

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.



**91% OF OUR
SHOPPERS ARE FROM
WITHIN THE CORE
CATCHMENT AREA**



Primary Catchment
Population 266,800
(15 minute drive)



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



**Average household
income £41,000**
(Per annum)



54% 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.



RESIDENTIAL HOMES

24,000 new homes planned within the 15 minute catchment

KIMMERFIELDS

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



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 M&S
- 2 Primark
- 3 House of Fraser
- 4 Flannels

- 5 JD Sports
- 6 Regent Circus
- 7 The Parade

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

The Brunel

Kimmerfields

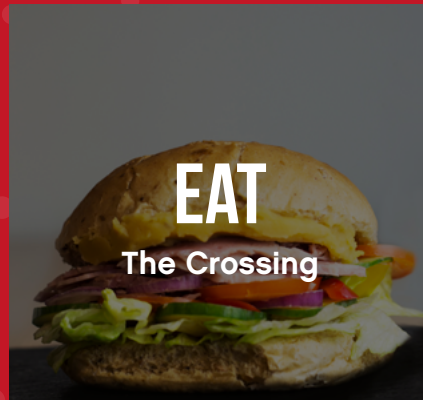
Cultural Quarter

THE BRUNEL SHOPPING CENTRE SWINDON

SWINDON TOWN CENTRE

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

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



BRUNEL SHOPPING CENTRE



500,000 sq. ft



21.2m visitors pa



1,300 parking spaces



£0.5bn+ investment

FASHION & LEISURE

Canal Walk is the gateway into the Town Centre connecting Swindons Bus and Train Stations to the retail core. Regent Street intersects Canal Walk forming the busy High Street, boasting Marks & Spencer, Primark and Sports Direct amongst it's excellent retail line up.



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

Shopping or leisure? Canal Walk & Regent Street are the place to be

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**

Little time? Grab a quick coffee or stop
by one of the convenience stores



CONVENIENCE - THE PLAZA

The Plaza is a covered mall arranged over two floors, with a mix of National and high end Independent retailers including Marks and Spencer, Boots, The Forum and Waterstones.



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

With an array of stores the Plaza is the perfect spot for a little retail therapy

EAT - THE CROSSING

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



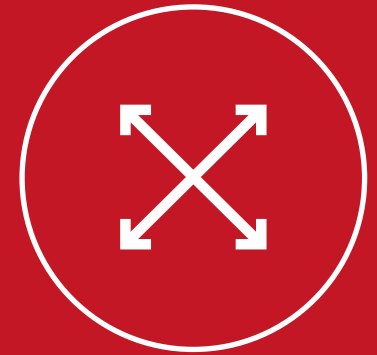
**A MODERN &
BUSTLING FOOD
HUB WITH
A FOOTFALL OF
1.5 MILLION
PER YEAR**

A modern space to enjoy a bite to eat
or try an array of different cuisines



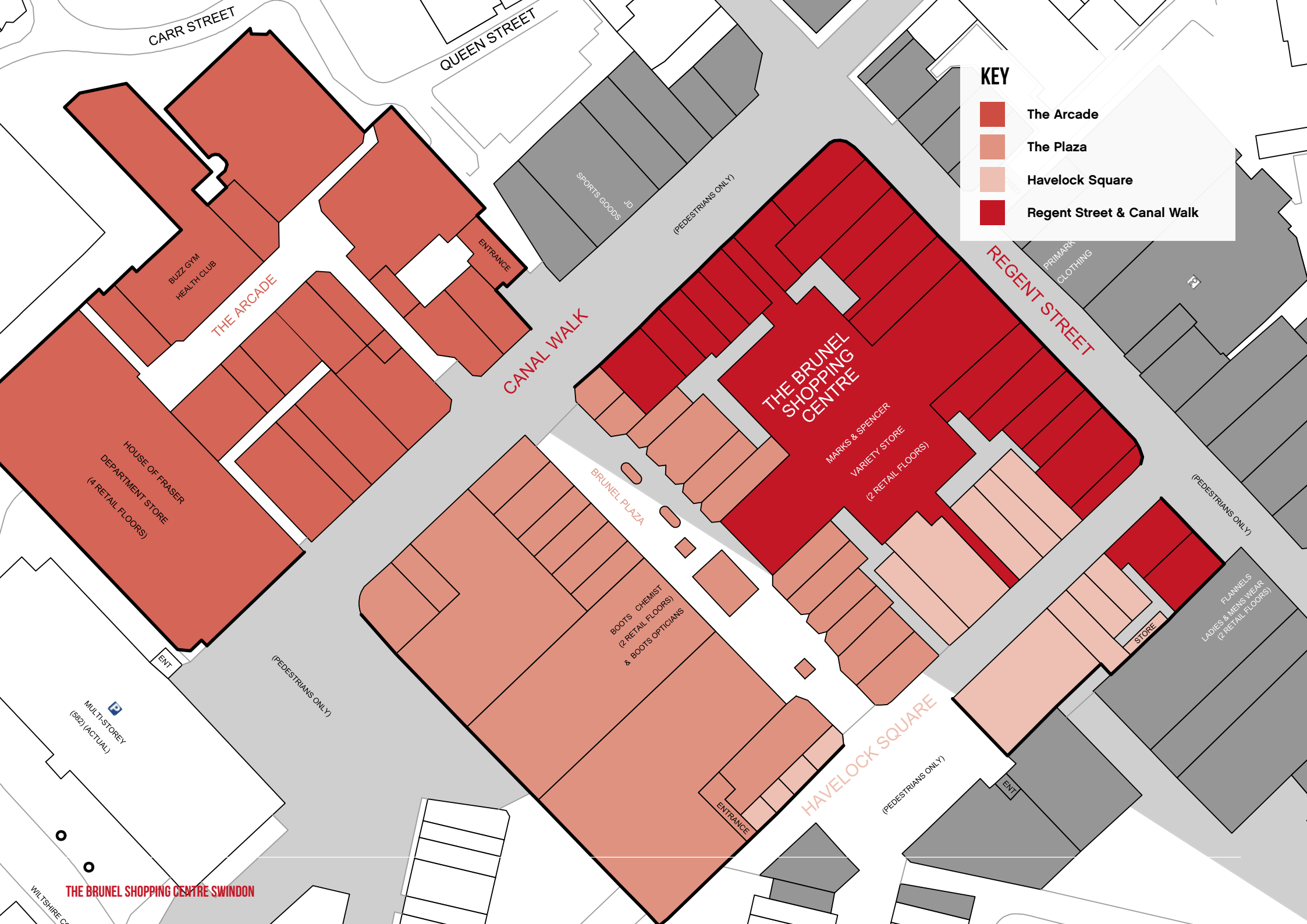
DEVELOPMENT - WHARF GREEN

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



**KEEP AN EYE OUT
FOR THE 8,700
SQ. M OF LEISURE,
OFFICE AND HOTEL
SPACE THAT IS
ON THE WAY**

A multitude of developments in Swindon are right on the horizon.



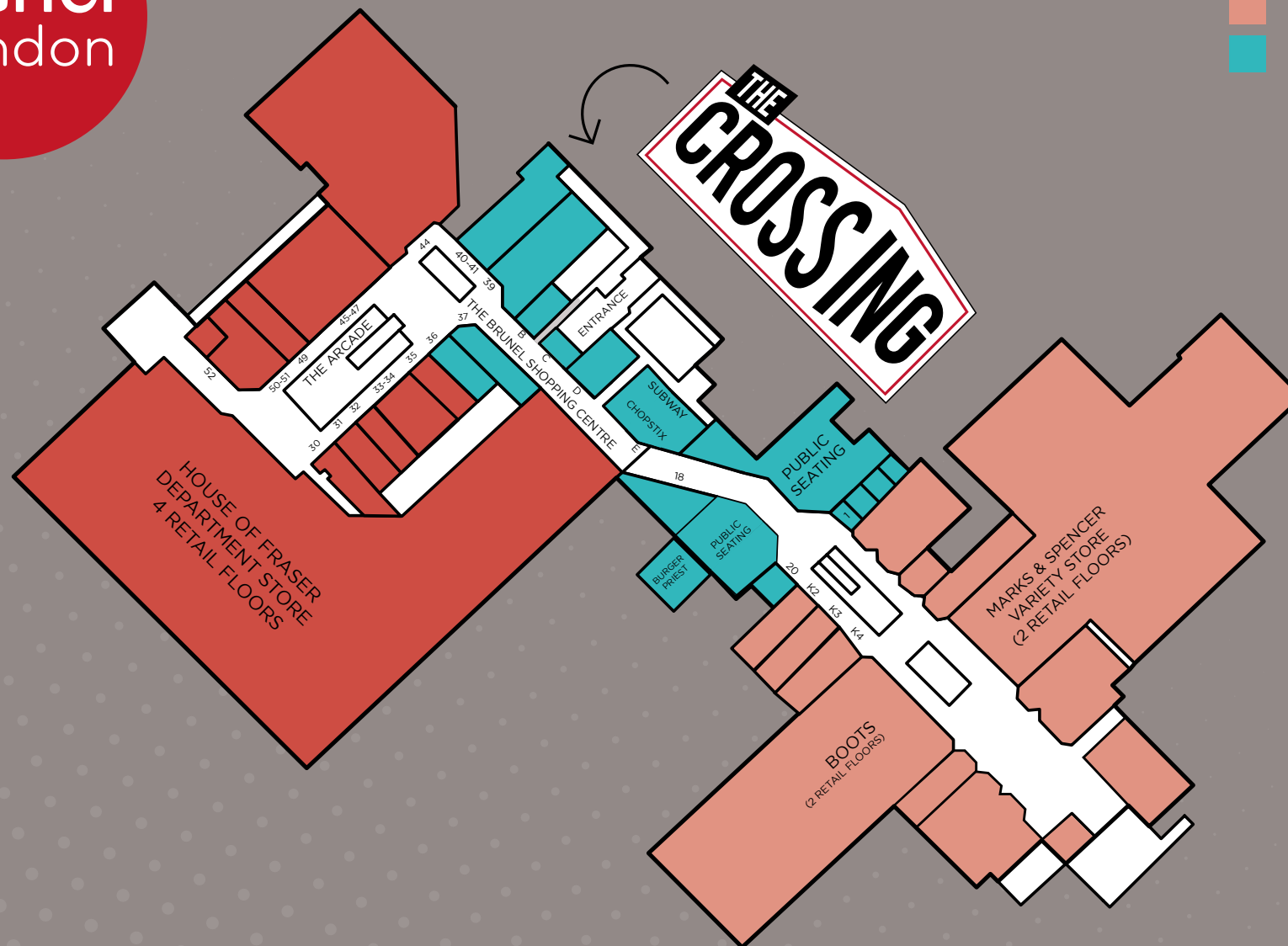
KEY

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



KEY

- The Arcade
- The Plaza
- The Crossing



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Asset managed by FI Real Estate Management Ltd



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