

Swindon Central Area Topic Paper

Swindon Borough Council

October 2026

Contents

Contents	2
1. Introduction	1
2. Council Ambitions for Swindon's Central Area	1
The Heart of Swindon Vision	2
Economic Growth Plan 2026–2031	3
3. The Role of the emerging Local Plan	3
A spatial strategy which prioritises the Central Area	4
Providing for significant growth within the Central Area	4
A framework to enable coordinated regeneration	5
Infrastructure to support growth	5
4. Viability challenges and context	6
Viability of development in the Central Area	6
What this means for the Local Plan	7
5. Measures to address viability challenges	8
Public landownership and site preparation	8
Public investment and catalytic projects	9
Partnership and different approaches to delivery	10
Planning policy response	10
Overall approach to delivery	10
6. Conclusions	11
Appendix A – SDA01 Swindon's Central Area Viability Site Proformas	13

1. Introduction

- 1.1. This Topic Paper on Swindon's Central Area has been co-authored by the Planning Policy Team and the Regeneration and Town Centre Programmes Team to support the emerging Swindon Local Plan 2043.
- 1.2. Enabling the regeneration Swindon Town Centre and the area around Swindon Station is a key objective of the emerging Local Plan. This paper summarises the Council's aspirations for the Central Area, outlines the viability challenges identified through plan preparation and how these are being addressed, and provides supporting information on the development status of key site allocations.
- 1.3. The paper has a particular focus on viability. The Council recognises that the redevelopment of major brownfield sites within the Central Area presents different challenges from development on greenfield sites, and that viability has been an important issue raised through preparation of the Local Plan. The purpose of this paper is therefore to bring together the relevant evidence and explain how the Council has taken these challenges into account in determining its strategic approach.
- 1.4. The paper is supported by Appendix A, which provides an overview of Central Area sites, their development status and delivery position, as well as the Housing Delivery Topic Paper.

2. Council Ambitions for Swindon's Central Area

- 2.1. Swindon is a place with significant economic, locational and cultural strengths and a proud history of innovation and reinvention. From its railway and manufacturing heritage to its contemporary strengths in finance, advanced manufacturing and technology, the town has repeatedly adapted to economic change. Today, Swindon is a significant contributor to regional economic output, generating around £11.4 billion in GVA, with productivity amongst the top 15 local authority areas in England¹.
- 2.2. Like many places nationally, Swindon has been affected by changes in shopping habits and the decline of major high street retailers, at the same time as expectations of what successful town centre environments should provide have broadened. As a result, Swindon's urban core does not currently realise its full potential as the urban heart of a growing and economically successful Borough. There is a significant opportunity for the centre to build on Swindon's wider strengths and develop a broader role as a place to live, work, learn, and visit.
- 2.3. Regeneration is therefore not about seeking to recreate a town centre environment anchored around retail. It is about enabling the centre to adapt, as Swindon has done successfully at other points in its history, by diversifying its uses, increasing its resident population and strengthening its employment, cultural, educational, leisure and community functions.

¹ [Swindon and Wiltshire Local Economic Assessment 2025, Wiltshire Council](#)

- 2.4. The regeneration of Swindon's Central Area is a corporate commitment that runs through every tier of the Council's strategic framework, including the Heart of Swindon Vision (2025) and the Economic Growth Plan 2026 - 2031.

The Heart of Swindon Vision

- 2.5. The Council's ambitions for the Central Area are articulated most clearly through the Heart of Swindon Vision, published in final form in March 2025. Developed with key landowners and partners, the Vision provides a framework for the long-term regeneration of central Swindon and for guiding future investment. It seeks to support the transition from a centre historically dominated by retail to a mixed-use destination where people live, work, socialise and study.
- 2.6. The Vision establishes eight interconnected ambitions for the Heart of Swindon:
- a Centre for Living, creating new mixed-use neighbourhoods in the heart of the town;
 - a Creative Centre, supporting Swindon's creative community and strengthening its cultural and entertainment offer;
 - a Centre for Learning, increasing the presence of education and opportunities for students within the centre;
 - a Knowledge Centre, creating opportunities for leading enterprises, innovation and small businesses;
 - a Green and Healthy Centre, investing in and connecting green spaces and increasing greening within the centre;
 - a Vibrant Centre, providing a broader mix of shops, food and drink, leisure and community activity;
 - a Connected Centre, improving connections into the Town Centre and between its different districts; and
 - a Proud Swindon, responding positively to Swindon's heritage and supporting the creative reuse of historic buildings.
- 2.7. The Vision identifies the potential for up to 8,000 new homes in the Central Area, increasing the number of people living centrally and supporting activity throughout the day and evening. This is complemented by ambitions to strengthen the centre's employment, learning, cultural, leisure and community functions, alongside improvements to its green infrastructure, public realm and connectivity. The Vision also identifies major redevelopment opportunities, including Kimmerfields, the Brunel Quarter and the Station Gateway/Knowledge Central area. These provide the potential to translate these ambitions into development on the ground.
- 2.8. The Vision is deliberately long term. It is a framework for investment and partnership rather than a statutory development plan, and the Council recognises that many of its ambitions require significant private-sector investment. Its delivery consequently

depends upon the actions of the Council, landowners, developers and other public and private-sector partners over an extended period.

Economic Growth Plan 2026–2031

- 2.9. The economic importance of achieving these ambitions has subsequently been reinforced through the Economic Growth Plan 2026–2031². The Plan sets out the Council's approach to supporting business, attracting investment and growing Swindon's economy, and identifies regeneration and place as one of seven priority themes for growth.
- 2.10. The Economic Growth Plan places regeneration of the Central Area within the context of Swindon's wider economic strengths and opportunities. Swindon benefits from a highly productive economy, a strategic location on the M4 corridor and established strengths in high-value sectors. Defence, Component Manufacturing, and Financial and Professional Services are identified as priority sectors with significant potential for future growth. These strengths also align with the UK's Modern Industrial Strategy 2025³, which identifies defence, advanced manufacturing, financial services, digital and technologies, and professional and business services among the sectors with the greatest potential for growth over the next decade.
- 2.11. Realising these opportunities is not just a question of providing employment land. The Economic Growth Plan recognises the importance of place, skills and Swindon's ability to attract and retain businesses and people. This is particularly relevant given the scale and nature of growth within Swindon's priority sectors: professional employment is forecast to increase by 43% by 2030, while more than 800 high-skilled jobs have already been secured through the developing defence cluster. A successful urban core and town centre can support this wider economic ambition by providing homes in a highly accessible location and the cultural, leisure and social amenities that contribute to making Swindon an attractive place in which to live, work and invest.
- 2.12. The Economic Growth Plan also envisages an urban core that plays a far greater role in Swindon's future economy. It identifies Kimmerfields as a location for high-quality office space and financial technology (FinTech) activity and Knowledge Central as an opportunity to attract high-value knowledge employment around the station gateway. Regeneration of the Central Area therefore has the potential both to support Swindon's wider economic offer and to accommodate elements of its future economic growth directly.

3. The Role of the emerging Local Plan

- 3.1. The emerging Swindon Local Plan 2043 has an important but distinct role in supporting the Council's wider ambitions for regenerating the Central Area and its town centre environment. Its role is to provide the statutory planning framework for

² [Economic Growth Plan 2026 to 2031, Swindon Borough Council](#)

³ [The UK's Modern Industrial Strategy 2025, Department for Business, Innovation, Science and Trade and Department for Business and Trade](#)

regeneration, establishing the spatial priority afforded to the Central Area, allocating land for development and setting the policy framework through which development and infrastructure will be coordinated.

A spatial strategy which prioritises the Central Area

- 3.2. The regeneration and revitalisation of Swindon's Central Area is a central component of the Local Plan's spatial strategy. Policy SS1: Swindon's Spatial Approach to Growth directs growth to the Central Area, including a mix of homes, employment and new office floorspace, specifically to support the regeneration of the town centre environment. This reflects its highly accessible location, opportunities to make effective use of previously developed land and its potential to accommodate both homes and jobs.
- 3.3. This strategy is reinforced through Policy SS2: Settlement Hierarchy, which identifies the Central Area as Swindon's primary commercial, cultural and transport hub and as a key focus for regeneration and intensification. The Local Plan therefore establishes a clear spatial priority for development within the Central Area as part of the wider distribution of growth across the Borough.
- 3.4. This approach does not mean that development is confined to the Central Area. The spatial strategy also provides for development within the wider Urban Area and comprehensively planned new communities, alongside more proportionate growth elsewhere in the Borough. Rather, it establishes that regeneration of central Swindon forms an integral part of meeting the Borough's longer-term development needs and reducing reliance on continued outward expansion.

Providing for significant growth within the Central Area

- 3.5. Policy SDA01: Swindon's Central Area gives more detailed spatial expression to this strategy. It identifies the Central Area as a sustainable strategic growth area and a significant regeneration opportunity, reflecting its concentration of previously developed land and accessibility to Swindon Railway Station and the Fleming Way public transport interchange.
- 3.6. Fifteen sites are allocated within the Central Area, providing for at least 4,064 new homes during the plan period, with capacity for a further 1,145 homes beyond 2043. These allocations contribute towards the longer-term ambition for around 8,000 new homes and 6,000 new jobs within the Central Area. The allocations also provide significant opportunities for employment and other Town Centre uses, including 44,000 sqm of employment floorspace through redevelopment of Swindon Station, 29,000 sqm at North Star and 20,000 sqm at Kimmerfields, alongside longer-term potential for further office floorspace within the Bridge Street/Fleet Street area.
- 3.7. The Local Plan therefore provides for substantial diversification of the Central Area. Major residential-led opportunities such as the Brunel Quarter, Kimmerfields and Wyvern Square sit alongside employment, leisure, commercial and other Town Centre uses. This supports the transition envisaged through the Heart of Swindon Vision from a centre historically dominated by retail towards a more mixed-use centre in which significantly more people live and work.

- 3.8. Importantly, the Local Plan distinguishes between what is anticipated to be delivered within the plan period and the longer-term capacity of the Central Area. This reflects the scale and complexity of regeneration and recognises that some opportunities will extend beyond 2043.

A framework to enable coordinated regeneration

- 3.9. The role of the Local Plan is not limited to identifying development capacity. Policy SDA01 seeks to ensure that individual development opportunities contribute towards the wider regeneration of the Central Area, requiring proposals to deliver upon the ambitions of the Heart of Swindon Vision and to be consistent with approved masterplans and site-specific design codes.
- 3.10. This is important given the number, scale and relationship of development opportunities within central Swindon. Coordinated planning provides the opportunity to ensure that individual schemes contribute to the infrastructure, connections, public realm and sense of place needed for the Central Area to function successfully as a whole, rather than individual sites being developed in isolation.
- 3.11. Policy SDA01 therefore establishes a series of placemaking principles addressing character and identity, layout and movement, built form and public realm, and the mix of uses. These seek to strengthen active frontages and pedestrian movement, improve permeability and legibility, address severance caused by the railway and major roads, support high-quality public spaces and ensure that development responds positively to Swindon's heritage.
- 3.12. The policy also seeks to make efficient use of the Central Area's highly accessible location by focusing on active travel and public transport connections and allowing for residential development to provide lower levels of parking than elsewhere in the borough. Tall-building elements are also supported in appropriate locations within the Central Area, where they reinforce important gateways, commercial quarters or new residential neighbourhoods. Along Station Road, Fleet Street and Fleming Way, development is expected to support the creation of a commercial quarter and a wider strategy to recentralise office uses into the Borough's most accessible and connected location.
- 3.13. Taken together, these provisions seek to enable the scale and density of development necessary to support regeneration while ensuring that this contributes towards a coherent and high-quality urban environment.

Infrastructure to support growth

- 3.14. The Local Plan also recognises that the level of growth envisaged cannot take place without supporting infrastructure. Policy SDA01 requires development to deliver or contribute towards the infrastructure necessary to mitigate its impacts, including transport and highways, education, healthcare, green infrastructure and open space, utilities, and community, sports and social infrastructure. Work is also being undertaken with SSEN (the Borough's energy statutory undertaker) to ensure that the energy infrastructure within the Central Area is maintained and enhanced to allow for growth.

- 3.15. Specific requirements within the Central Area include improvements to public transport and active travel infrastructure, upgrades to Swindon Station including the proposed northern access and south-side public transport interchange, primary education provision, and refurbishment of the Oasis Leisure Centre and additional sports-hall capacity.
- 3.16. This sits alongside wider public investment already taking place within the Central Area. Together, the planning framework, infrastructure requirements and wider regeneration programme are intended to create the conditions in which development can come forward in a coordinated way over the plan period.
- 3.17. However, the allocation of sites and establishment of a positive planning framework do not in themselves guarantee development. The scale and nature of the transformation envisaged for the Central Area present significant delivery challenges, particularly in relation to viability. These challenges have been an important consideration through preparation of the Local Plan and are considered in the following section.

4. Viability challenges and context

- 4.1. Viability is an important consideration in plan-making because the Local Plan must be capable of being delivered. In broad terms, viability assessment considers the value generated by development against the costs of bringing it forward. These include land, construction and site preparation, finance and developer return, together with the cumulative cost of planning policy requirements such as affordable housing, infrastructure, Community Infrastructure Levy (CIL) and other developer contributions. National Planning Practice Guidance establishes that viability should primarily be assessed at the plan-making stage through a proportionate assessment which takes account of all relevant policies and standards and can reflect differences between different types and locations of development.
- 4.2. The Council commissioned a Whole Plan Viability Assessment in 2025. Viability and deliverability, particularly in relation to development within the Central Area, were subsequently raised as significant concerns through the Regulation 18 consultation, including in a number of representations from the development sector. The viability evidence was subsequently updated through the Whole Plan Viability Assessment Update Note 2026 to reflect the policies and requirements of the Regulation 19 Local Plan. The Council is satisfied that the assessment provides a proportionate consideration of viability in accordance with national Planning Practice Guidance and an appropriate basis for considering the cumulative impact of the Local Plan's policies.

Viability of development in the Central Area

- 4.3. Although the Central Area is treated as a strategic area for plan-making purposes, it is not a single development site. It comprises numerous sites of different scales and characteristics, in different ownerships, which are expected to come forward separately and at different times. The Whole Plan Viability Assessment 2025 and Update Note 2026 therefore do not model SDA01 as a single strategic development

site. Instead, development within the Central Area is represented through the relevant typologies tested in the assessment. Much of the residential development anticipated within the Central Area is expected to comprise flatted development, including some taller buildings.

- 4.4. The Update Note 2026 identifies a clear viability challenge for the types of development likely to characterise much of the Central Area. Its findings are broadly consistent with the 2025 assessment: most greenfield typologies generate a Residual Land Value above the relevant Benchmark Land Value and are therefore assessed as likely to be viable, while few brownfield typologies do so. Flatted typologies are generally assessed as unlikely to be viable across the Borough and in many cases generate a negative Residual Land Value.
- 4.5. A number of characteristics of brownfield development contribute to this difference. Unlike undeveloped greenfield land, brownfield sites will often have an existing use with a significant value which redevelopment must overcome. They are also more likely to incur additional site-specific costs before new development can take place. To reflect this, the Whole Plan Viability Assessment includes an abnormal cost allowance equivalent to 5% of construction costs for brownfield development, recognising the potential for matters such as demolition of substantial existing structures, remodelling of land levels and remediation of contamination. Flatted and higher-density forms of development also have different construction costs and development economics from conventional housing development.
- 4.6. The Council therefore recognises that the Whole Plan Viability Assessment identifies a genuine viability challenge for development within the Central Area. On the assumptions tested, the brownfield and flatted forms of development expected to comprise much of its future development are generally less viable than greenfield development elsewhere in the Borough.

What this means for the Local Plan

- 4.7. The Whole Plan Viability Assessment is an important part of the evidence for the Local Plan and its findings have been taken into account in considering the delivery of the Central Area. However, as a proportionate plan-wide assessment based on development typologies, its findings are not site-specific assessments of the deliverability of each of the allocations within SDA01.
- 4.8. This distinction is particularly important in the Central Area, where regeneration will take place incrementally across multiple sites, ownerships and phases over the plan period. The 2026 Update Note itself notes that, notwithstanding the viability results for brownfield typologies, brownfield development continues to come forward in central Swindon and elsewhere, in some cases with public-sector intervention and flexibility in the application of adopted policies. It nevertheless advises the Council to remain cautious about reliance on brownfield sites within the five-year housing land supply and overall housing trajectory, having regard to the progress of sites through the development management process and commitments from site promoters.
- 4.9. The Council has taken this approach in considering the Central Area allocations. The Whole Plan Viability Assessment establishes the overall viability challenge, while the

anticipated contribution and phasing of individual sites is informed by their particular circumstances and evidence of progress towards delivery. The Central Area sites are phased for delivery in the mid- and late- parts of the Plan period's housing trajectory, rather than being relied upon for short-term delivery. This reflects both the scale and complexity of the regeneration opportunities and the need for individual sites to progress through site preparation, planning and delivery. The planning position of each site within the Central Area is set out in Appendix A.

- 4.10. This approach is consistent with the Government's most recent direction on the consideration of viability and deliverability at Local Plan examination. In his July 2026 letter to the Planning Inspectorate, the Minister of State for Housing and Planning emphasised the need for a pragmatic and proportionate approach, recognising that economic volatility may not reflect longer-term prospects for delivery and that allocations should generally be considered against their prospects of delivery over the plan period as a whole, rather than solely against current market conditions⁴.
- 4.11. The viability evidence therefore identifies a significant challenge which must be actively addressed, rather than a fixed position which determines the prospects of development throughout the Plan period. The delivery of individual Central Area sites will be influenced by their particular circumstances and by factors including site preparation, public investment and external funding, infrastructure provision, partnership arrangements and the applicable planning policy requirements. Section 5 considers how the Council and its partners are already responding to these challenges and supporting delivery within the Central Area.

5. Measures to address viability challenges

- 5.1. The viability challenges identified in Section 4 are recognised by the Council and will need to be addressed over the course of the Plan period. However, there is already evidence of investment and development progressing within the Central Area, including the conversion of North Star House from office to residential use and demolition and site preparation at Regent Circus.
- 5.2. Alongside this private-sector activity, the Council is taking an active role in supporting regeneration and improving the prospects for further development. This includes using its landownership, investing in site preparation and infrastructure, securing external funding, working with development and infrastructure partners, and ensuring that Local Plan policy responds appropriately to the viability evidence. These measures are considered below.

Public landownership and site preparation

- 5.3. Public-sector landownership provides opportunities for the Council to take a more active role in supporting delivery. The Council owns Kimmerfields, together with a number of car park sites allocated through Policy SDA01, enabling it to invest directly in preparing land for development and to secure external funding.

⁴ [Local Plan examinations: letter to the Chief Executive of the Planning Inspectorate \(July 2026\)](#)

- 5.4. Kimmerfields provides a strong example of this approach. The Council has already supported significant development and investment at the site. Unity Place has delivered more than 100,000 sq. ft of high-quality office accommodation for Zurich, with capacity for more than 950 staff. The building sits on land acquired by the Council in 2021, with the Council taking a long-term investment interest in the completed building. Since July 2022 the Council has overseen £16.5 million of enabling works to prepare further parts of Kimmerfields for development, including the removal of redundant oil tanks and the provision of drainage, utilities, street lighting, landscaping, roads and pavements. This includes a £7.5 million Government contribution.
- 5.5. These interventions are directly relevant to the viability issues identified in Section 4. The Whole Plan Viability Assessment makes an additional allowance for the abnormal and site-preparation costs typically associated with brownfield development. At Kimmerfields, significant site preparation and infrastructure costs have already been addressed through public investment, demonstrating how the circumstances of an individual regeneration site can differ from the standardised assumptions applied in the Whole Plan Viability Assessment.

Public investment and catalytic projects

- 5.6. The Council and Government have also made substantial investments in infrastructure and projects intended to support the wider regeneration of the Central Area.
- 5.7. A significant example is the £33 million Fleming Way improvement scheme, which opened in August 2025. The project included a new public transport interchange, walking and cycling infrastructure, extensive planting and improvements to the public realm, creating an improved connection between Swindon Station and the Town Centre. Government contributed £25 million towards the scheme.
- 5.8. The business case for Fleming Way explicitly considered its wider regeneration effects. It estimated £28.7 million of additional economic productivity over its first 20 years and an increase of around £34 million in nearby land values, intended to help encourage investment in homes, offices, shops and leisure uses.
- 5.9. Further public investment is being directed towards Kimmerfields. In March 2026, the Government awarded £20 million from the Growth Mission Fund towards a proposed new entertainment venue in the Town Centre. The venue is intended to act as a catalyst for regeneration and forms part of a wider proposed investment in Kimmerfields and the surrounding area. In addition, First Investments (FI REM) are completing a major £20m Grade A office refurbishment of its three Newbridge Square buildings, adjacent to the Kimmerfields site. The Inward Investments team and other Council Officers are also constantly working to attract new business into the Borough and have registered interest from businesses looking to establish office space within the town centre.
- 5.10. These interventions are relevant to viability in two ways. First, public investment can deliver infrastructure and facilities which support development and regeneration. Second, investment in transport, public realm and cultural facilities can improve the

attractiveness of the area and help create greater confidence for subsequent private investment and interest to relocate.

Partnership and different approaches to delivery

- 5.11. Successful regeneration will also depend upon partnership with landowners, infrastructure providers, developers and investors. At the same time, with its ability to attract more varied types of public subsidy, the Council also recognises that it has a unique overarching role that can help support 'First Mover' regeneration projects that pave the way for increasing confidence and increasing land values over time. In this way, the Council is actively working with Network Rail on the redevelopment opportunity around Swindon Station and Knowledge Central, and with FI Real Estate Management in relation to the Brunel Quarter.
- 5.12. Appropriate delivery models will vary between sites. Conventional private-sector development will remain an important part of delivery, especially in the longer term, but larger regeneration opportunities may also involve public-private partnerships, institutional investment and residential products such as Build to Rent. The Council has experience of joint-venture delivery through Wichelstowe, demonstrating an established ability to work with development partners and share the risks associated with delivering large and complex development.

Planning policy response

- 5.13. The Local Plan also responds directly to the viability evidence. The supporting text to Policy HC3: Affordable Housing recognises that affordable housing provision within the Central Area is likely to be challenging without public subsidy and requires proposals relying on viability to demonstrate that opportunities for grant funding have been explored.
- 5.14. Reflecting this evidence, Policy HC3 does not apply the standard 30% affordable housing requirement to major residential development within the Central Area. Instead, it requires the maximum amount of affordable housing that can viably be delivered, including through the use of grant funding where necessary. This provides flexibility to reflect the particular viability circumstances of Central Area development while seeking to maximise affordable housing provision.
- 5.15. In addition, whilst Policy SD5 makes clear that the Central Area is considered most suitable for tall buildings, the requirement for height is not mandated as it is acknowledged that in some cases it would not be cost effective.

Overall approach to delivery

- 5.16. There is no single solution to the viability challenges affecting the Central Area, and different sites will require different approaches to delivery. The evidence set out above demonstrates that the Council is actively addressing those challenges through public landownership and site preparation, investment in infrastructure and catalytic projects, partnership and different delivery models, and a planning policy framework which responds to the particular viability circumstances of the Central Area.

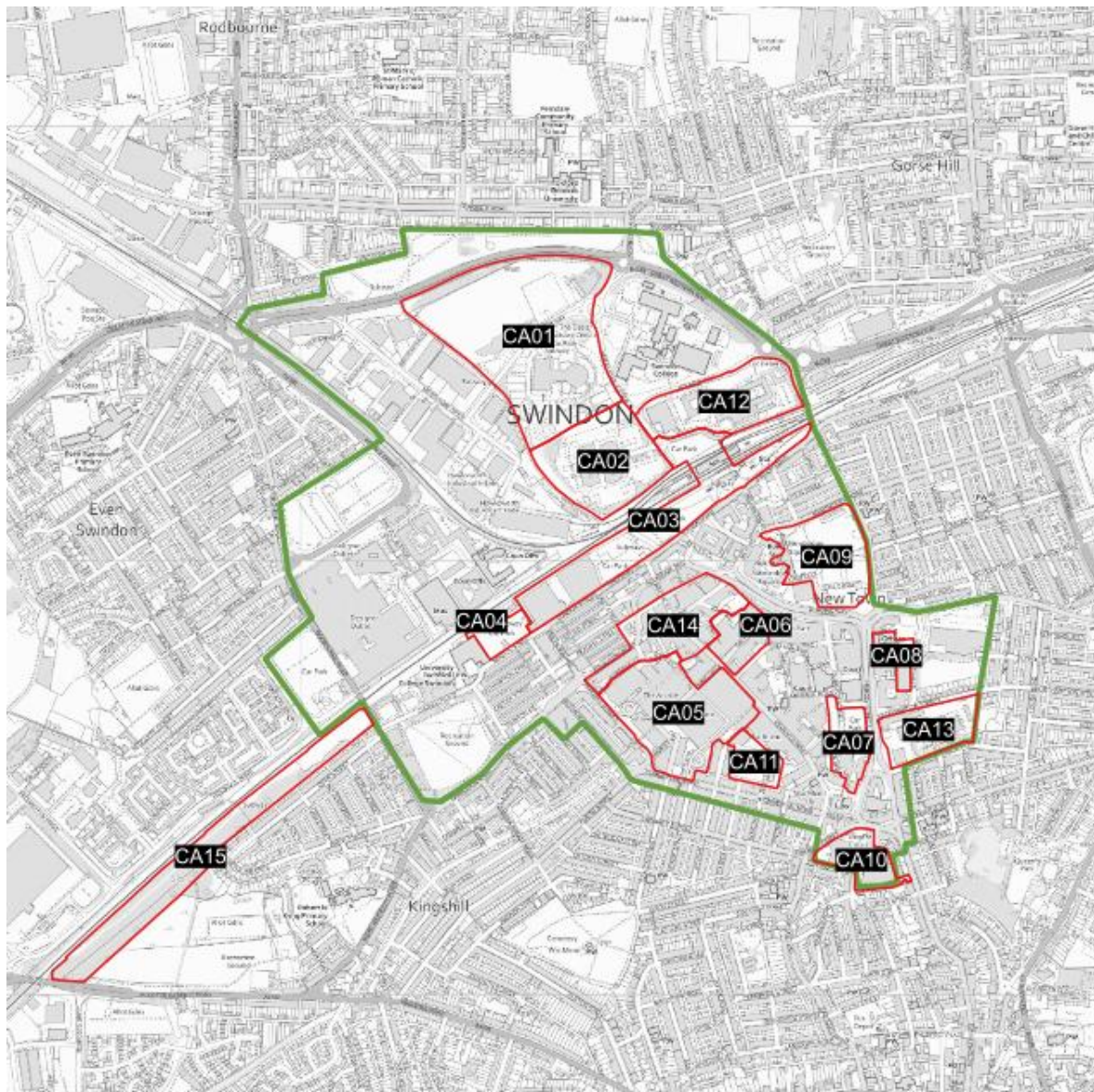
Importantly, these measures are not solely prospective: significant public and private investment is already taking place, alongside secured external funding for further regeneration.

- 5.17. Taken together, this provides a more complete picture of deliverability than the Whole Plan Viability Assessment can provide in isolation. The assessment establishes the scale of the viability challenge at a plan-wide level, while the interventions described above and the site-specific evidence in Appendix A demonstrate how the circumstances and delivery prospects of individual Central Area sites are being actively addressed.

6. Conclusions

- 6.1. Regeneration of Swindon's Central Area is a long-term priority founded on a clear strategic rationale. While Swindon has significant economic, locational and cultural strengths, the Town Centre does not currently realise its full potential as the heart of a growing and economically successful Borough. The Heart of Swindon Vision articulates the Council's ambition for a more diverse and active centre, while the Economic Growth Plan reinforces the contribution that regeneration can make to Swindon's wider economic and investment objectives.
- 6.2. The Local Plan translates these ambitions into a statutory planning framework. Its spatial strategy prioritises the regeneration and revitalisation of the Central Area, while Policy SDA01 allocates significant opportunities for new homes, employment and other uses and establishes a framework for coordinating development, infrastructure and placemaking.
- 6.3. The Council acknowledges that delivering this scale of regeneration will be challenging. The Whole Plan Viability Assessment provides a proportionate assessment of viability in accordance with national guidance and identifies significant challenges for the brownfield and flatted forms of development likely to characterise much of the Central Area. These findings have informed both the Council's approach to the housing trajectory and the policy framework of the Local Plan.
- 6.4. However, the Whole Plan Viability Assessment is not the only evidence relevant to delivery. Development and investment are already progressing within the Central Area, while public landownership, site preparation, infrastructure investment, external funding, partnership working and the flexibility provided through Policy HC3 provide mechanisms through which identified barriers can be addressed. The prospects for individual sites must therefore be considered in the context of their particular circumstances and over the Plan period as a whole.
- 6.5. The Council considers that the viability evidence supports a realistic understanding of the challenges facing Central Area regeneration, rather than undermining the principle of planning positively for it. The Local Plan provides a long-term framework within which development can come forward progressively, supported by public and private investment and active intervention where necessary. The site-specific evidence in Appendix A provides further information on the progress and delivery prospects of the principal Central Area allocations.

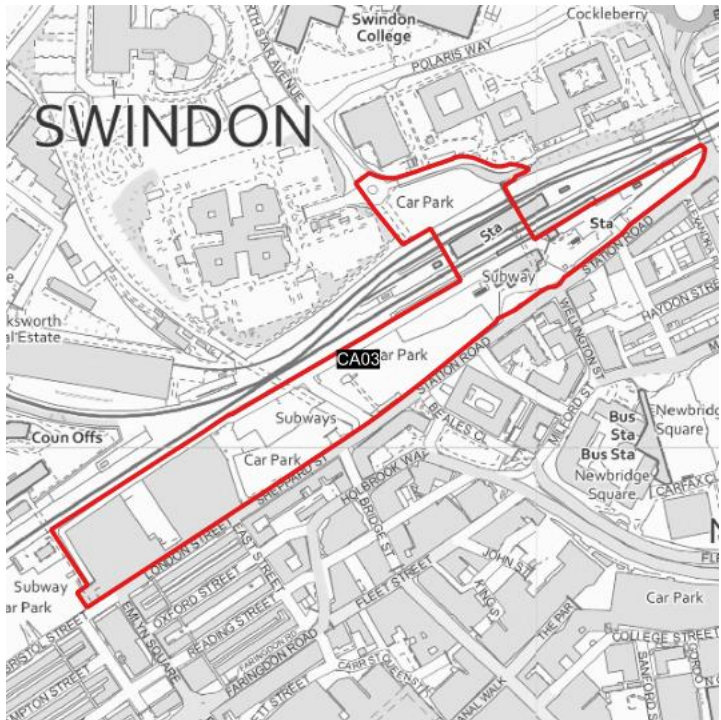
Appendix A – SDA01 Swindon's Central Area Viability Site Proformas



CA01	North Star (including Oasis)
CA02	North Star House
CA03	Swindon Station Redevelopment
CA04	Bristol Street Car Park
CA05	Brunel Quarter
CA06	The Parade
CA07	Wyvern Square
CA08	Spring Gardens
CA09	Kimmerfields
CA10	Regent Circus Complex
CA11	Granville Street Car Park
CA12	Polaris House
CA13	Civic Campus
CA14	Bridge Street / Fleet Street regeneration area
CA15	Newburn Sidings

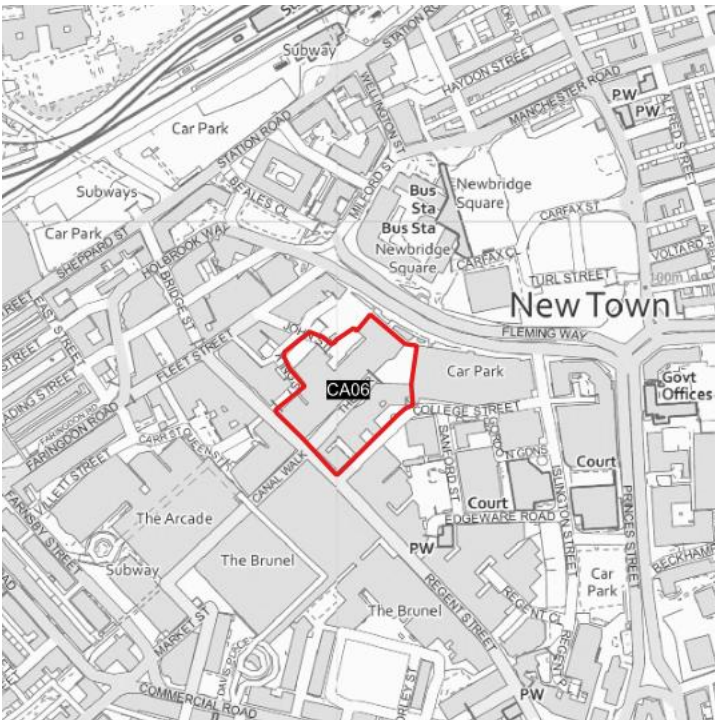
Site allocation ref:	CA01
Site name:	North Star (including Oasis)
Map:	
Existing use(s):	Vacant brownfield land and swimming pool
Allocated use(s):	Residential, leisure, sports, employment land
Indicative capacity:	550 homes and 29,000 sqm of employment floorspace
Identified by:	SevenCapital (Swindon) Ltd.
Land ownership:	SevenCapital (Swindon) Ltd. leasehold. Swindon Borough Council freehold.
Opportunities / constraints:	• Listed / historic structure. • Abnormal costs include pool refurbishment.
Viability measures:	• Policy flexibility – affordable housing: The requirement to deliver 30% affordable housing is replaced with a more flexible requirement to demonstrate how affordable housing has been maximised. • Policy flexibility – tall buildings: Whilst policy generally welcomes opportunities for tall buildings within the Central Area, delivery is not a requirement. Indeed, medium rise blocks are considered particularly suitable around the pool dome. • Land use policy: Site allocation includes employment land designation: the delivery of employment is acknowledged as a key part of enabling residential development and pool refurbishment.
Planning status: (at Sep-26)	S/OUT/24/1427. Outline application GRANTED for employment units (Use Class B8 (including data centres), B2 and or E(g) (iii). Pre-app / emerging planning application.

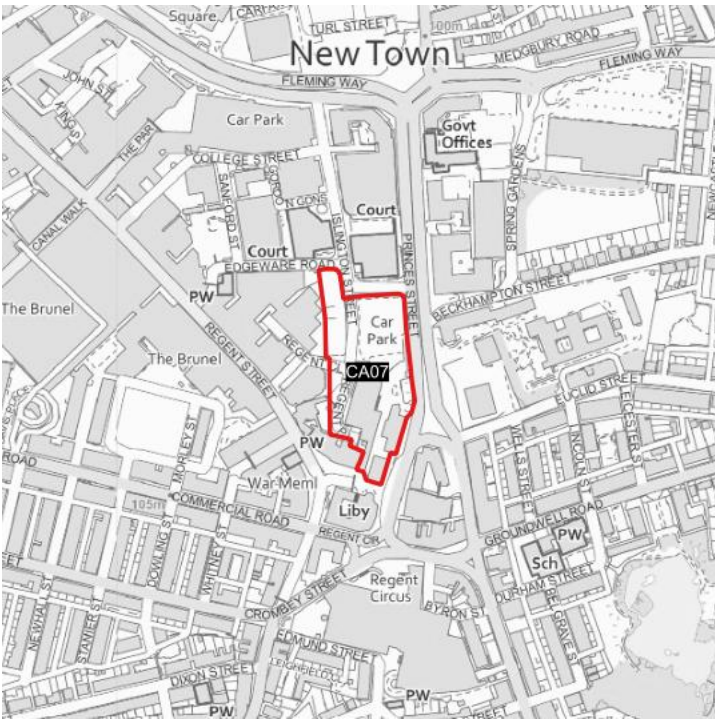
Ref:	CA02
Name:	North Star House
Map:	
Existing use(s):	Residential
Allocated use(s):	Residential
Indicative capacity:	415 homes
Identified by:	Shaviram Group Ltd.
Land ownership:	Shaviram Group Ltd.
Opportunities / constraints:	• Vacant office block already successfully converted to residential. • Significant scope for intensification with remainder of site mostly open and laid out as car parking. • Representations from Shaviram Group Ltd. support tall buildings at this location.
Viability measures:	• Policy flexibility – affordable housing: The requirement to deliver 30% affordable housing is replaced with a more flexible requirement to demonstrate how affordable housing has been maximised. • Policy flexibility – tall buildings: Whilst policy generally welcomes opportunities for tall buildings within the Central Area, delivery is not a requirement.
Planning status: (at Sep-26)	• Pre-application advice sought.

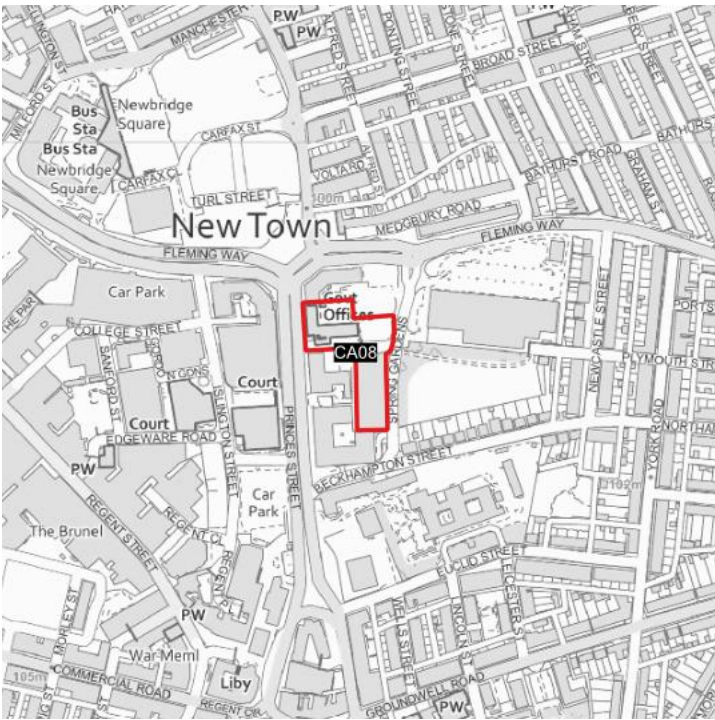
Ref:	CA03
Name:	Swindon Station Redevelopment
Map:	
Existing use(s):	Station and car parking
Allocated use(s):	Offices including for Research and Development
Indicative capacity:	44,000 sqm of employment floorspace
Identified by:	National Rail and Swindon Borough Council
Land ownership:	National Rail and Swindon Borough Council
Opportunities / constraints:	- Abnormal costs include demolition/refurbishment of Signal Point and reorientation of station entrances + platform access improvements. - Significant scope for intensification, but sensitive environment next to railway line. - Opportunity to contribute positively to a sense of arrival. - Good central area office yields anticipated, like that of Tri-Centre and Zurich.
Viability measures:	Public sector land ownership and joint venture potential: Public sector involvement provides the opportunity to access external funding including for enabling works and joint ventures would enable the sharing of risk. Homes England: Masterplanning and options work, funded by Homes England.
Planning status: (at Sep-26)	Development options / masterplanning work.

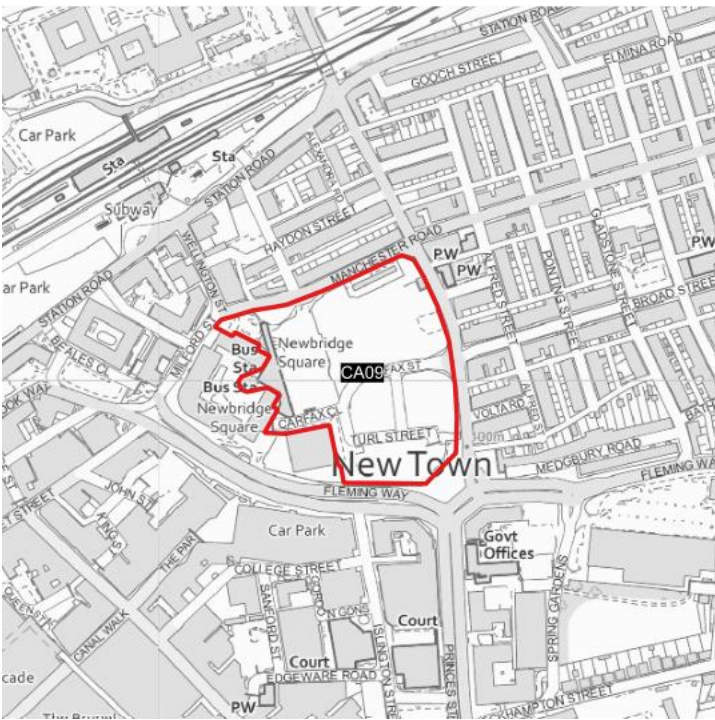
Ref:	CA04
Name:	Bristol Street Car Park
Map:	
Existing use(s):	Car parking
Allocated use(s):	Residential
Indicative capacity:	100 homes
Identified by:	Swindon Borough Council
Land ownership:	Swindon Borough Council
Opportunities / constraints:	• Historic structure and environment and sensitive environment next to railway line. • Scope for intensification with site laid out for parking. • Opportunity to contribute positively to a sense of arrival.
Viability measures:	• Public sector land ownership: Public sector involvement provides the opportunity to access external funding including for enabling works and for a longer-term investment approach that could include products like build-to-rent. • Policy flexibility – affordable housing: The requirement to deliver 30% affordable housing is replaced with a more flexible requirement to demonstrate how affordable housing has been maximised. • Policy flexibility – tall buildings: Whilst policy generally welcomes opportunities for tall buildings within the Central Area, delivery is not a requirement.
Planning status: (at Sep-26)	• Development options / masterplanning work carried out. Delivery partner being sought by SBC with intention to submit a planning application in coming years.

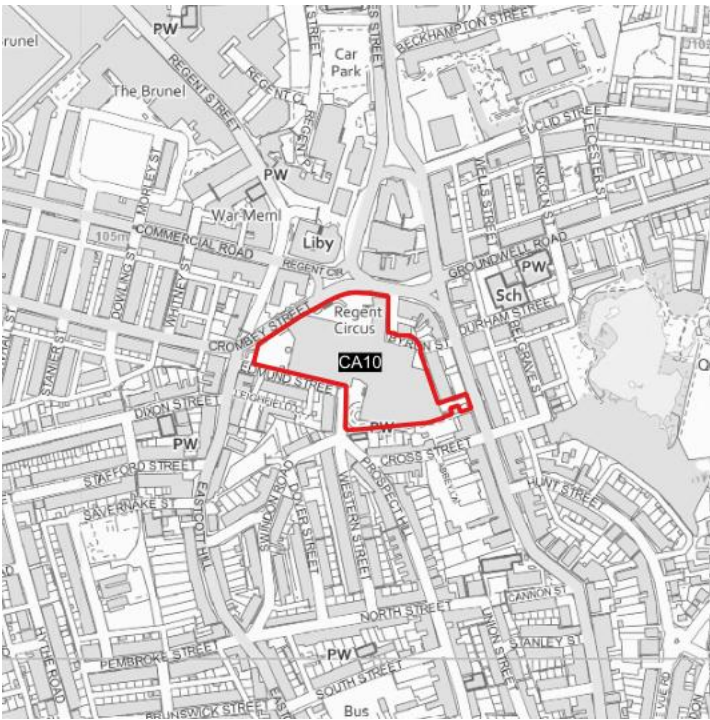
Ref:	CA05
Name:	Brunel Quarter
Map:	
Existing use(s):	Retail and car parking
Allocated use(s):	Residential led with town centre uses
Indicative capacity:	1,000 homes
Identified by:	FI REM and Swindon Borough Council
Land ownership:	FI REM and Swindon Borough Council
Opportunities / constraints:	• Significant scope to rationalise vacant retail and for upwards intensification. • DMJ Tower within site (tallest building in Swindon). • Demolition costs.
Viability measures:	• Public sector land ownership and joint venture potential: Public sector involvement provides the opportunity to access external funding including for enabling works and a joint venture would enable the sharing of development risk. • Policy flexibility – affordable housing: The requirement to deliver 30% affordable housing is replaced with a more flexible requirement to demonstrate how affordable housing has been maximised. • Policy flexibility – tall buildings: Whilst policy generally welcomes opportunities for tall buildings within the Central Area, delivery is not a requirement.
Planning status: (at Sep-26)	• S/OUT/19/1566 for partial redevelopment of site, pending S106 completion.

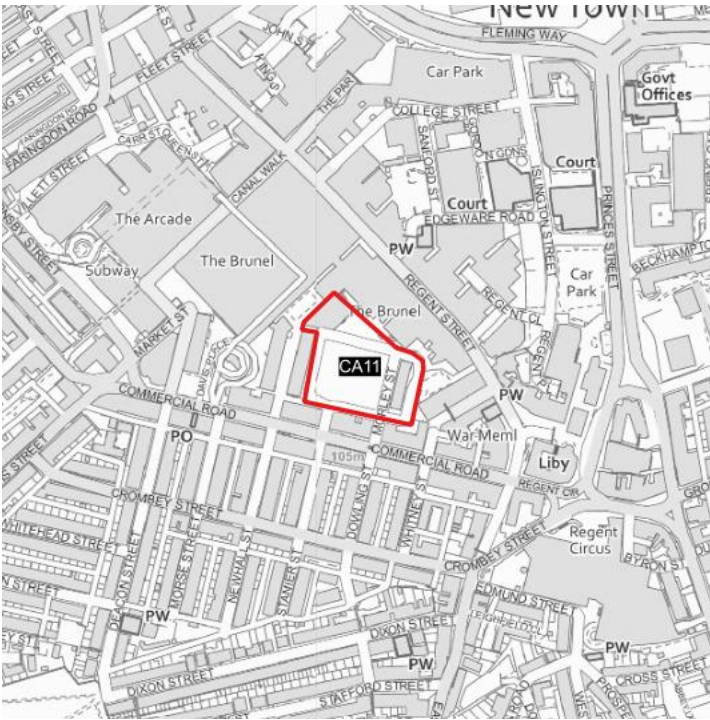
Ref:	CA06
Name:	The Parade
Map:	
Existing use(s):	Retail
Allocated use(s):	Residential-led with town centre uses
Indicative capacity:	245 homes
Identified by:	The Parade Swindon Ltd.
Land ownership:	The Parade Swindon Ltd.
Opportunities / constraints:	• Scope to rationalise retail floorspace and for upwards intensification. • Demolition / redevelopment costs.
Viability measures:	• Public sector investment: Infrastructure investment at Fleming Way includes improved public realm and public transport accessibility which has wider land value benefits. • Policy flexibility – affordable housing: The requirement to deliver 30% affordable housing is replaced with a more flexible requirement to demonstrate how affordable housing has been maximised. • Policy flexibility – tall buildings: Whilst policy generally welcomes opportunities for tall buildings within the Central Area, delivery is not a requirement.
Planning status: (at Sep-26)	• No recent engagement.

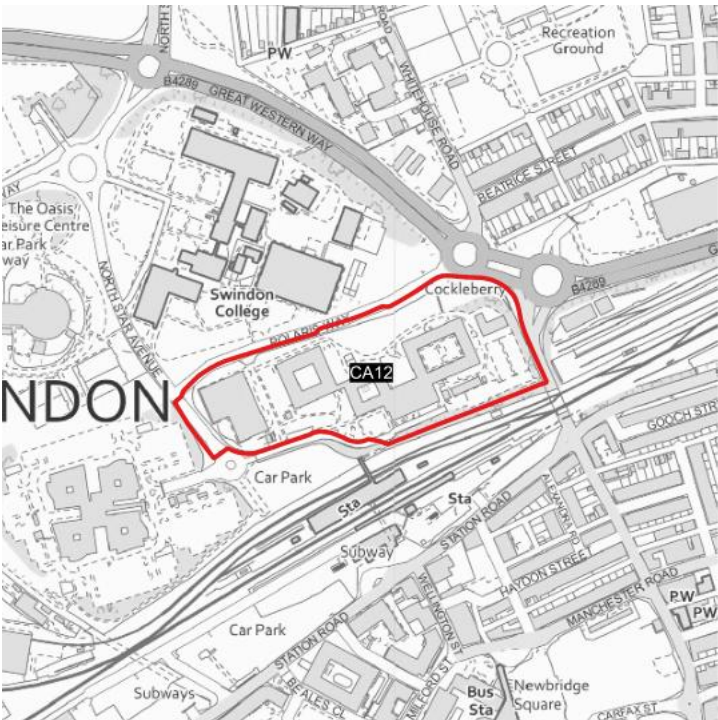
Ref:	CA07
Name:	Wyvern Square
Map:	
Existing use(s):	Retail, theatre and car parking
Allocated use(s):	Residential-led with town centre uses
Indicative capacity:	500 homes
Identified by:	Swindon Borough Council
Land ownership:	Swindon Borough Council
Opportunities / constraints:	• Significant scope for intensification. • Abnormal costs include the demolition / redevelopment of the Wyvern Theatre.
Viability measures:	• Public sector land ownership and joint venture potential: Public sector involvement provides the opportunity to access external funding including for enabling works and a joint venture would enable the sharing of development risk. • Policy flexibility – affordable housing: The requirement to deliver 30% affordable housing is replaced with a more flexible requirement to demonstrate how affordable housing has been maximised. • Policy flexibility – tall buildings: Whilst policy generally welcomes opportunities for tall buildings within the Central Area, delivery is not a requirement. • Growth Mission Fund: £20m secured for the delivery of a new entertainment venue within the town centre.
Planning status: (at Sep-26)	• Development options / masterplanning work carried out. Delivery partner being sought by SBC with intention to submit a planning application in coming years. Site delivery linked to CA09 Kimmerfields.

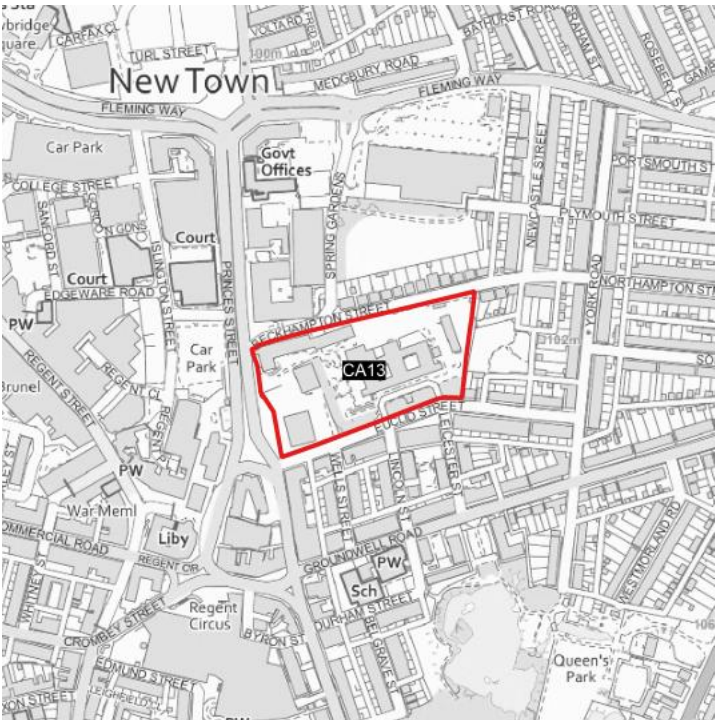
Ref:	CA08
Name:	Spring Gardens
Map:	
Existing use(s):	Car parking and offices
Allocated use(s):	Residential
Indicative capacity:	60 homes
Identified by:	Swindon Borough Council
Land ownership:	Government Property Agency and Swindon Borough Council
Opportunities / constraints:	• Scope to comprehensively redevelop site. • Demolition costs.
Viability measures:	• Public sector land ownership and joint venture potential: Public sector involvement provides the opportunity to access external funding including for enabling works and a joint venture would enable the sharing of development risk. • Policy flexibility – affordable housing: The requirement to deliver 30% affordable housing is replaced with a more flexible requirement to demonstrate how affordable housing has been maximised. • Policy flexibility – tall buildings: Whilst policy generally welcomes opportunities for tall buildings within the Central Area, delivery is not a requirement.
Planning status: (at Sep-26)	• No recent engagement.

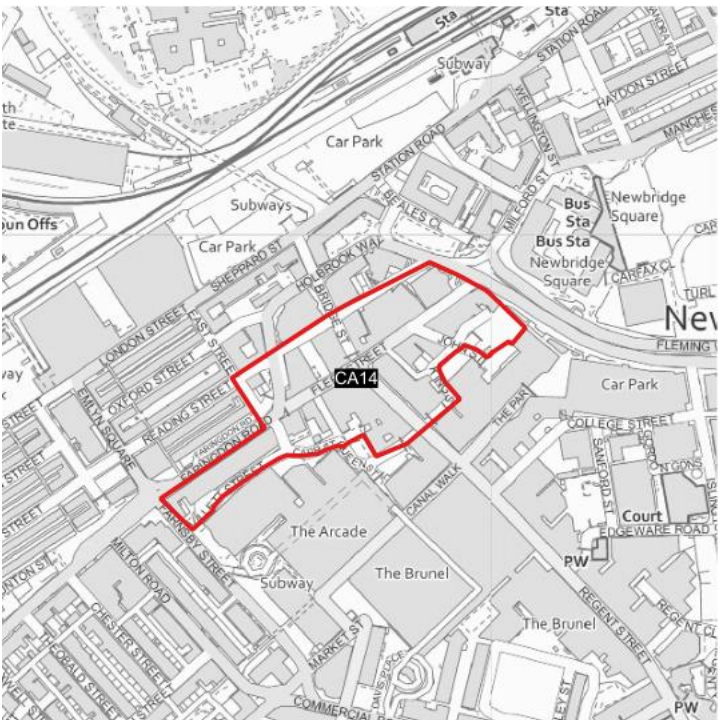
Ref:	CA09
Name:	Kimmerfields
Map:	
Existing use(s):	Vacant brownfield land
Allocated use(s):	Residential-led with town centre uses
Indicative capacity:	450 homes and 20,000 sqm of employment floorspace
Identified by:	Swindon Borough Council
Land ownership:	Swindon Borough Council
Opportunities / constraints:	• Significant scope for intensification. • Demolition and remediation work now done and site ready for re-development.
Viability measures:	• Public sector land ownership and joint venture potential: Public sector involvement provides the opportunity to access external funding including for enabling works and a joint venture would enable the sharing of development risk. • Public sector investment: Infrastructure investment at Fleming Way includes improved public realm and public transport accessibility which has wider land value benefits. • Policy flexibility – affordable housing: The requirement to deliver 30% affordable housing is replaced with a more flexible requirement to demonstrate how affordable housing has been maximised. • Policy flexibility – tall buildings: Whilst policy generally welcomes opportunities for tall buildings within the Central Area, delivery is not a requirement.
Planning status: (at Sep-26)	• S/11/0614. Outline application GRANTED for mixed use development. Office floorspace delivered and land prepared for next development phases.

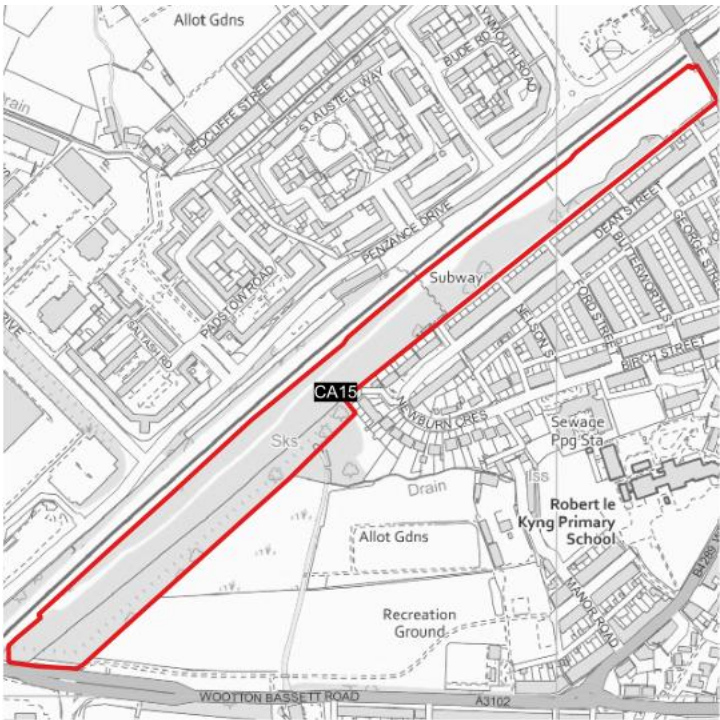
Ref:	CA10
Name:	Regent Circus Complex
Map:	
Existing use(s):	Leisure and vacant brownfield land
Allocated use(s):	Residential
Indicative capacity:	250 homes
Identified by:	Reedhawk Ltd.
Land ownership:	Reedhawk Ltd.
Opportunities / constraints:	• Prominent central area corner site with significant scope for redevelopment. • Demolition costs associated with vacant retail floorspace.
Viability measures:	• Policy flexibility – affordable housing: The requirement to deliver 30% affordable housing is replaced with a more flexible requirement to demonstrate how affordable housing has been maximised. • Policy flexibility – tall buildings: Whilst policy generally welcomes opportunities for tall buildings within the Central Area, delivery is not a requirement.
Planning status: (at Sep-26)	• Demolition of vacant buildings nearing completion. • Pre-application advice sought.

Ref:	CA11
Name:	Granville Street Car Park
Map:	
Existing use(s):	Car Parking
Allocated use(s):	Residential-led with town centre uses
Indicative capacity:	160 homes
Identified by:	Swindon Borough Council
Land ownership:	Swindon Borough Council and private ownership
Opportunities / constraints:	Significant scope for intensification with site mostly open and laid out as car parking.
Viability measures:	Public sector land ownership and joint venture potential: Public sector involvement provides the opportunity to access external funding including for enabling works and a joint venture would enable the sharing of development risk. Policy flexibility – affordable housing: The requirement to deliver 30% affordable housing is replaced with a more flexible requirement to demonstrate how affordable housing has been maximised. Policy flexibility – tall buildings: Whilst policy generally welcomes opportunities for tall buildings within the Central Area, delivery is not a requirement.
Planning status: (at Sep-26)	No recent engagement.

Ref:	CA12
Name:	Polaris House
Map:	
Existing use(s):	Offices
Allocated use(s):	Residential
Indicative capacity:	900 homes
Identified by:	Swindon Borough Council
Land ownership:	Government Property Agency (GPA)
Opportunities / constraints:	• Key site adjacent to Swindon station with significant scope for intensification. • Sensitive environment next to railway line. • Opportunity to contribute positively to a sense of arrival. • Demolition costs.
Viability measures:	• Policy flexibility – affordable housing: The requirement to deliver 30% affordable housing is replaced with a more flexible requirement to demonstrate how affordable housing has been maximised. • Policy flexibility – tall buildings: Whilst policy generally welcomes opportunities for tall buildings within the Central Area, delivery is not a requirement. • Public sector investment: Infrastructure investment at Swindon Station, including access improvements towards the town centre would benefit the site and the wider area.
Planning status: (at Sep-26)	• No recent engagement

Ref:	CA13
Name:	Civic Campus
Map:	
Existing use(s):	Civic building and offices
Allocated use(s):	Civic building and residential
Indicative capacity:	115 homes
Identified by:	Swindon Borough Council
Land ownership:	Swindon Borough Council
Opportunities / constraints:	- Listed / historic structures including Civic Office building that includes Council Chamber. - Scope to convert 1980s office buildings and old school buildings into residential and infill site, whilst retaining operation of Civic Office building for council business.
Viability measures:	Public sector land ownership and joint venture potential: Public sector involvement provides the opportunity to access external funding including for enabling works and a joint venture would enable the sharing of development risk. Policy flexibility – affordable housing: The requirement to deliver 30% affordable housing is replaced with a more flexible requirement to demonstrate how affordable housing has been maximised. Policy flexibility – tall buildings: Whilst policy generally welcomes opportunities for tall buildings within the Central Area, delivery is not a requirement. Indeed, infill opportunities here would most suit medium rise buildings.
Planning status: (at Sep-26)	No recent engagement.

Ref:	CA14
Name:	Bridge Street / Fleet Street regeneration area
Map:	
Existing use(s):	Retail, residential and vacant brownfield land
Allocated use(s):	Residential, retail, offices
Indicative capacity:	200 homes and 10,000 sqm of employment floorspace
Identified by:	Swindon Borough Council
Land ownership:	Swindon Borough Council and private landowners
Opportunities / constraints:	- Many vacant shop fronts and buildings with significant scope to improve key pedestrian route between Regent Street and North Star and between Fleming Way and Railway Village. - Land assembly potential.
Viability measures:	Public sector investment: Infrastructure investment at Fleming Way includes improved public realm and public transport accessibility which has wider land value benefits. CIL: Use of Community Infrastructure Levy funding for comprehensive public realm improvements along Fleet Street to include tree planting and seating. Policy flexibility – affordable housing: The requirement to deliver 30% affordable housing is replaced with a more flexible requirement to demonstrate how affordable housing has been maximised. Policy flexibility – tall buildings: Whilst policy generally welcomes opportunities for tall buildings within the Central Area, delivery is not a requirement.
Planning status: (at Sep-26)	S/26/0862. Application GRANTED for redevelopment of 18 - 24 Bridge Street & 16 - 17 Fleet Street.

Ref:	CA15
Name:	Newburn Sidings
Map:	
Existing use(s):	Vacant brownfield land
Allocated use(s):	Residential
Indicative capacity:	262 homes
Identified by:	One Swindon Ltd.
Land ownership:	One Swindon Ltd.
Opportunities / constraints:	• Opening up of a new direct route between Wichelstowe and Swindon Station. • Opportunity to contribute positively to a sense of arrival into Swindon station. • Decontamination and remediation costs.
Viability measures:	None applicable.
Planning status: (at Sep-26)	S/OUT/21/0181. Outline application granted for 262 new homes.