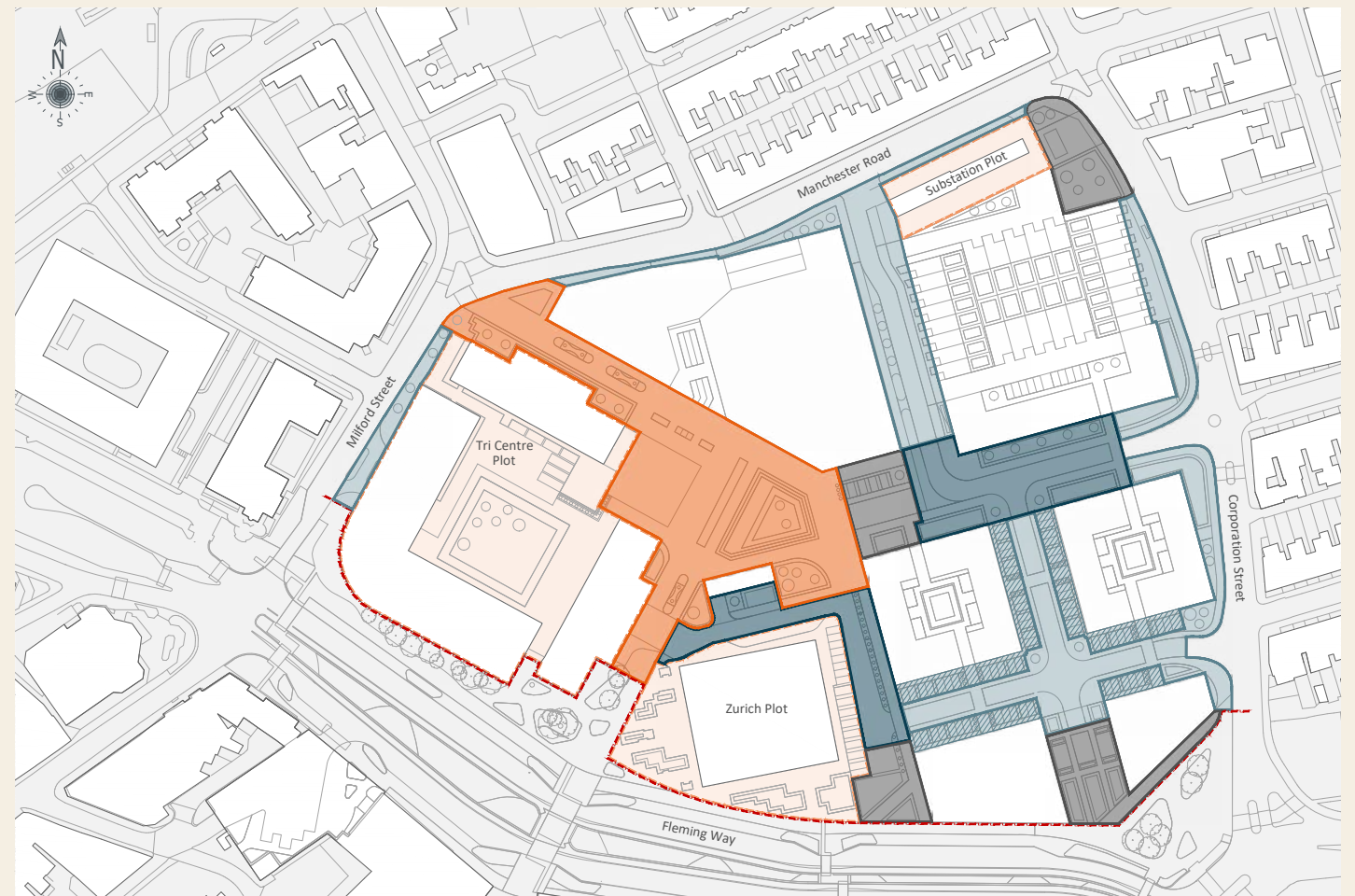


- SBC Cabinet have approved the sale of the residential plots to a developer and Heads of Terms for the sale have been agreed. The contract is due to be agreed by the end of 2022.



Kimmerfields Infrastructure

- Design team has commenced design of wider Kimmerfields site infrastructure (Phase 2) with works due to commence on site 3rd quarter 2023
- This will enable the next development parcel to come forward (the residential scheme at the north-eastern part of the site)
- Works will include a new Turl Street, a new road junction on Manchester Road, and a road joining Carfax Street
- Once Phase 2 (residential development) and Fleming Way works are complete, focus will be on demolition of existing bus station and creation of a new public park taking its place



KIMMERFIELDS DESIGN GUIDE

TIER I MATERIAL PALETTE

Feature palette of sustainably sourced natural materials for focus areas within key public spaces that demonstrate high quality, distinctive design. Integrate bespoke features that are multifunctional such as landscape and seating pieces

with public art to enhance local character and wayfinding to encourage people to dwell and feel comfortable.

Green infrastructure is to be integral to the overall design combining a soft landscape scheme with open SuDS features to provide a place making benefit and engender a connection with the natural world.

Footways



Landscaping



Lighting



Street Furniture





Kimmerfields

Fleming Way Improvements

Fleming Way Improvements

- Funded primarily by Future High Street Fund, this project will see the major upgrade and transformation of Fleming Way as the main gateway to the town centre and underpins the regeneration of neighbouring sites
- Improves connectivity between train station and town centre, creating a safer, easier to understand route through the town
- Delivers a new bus interchange with vastly improved open spaces, new cycle lanes that link up the main cycling routes across the town
- Open space designed to increase biodiversity via new trees and bee-friendly plants and will generally create a more welcoming and modern space and feel to the town centre area.



Kimmerfields

Fleming Way Improvements

- The interchange will facilitate bus and coach services
- Existing bus station will be demolished. This space will be replaced by a new town centre park
- Subway removed to make road the same level as the shopping area and The Parade with a large pedestrian crossing
- Accessible toilets and changing facilities will also be provided as part of the new scheme
- **Project due to complete in Autumn 2024**
- Fleming Way is now closed and will be closed for approximately two years
- Demolition works of Parade Car Park to unlock the site are complete and alterations to the Whalebridge junction to offer straight ahead movement for vehicles has taken place





Kimmerfields Theatre

- Theatre is primary focus for Cultural Quarter
- Features 1200 seat -1800 standing theatre with 200 seat studio accommodating national touring theatre productions and standing music events
- Placing culture at Kimmerfields core adjacent to the new park demonstrates commitment to experience led development drawing substantial footfall through the day and night
- Industry experts are establishing optimum technical capability and informing a viable financial and commercial model for the theatre
- Appraisal has identified opportunity to place Swindon on the national touring map catering for west end productions
- Consultation reveals high levels of interest from the operator market, with formal expression of interest early next year





FALCON HOUSE

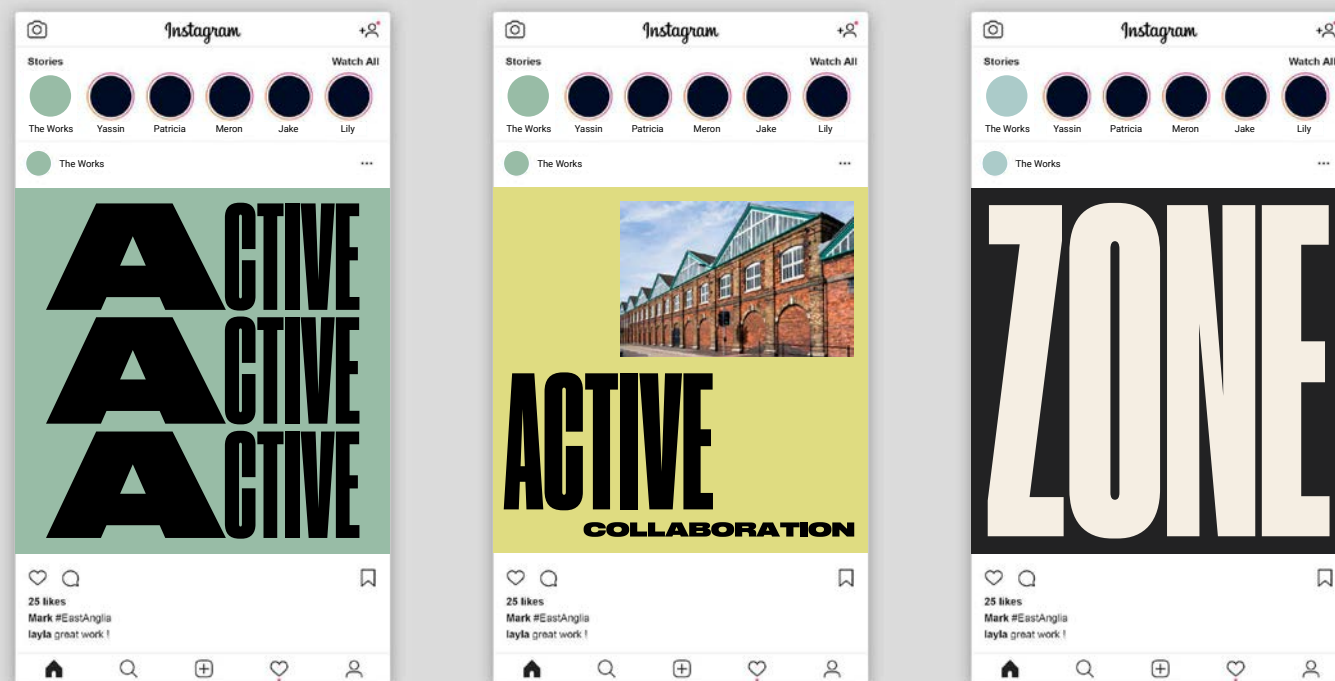
- Falcon House, which sits atop the former Debenhams store just off Fleming Way, is benefitting from an £8m transformation
- Work on site has commenced to convert redundant office into 65 high quality apartments over the next 18 months
- This will see the current concrete block replaced with a modern, glass exterior
- This demonstrates renewed private sector confidence in the area following significant public investment and brings forward more town centre housing



HAZ

- 5 year £1.6m partnership with Historic England focusing on area around Swindon's historic railway village
- HAZ Brand Guidelines complete

The Works - Brand Identity Guide



APPLICATIONS

The Works - Brand Identity Guide

P20



OVERVIEW

The Works - Brand Identity Guide

P3

Wordmark

THE
WORKS

Typesetting & Hierarchy

DRUK WIDE
DRUK CONDENSED (SUPER)

Moderat Regular + Moderat Bold

Wordmark + Strapline

THE
WORKS
Swindon's home for heritage,
knowledge and big ideas

Visual Language



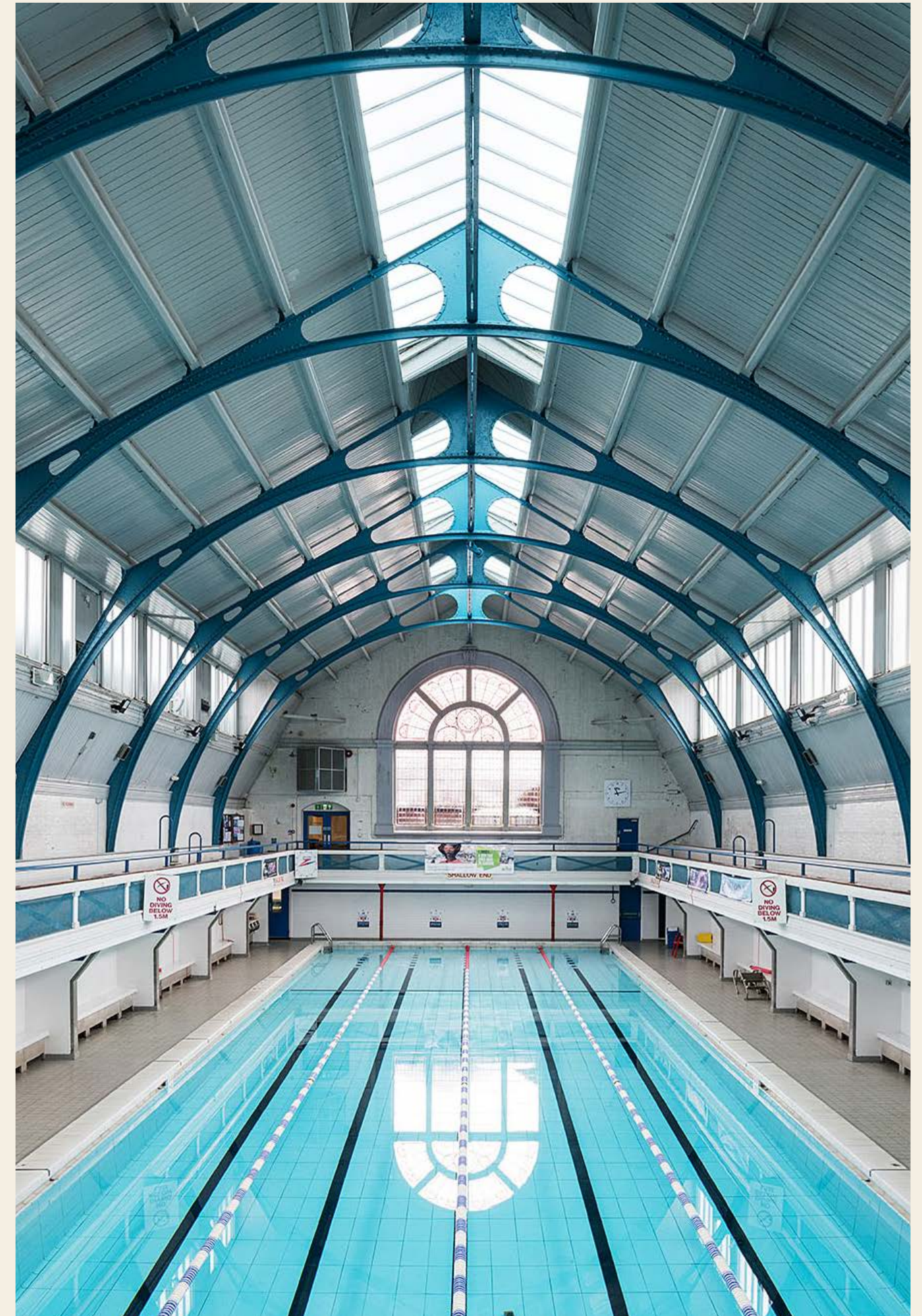
CARRIAGEWORKS

- Major Structural Works package complete
- Internal fit out of Units 7 and 9 progressing well. (The £17M Innovation Centre for Applied Sustainable Technologies (iCAST) and a Digital Media Space)
- 8 & 9 Carriage Works, London Street - Working with Commercial agent seeking potential tenants
- Working through Discharge of Conditions under listed building and planning consents
- Signage strategy being submitted for Listed Buildings Consent
- New Cultural Heritage Institute (Royal Agricultural University) completed in September 2020



HEALTH HYDRO

- Phase 1 has funding
- Phase 1 is £6.5m (funding secured) of enhancements, to include:
 - *Improvements to main pool*
 - *New changing room block and toilet block*
 - *New fitness suite*
 - *Plant / building services upgrades*
 - *Reconfiguration of internal layout*
 - *Heritage enhancements / restoration works*
- Phase 1 works are out to tender
- Planning and Listed building application for Phase 1 being considered by LPA
- Works on Phase 1 to start in Spring 2023
- Awaiting decision from Government on Levelling Up Fund bid for the phase 2 works including Turkish Baths restoration



OASIS

- Recently Grade II listed
- Levelling Up Fund bid awaiting outcome to restore building
- Planning application for restoration submitted
- Campaign to delist Oasis also being led by Conservative Group to allow Seven Capital to demolish and rebuild a sustainable alternative





Change is
happening