

the
brunel
swindon

A THRIVING RETAIL AND LEISURE DESTINATION

THE FUTURE FOR SWINDON

Swindon's unparalleled connectivity to London and the South of England is the fundamental reason for its popularity as a place where people want to live, work and play.

Swindon is in the top five fastest growing towns and cities in the UK and is home to many national and international businesses.

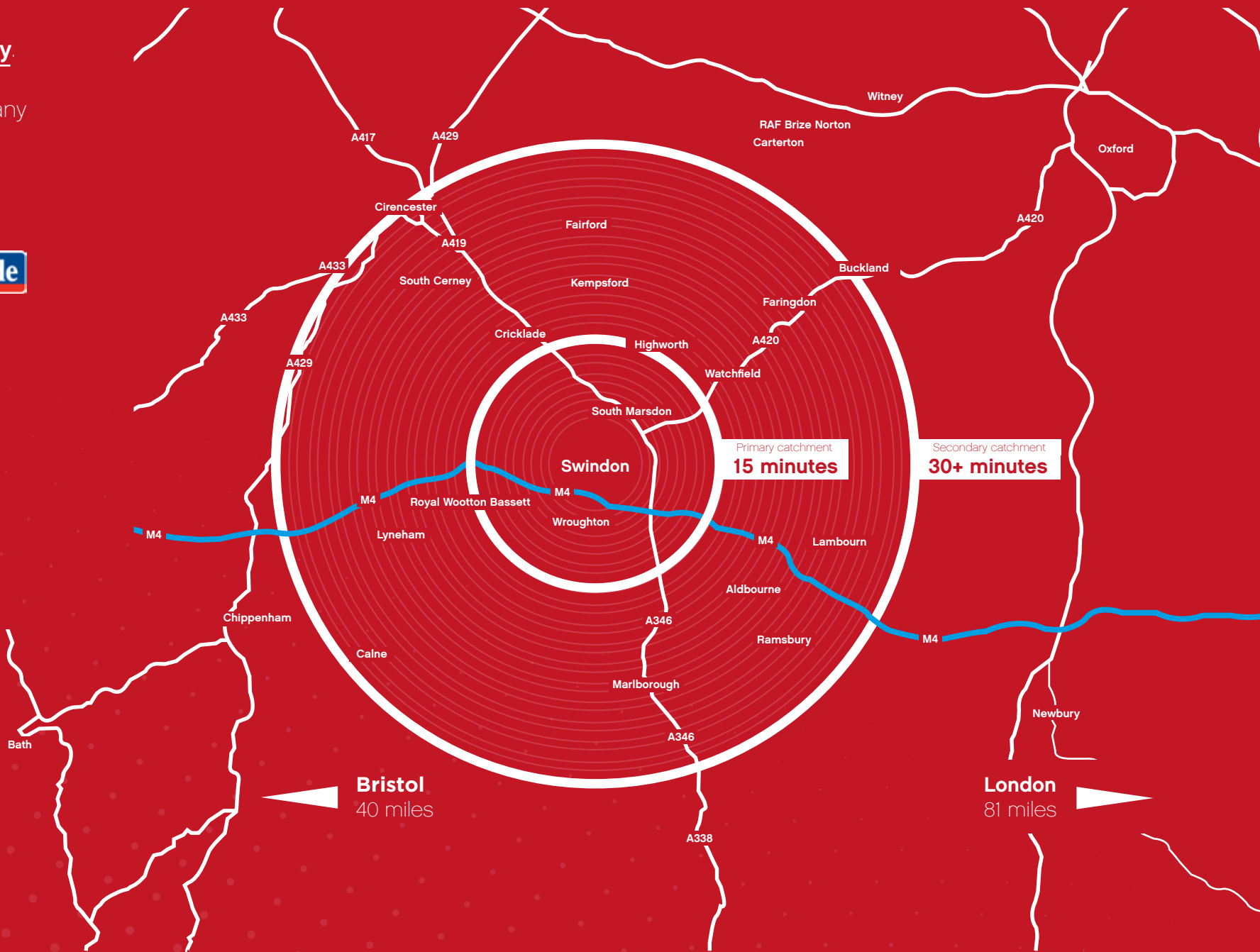


Recent Great Western Railway improvements now connect Swindon to London Paddington in 45 minutes, making the town very desirable as a cosmopolitan commuter hub to London.

22,000 new homes are planned to be built within the Primary Catchment, and 500 new apartments planned within the town centre by 2022.



**TOTAL
CATCHMENT
POPULATION
796,000**



1
**Primary Catchment
Population 202,000**
(15 minute drive)



2
**Secondary Catchment
Population 158,000**
(30-40 minute drive)



**Average annual
household income
£41,000**



45% Affluent Achievers
(above national average)



DEVELOPMENT IN SWINDON

Swindon Council and local developers are working closely to bring forward major new development projects in the town centre.

The proposed projects will deliver high quality space where people want to live, work and play.



NORTH STAR VILLAGE

A £270 million leisure destination anchored by a new indoor ski slope.

KIMMERFIELDS

A new 10 acre mixed use office and residential development in the heart of Swindon town centre.



RESIDENTIAL IN TOWN

500 new luxury apartments within Swindon town centre by 2022.



SWINDON CULTURAL QUARTER

A multi-purpose civic quarter incorporating a new museum, exhibition space, 1,200 seat arena and council offices.

- Brunel
- North Star
- Kimmerfields
- Cultural Quarter
- McArthur Glen Outlet

Retail

- | | |
|-------------------|-----------------|
| 1 Debenhams | 6 JD Sports |
| 2 M&S | 7 Topshop |
| 3 Primark | 8 Sainsbury's |
| 4 House of Fraser | 9 Regent Circus |
| 5 Flannels | |

Hotels

- | |
|------------------------|
| 1 Jury's Inn |
| 2 Thistle Express |
| 3 Travel Lodge |
| 4 Holiday Inn Express |
| 5 Proposed Premier Inn |

Residential projects

- | | |
|---|--------------------|
| A | Market Development |
| B | Falcon House |
| C | Wharf Green |

McArthur Glen retail outlet

North Star

Brunel

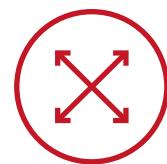
Kimmerfields

Cultural Quarter

SWINDON TOWN CENTRE

Swindon Town Centre is a thriving retail destination anchored by M&S, Debenhams, Primark, House of Fraser and Cineworld. The primary retail pitch of the town is Canal Walk, Regent Street and Brunel Shopping Centre.

BRUNEL SHOPPING CENTRE



500,000
sq. ft



21.2m visitors
per year

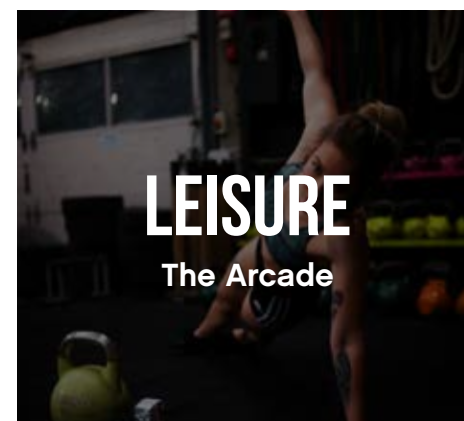
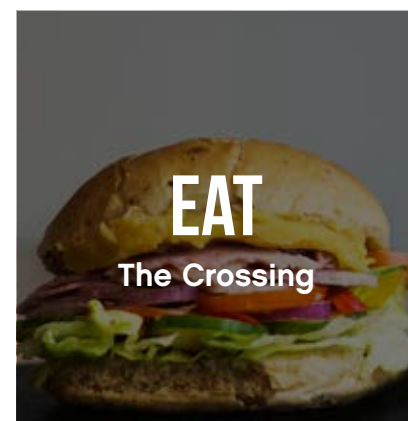
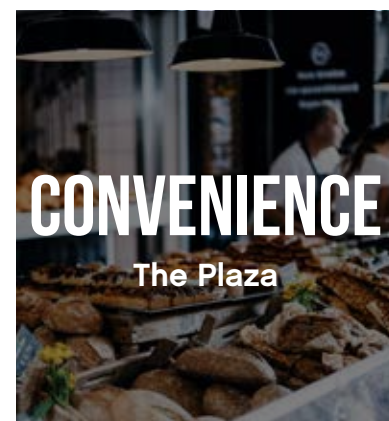
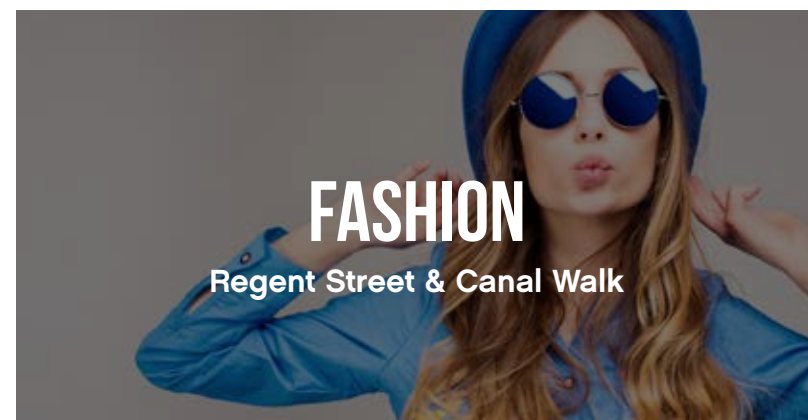


1,300 parking
spaces



Over £0.5bn
investment

The Brunel Shopping Centre is divided into five distinct zones...



THE BRUNEL SHOPPING CENTRE SWINDON

FASHION

REGENT STREET & CANAL WALK

Canal Walk is anchored by Debenhams to the North and House of Fraser to the South. Regent Street intersects Canal Walk and is the traditional high street of the town boasting Marks and Spencer, Primark and Sports Direct amongst its excellent retail line up.



**PRIMARY RETAIL PITCH WITH
A FOOTFALL OF 13.2 MILLION
PER YEAR**



THE BRUNEL SHOPPING CENTRE SWINDON

CAFÉS

HAVELOCK SQUARE

Havelock Square is the main thoroughfare between Granville Street Car Park and Regent Street. Poundland and Iceland provide a strong convenience retail offer alongside a variety of coffee shops.



**A CONVENIENCE HUB AND CAFÉ
QUARTER WITH A FOOTFALL OF
3.8 MILLION PER YEAR**



THE BRUNEL SHOPPING CENTRE SWINDON

CONVENIENCE

THE PLAZA

The Plaza is a covered mall arranged over two floors. The ground floor retail offer includes Sainsbury's, Boots and Marks & Spencer, with the first floor focusing on designer fashion and independent retail.



**A BUZZING RETAIL MALL WITH
A FOOTFALL OF 5.7 MILLION
PER YEAR**



THE BRUNEL SHOPPING CENTRE SWINDON

EAT

THE CROSSING

The Crossing is a brand new daytime dining and social hub offering a mix of national and independent specialist food retailers.



**A BUSTLING FOOD HUB WITH
A FOOTFALL OF 1.5 MILLION
PER YEAR**



THE BRUNEL SHOPPING CENTRE SWINDON

LEISURE

THE ARCADE

Linking into The Crossing food hub, the Arcade is a covered mall area arranged over two floors and incorporating a gym, escape room concept and a kids soft play area alongside House of Fraser department store. There are further plans to introduce more leisure experiences.



**AN EXCITING LEISURE
DEVELOPMENT WITH A FOOTFALL
OF 2.4 MILLION PER YEAR**

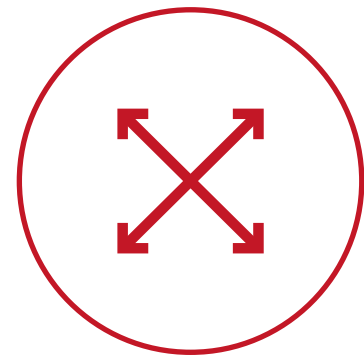


THE BRUNEL SHOPPING CENTRE SWINDON

BRUNEL FUTURE DEVELOPMENT

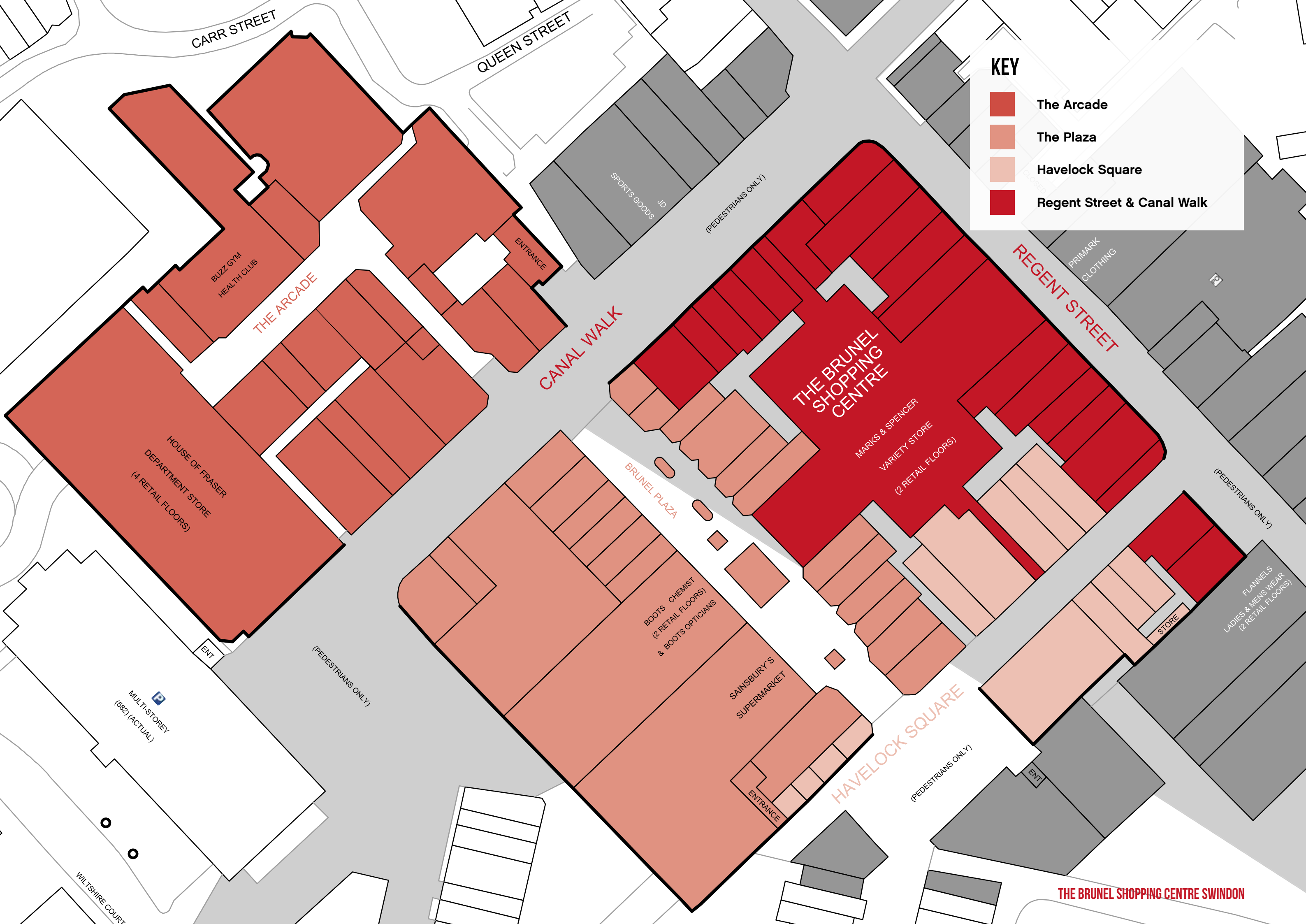
WHARF GREEN

A new mixed use residential and leisure quarter of 250 new luxury apartments and 8,700 sq. m of leisure space/ office/ hotel space.



**8,700 SQ. M OF LEISURE, OFFICE
AND HOTEL SPACE**





KEY

- The Arcade
- The Plaza
- Havelock Square
- Regent Street & Canal Walk

CARR STREET

QUEEN STREET

THE ARCADE

CANAL WALK

BRUNEL PLAZA

HAVELOCK SQUARE

REGENT STREET

THE BRUNEL SHOPPING CENTRE SWINDON

BUZZ GYM
HEALTH CLUB

HOUSE OF FRASER
DEPARTMENT STORE
(4 RETAIL FLOORS)

THE BRUNEL
SHOPPING
CENTRE

MARKS & SPENCER
VARIETY STORE
(2 RETAIL FLOORS)

BOOTS CHEMIST
(2 RETAIL FLOORS)
& BOOTS OPTICIANS

SAINSBURY'S
SUPERMARKET

P
MULTI-STOREY
(582) (ACTUAL)

WILTSHIRE COURT

SPORTS GOODS
JD

(PEDESTRIANS ONLY)

PRIMARK
CLOTHING

(PEDESTRIANS ONLY)

FLANNELS
LADIES & MENS WEAR
(2 RETAIL FLOORS)

STORE

ENT

ENTRANCE

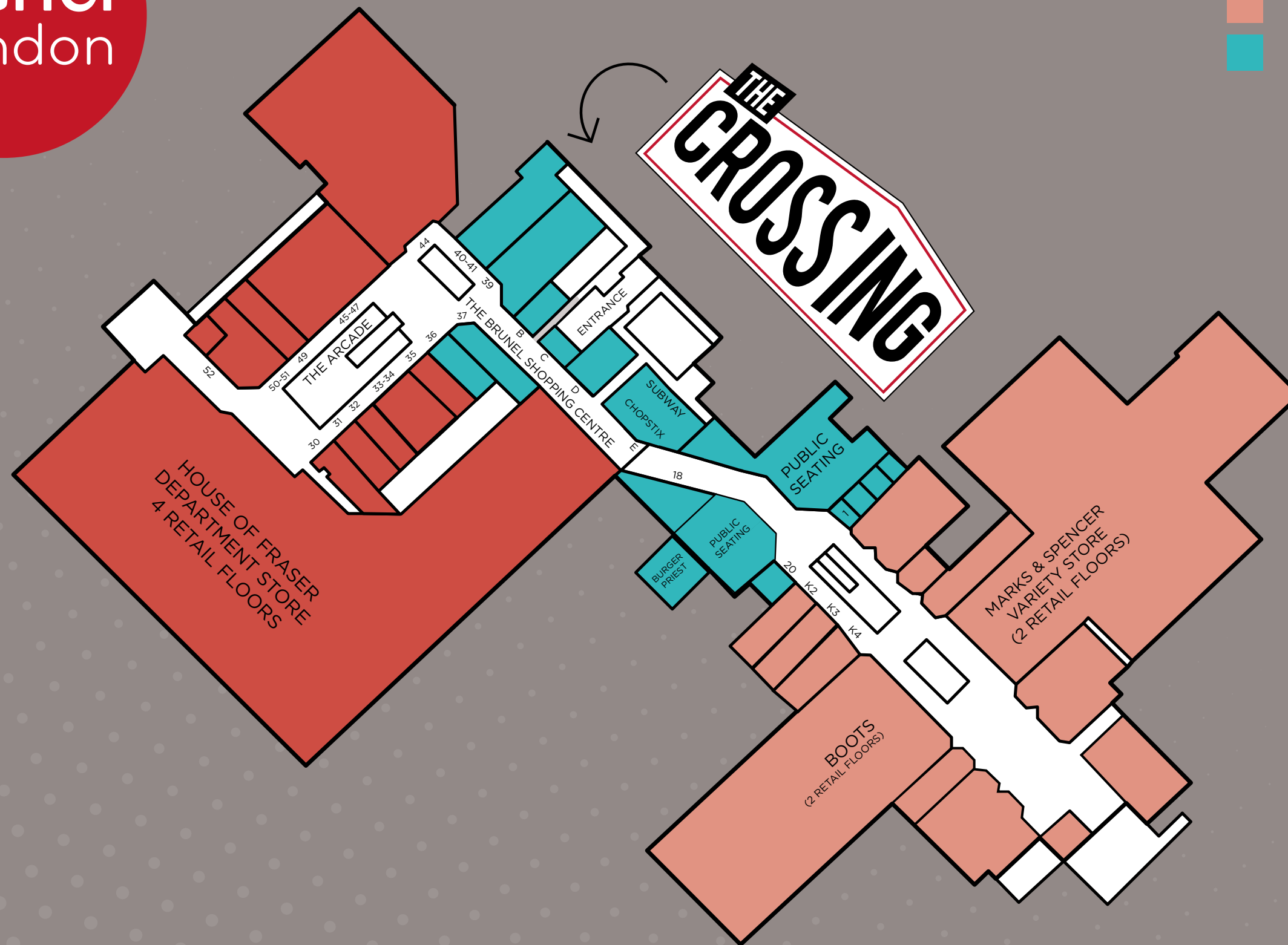
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WILTSHIRE COURT



KEY

- The Arcade
- The Plaza
- The Crossing



the brunel swindon

For further information and to arrange a viewing please contact:



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