

Transparent. Unbiased. Yours.

## Swindon Council Reaffirms Commitment to Ambitious Town Centre Regeneration

June 23, 2025

— Categories: Real Estate



Public-private collaboration at the core of the Heart of Swindon vision. Swindon Borough Council has renewed its commitment to the ambitious Heart of Swindon regeneration strategy, reaffirming plans to transform the town centre through significant investment and strategic partnerships with the private sector. The initiative aims to revitalise the area by enhancing residential, commercial, and leisure infrastructure, making Swindon a more attractive destination for residents, businesses, and investors alike.

This renewed momentum was marked at a recent business session held at the newly refurbished Tri-Centre building in Newbridge Square. Once occupied by Zurich Insurance, the £8.5 million redevelopment led by FI Real Estate Management has repositioned the site as high-quality office space, signalling growing confidence in the town's regeneration prospects and its capacity to attract enterprise.

Matt Peachey, Swindon Borough Council's Service Director for Inclusive Growth, described the development as a "strong example" of the wider regeneration effort. He emphasised that the town has "all the ingredients for sustained success" and highlighted the importance of collaborative efforts to drive growth. Central to the Heart of Swindon plan is the delivery of 5,000 new homes in the town centre, with the potential to accommodate up to 8,000 residents and support long-term economic vitality.

In addition to residential development, the council's plans include new community infrastructure such as a primary school, the planting of 1,000 trees, expanded green spaces through pocket parks, and the introduction of a street food market to enhance local vibrancy and footfall. These initiatives aim to improve quality of life while encouraging civic engagement and environmental sustainability.

Andrew Wells, Head of Inward Investment, underscored the importance of continuing to reshape perceptions of Swindon. He described the Newbridge Square investment as "transformational" and pointed to the town's affordability and connectivity as key strengths. Wells also referenced the Knowledge Central project focused on the area surrounding Swindon's train station and noted that the council is drawing inspiration from Bristol's Temple Quay development to guide future plans.

The Heart of Swindon remains the council's strategic focal point, with the encouragement of private sector investment, the regeneration of landmark buildings such as the David Murray John Tower, and the creation of a new entertainment venue among its core ambitions. As the town progresses into this next phase of renewal, Swindon is positioning itself as a forward-looking and competitive regional centre for growth and innovation.