



Multi-million pound improved town centre gateway set to open at end of next month

A major infrastructure scheme, which has already been a catalyst for regenerating adjacent parts of Swindon town centre, is set to open next month.

Funded by the Government's Future High Streets Fund (£25m), the Swindon and Wiltshire Local Enterprise Partnership's Local Growth Fund (£3m) and Swindon Borough Council (£5m), the £33m investment in the Fleming Way local transport hub will deliver a brand-new bus interchange to replace the current aging bus station, new cycle lanes and vastly improved public realm.

But it is already playing its part in helping to deliver the Council's vision for the Heart of Swindon, an ambitious plan to revitalise and transform Swindon town centre.

The initial business case for the scheme outlined how it would kick-start wider benefits to the town centre and increase Swindon's economic productivity by £28.7m over the first 20 years.

The improvements to the road and wider public realm have already been referenced by global banking giant Zurich as a reason for why it committed to keeping its headquarters in Swindon, located in Unity Place next to Fleming Way.

It is also why other landowners, such as FI Real Estate Management, has invested £8.5m in its nearby Newbridge Square offices.

Visitors arriving into the town centre by train, bus or bike will enjoy a vastly-improved public realm, with more than 181 trees and 23,000 plants and bushes being planted.

There will also be new bus shelters with more space to allow for better accessibility for those in wheelchairs, wireless charging, digital screens (with Real Time Information for departures) and solar panels.

The new road will also create a better space for bus services around Swindon and the surrounding areas, as well as national and inter-city routes.

New cycle lanes have also been added, connecting the town's two main cycle routes and providing a sustainable way for cyclists to travel through Swindon or to the town centre.

With all bus services moved to Fleming Way, the dilapidated bus station located just off Manchester Road, will be demolished.

Councillor Jim Robbins, Leader of Swindon Borough Council, said: "This is just the first step in improving the town centre and encouraging the private sector to invest in Swindon.

"We've already seen Zurich and FI Real Estate Management showing great confidence in the town centre and we're working closely with other landlords and organisations to improve other areas close by.

"The scheme itself will replace the dingy, unwelcome bus station with brand-new facilities, creating a lasting first impression of our town centre for visitors, workers and residents alike.

"I'd like to thank the project team for their tireless work in bringing the project to fruition and creating what will be the cornerstone of our plans to transform the town centre over the coming years."

South Swindon MP, Heidi Alexander, said: "The opening of Fleming Way marks a major step forward in the creation of a town centre that Swindon can be proud of.

"Alongside the Council and with the help of private sector partners, I'm committed to driving forward our ambitious plans to breathe new life into the heart of our town.

"The new Fleming Way gateway is a vital piece of the puzzle, connecting the railway station to the town centre, attracting business investment, and improving access for local people."

Final works are ongoing with scheme's contractor, Colas, undertaking snagging works to make sure the site is ready for opening. Fencing around the site will begin to come down from Friday, 15 August with bus companies starting to run services from Fleming Way from Sunday, 31 August.

ENDS

Notes to Editors:

Media contact: Connor Mountford, Communications Executive,
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Event invite (not for publication): A pre-opening tour of the site will be taking place on Friday, 15 August at 11.45am. This will include a short bus tour and interviews will be available with local councillors and council officers, representatives from central government, local bus companies and others. Please do not publicise this event beforehand.

Images below of Fleming Way.