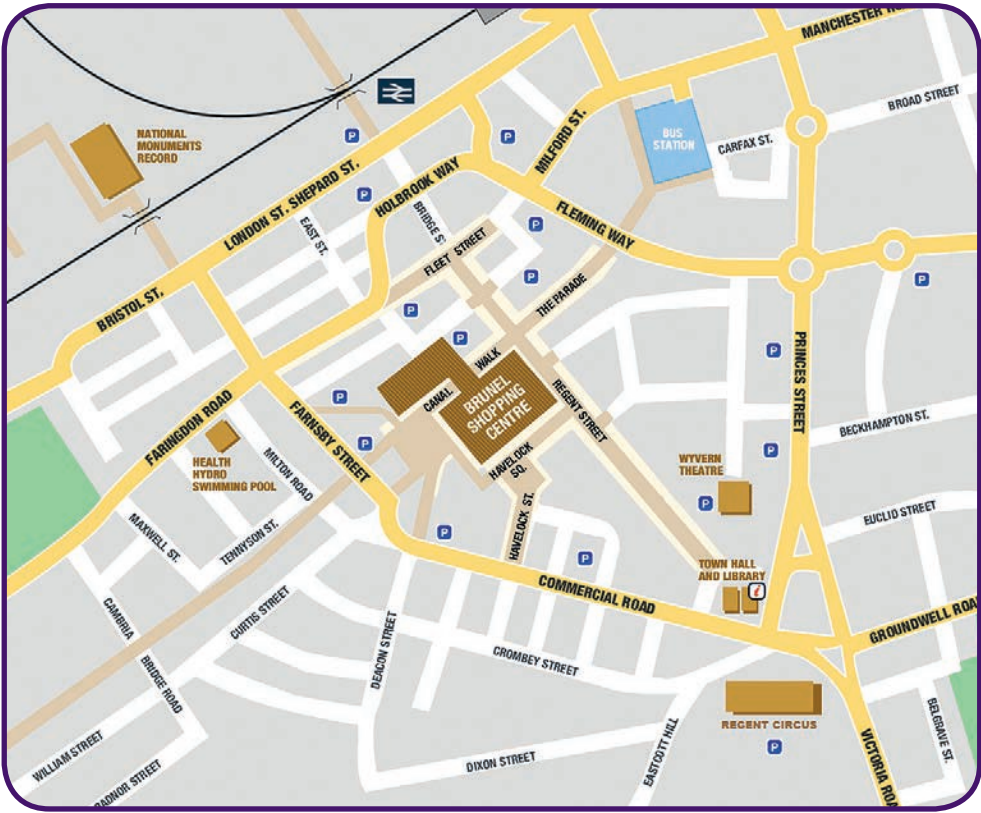


Swindon's Retail Sector

Expanding population, town centre regeneration, growing businesses, increasing property yields

Getting to Swindon town centre couldn't be easier

Population



Large town centre businesses increase daytime population



Grown 5 times faster than English average over last 4 decades

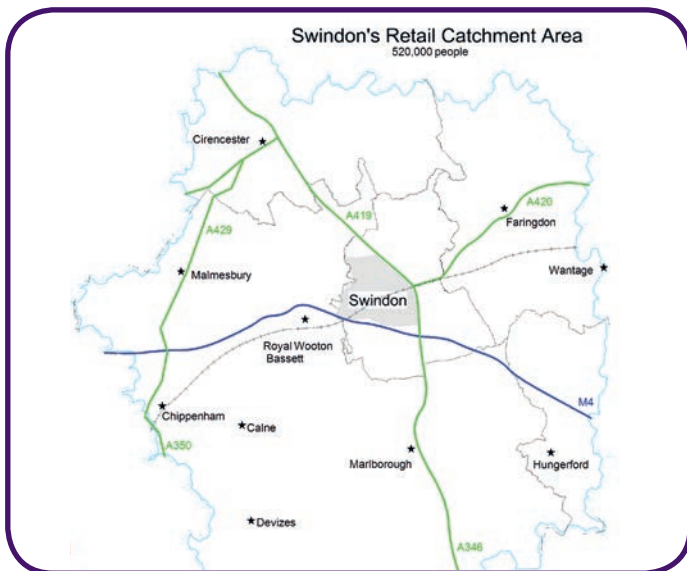
215,800 population (2014)¹

17% growth in population to 2026

253,490 population (2026)²

Working age population (age 16 – 64) = 140,100

Swindon's retail catchment area³



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Growth in retail & leisure spending in town centre

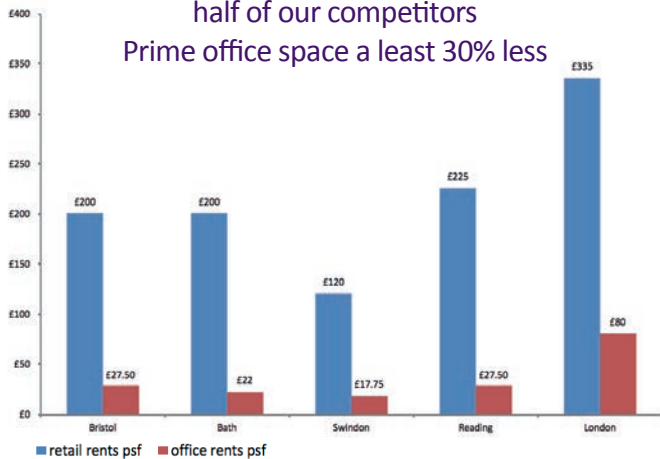


£430 million (2008)³

£545 million (2016)⁴

Competitive commercial rents⁵

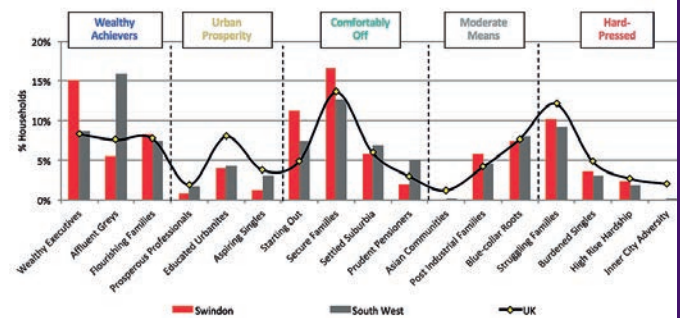
Prime retail rents in Swindon around half of our competitors
Prime office space a least 30% less



Affluent family focussed population

Swindon 2012: ACORN Profile

Swindon is dominated by affluent families and young couples



* Swindon has an affluent catchment, being comprised predominantly of Secure Families (17%), Wealthy Executives (15%) and Starting Out (11%). All levels of these groups are well above regional and national averages.

TOWN CENTRE FOOTFALL

22.8 million every year⁷ 2.1 million per month 305,000 per week

Recent Investment



100,000 sq ft - Cineworld, Morrisons supermarket, 7 restaurants



33,000 sq ft store on Paddington Drive



50,000 sq ft extension



15,000 sq ft flag-ship stores in The Parade

FLANNELS

Manchester-based luxury and designer fashion chain open 40,000 sq ft flag-ship for the southeast of England in Swindon town centre

¹ONS August 2015

²Swindon Borough Council, JSNA

³DTZ Retail Capacity Study 2009

⁴NLP Retail and Leisure needs assessment, 2016

⁵The Brunel Centre

⁶Forward Swindon, CACI study 2013

⁷Springboard