



Discover Swindon's rich landmarks and attractions

The Western Flyer



### Swindon Travel Choices



The Western Flyer was part of Swindon Borough Council's Local Sustainable Transport Fund (LSTF) project, which is known as Swindon Travel Choices.

For more information about the Western Flyer and the wider Swindon Travel Choices project please visit: [www.swindontravelchoices.org.uk](http://www.swindontravelchoices.org.uk)

Like us on Facebook [www.facebook.com/swindontravelchoices](http://www.facebook.com/swindontravelchoices)

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#### StreetSmart

Report any maintenance issues along the Western Flyer route such as broken glass, to Swindon Borough Council's StreetSmart team online [www.swindon.gov.uk](http://www.swindon.gov.uk)

Photos courtesy of Thean Duncan-Smith/Ben Staite/Keith Smith



### Swindon Railway Station

A main line railway station serving the town of Swindon.

The station opened in 1842 with construction of the Great Western Railway's engineering works continuing. Until 1895, every train stopped here for at least 10 minutes to change locomotives. It also hosted the first recorded railway refreshment rooms, divided according to class. Swindonians, for a time, were proud that the current King and Queen of the time had enjoyed refreshments there. The station in 1842 was built of three storeys, with the refreshment rooms on the ground floor, the upper floors comprising the station hotel and lounge. Until 1961, when Swindon Town station closed, the station was known as Swindon Junction.

The building was demolished in 1972, with today's station and office block erected on the site.



### Former North Wilts Canal

The Western Flyer follows the route of the former North Wilts Canal, which provided a connection between the Wilts & Berks Canal and the Thames & Severn Canal. The stone wall underpass at Sheppard Street (see photo) was the entrance to the former canal. This retaining and boundary wall was constructed between 1870-1880 by the Great Western Railway. Built of rock-faced stone with continuous ashlar limestone string course and ashlar dressings to inset rectangular panels. The wall retains the higher railway land on the north side.



### Oasis Leisure Centre

The Oasis Leisure Centre opened in 1976. The entertainment and sports complex has many facilities available, such as a lagoon swimming pool, gym, bar and concert hall.

Over the last few years, the concert hall has become a major venue for touring acts and can hold approximately 1,630 people (seated) and 3,000 people (standing).

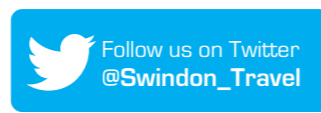
In the early 1990s, the Britpop band 'Oasis' took their name after singer Liam Gallagher saw the name as a venue from an Inspiral Carpets tour poster.



### Swindon College

The origins of the college can be traced back to 1843, when educational classes for employees were started by the Great Western Railway Company. It started out as a technical college providing training to rail workers, and also as a secondary school. The late 19th century saw the development of the School of Art, the first purpose-built art school in the south-west of England.

The existing College is a general further education college operating mainly from one site near the town centre. The new main campus building was opened in 2006 and offers courses primarily in work-related areas and has industry standard facilities in a number of these, including construction, engineering and catering.



### Former Gasholder Site

For many years a gasholder stood at the junction of Iffley Road, Cobden Road and Harcourt Road in Swindon (see photo - top). This was part of the Great Western Railway factory and stored town gas made on the site for the Works. The gasholder survived a Nazi bombing raid in July 1942 and, through various changes of ownership since the Second World War, continued in service. However, in 2012 it was declared redundant and the gasholder was taken down leaving a large hole. In 2013 the hole was filled in and the site laid to topsoil (see photo - bottom).



### Bruce Street Bridges

Located on Great Western Way, Bruce Street Bridges is one of the key railway crossing points in the town, connecting north Swindon with the town centre. Until 2014, the traffic-flow arrangement was a four mini-roundabout junction, with two roundabouts either side of the railway line, but has since been changed into one main roundabout circling the railway line. Previously, Bruce Street Bridges was a terminus for the town centre to Rodbourne tram route, during the early half of the 20th century. This junction remains a prominent part of Swindon's transport network today.



### River Ray

The River Ray is a tributary of the River Thames. The source is in Wroughton and it joins the River Thames near Cricklade. The Wiltshire Wildlife Trust has undertaken various projects to make this section of the Western Flyer route a relaxing and attractive location to appreciate nature.

To the north of the Western Flyer the River Ray runs through one of Swindon's Strategic Nature Areas which are priority areas for conservation.



### The former Midland and South Western Junction Railway

The Western Flyer passes over the route of the former Midland and South Western Junction Railway, which connected Cheltenham, Swindon, Marlborough and Southampton.

Today the trackbed of the disused railway forms part of the National Cycle Network Route 45, heading north along the route it will take you to Cricklade. Alternatively, in a southward direction it leads you to Old Town and Chiseldon. There is an opportunity to connect with the National Cycle Network Route 482 to Marlborough.



### The Spectrum Building

Designed by Lord Foster, one of the most prominent contemporary architects in Britain, the Spectrum Building in Swindon has been listed as Grade II. It was built in 1980 to designs by Foster Associates for Renault who wanted a modern warehouse and office to reflect their prestigious brand. Lord Foster was highly influential in the early development of High-Tech architecture, the bold and distinctive building features yellow steel 'umbrella masts' and a yellow roof around the single-storey glass-walled warehouse. It provided a futuristic backdrop to scenes in the 1984 James Bond film, 'A View to a Kill'.



### Swindon Designer Outlet

McArthurGlen's Swindon Designer Outlet opened in 1997. It is housed in the beautifully renovated Grade II listed buildings of the Great Western Railway Works.

There are over 100 designer stores, and it houses a foodcourt with a variety of restaurants and coffee shops.



### STEAM Museum

Situated in the heart of what was once one of the largest railway engineering complexes in the world. Swindon Railway Works opened in January 1843 as a repair and maintenance facility for the new Great Western Railway.

Expanding dramatically they employed over 12,000 people and at its peak in the 1930s, the works covered over 300 acres and could produce three locomotives a week.

The completion of the last steam locomotive for British Railways - Evening Star - at Swindon in 1960, marked a watershed in the history of the works, and in 1963 a large part of the old carriage and wagon works on the eastern side of the Gloucester branch line was closed and sold for redevelopment.

The Grade II listed structure is now occupied by STEAM a museum that tells the story of the men and women who built, operated and travelled on the Great Western Railway.



### Future Snowdome

Plans have been approved for the construction of a new indoor snow centre in Swindon. The Snow Centre Swindon is part of a £270 million project with a snow slope spanning 15,800 square metres and a 170m piste. The complex will also include a beginner slope, sledging zone, 13-screen cinema as well as bowling, a gym and shops.



### Delta Business Park

Oxford Brookes University have made the Delta Business Park their new home in Swindon, where they have state-of-the-art facilities for their adult nursing courses.

The University joins a wide range of businesses on the park, including the Campanile Hotel, a car dealership, drive through fast food restaurant and the Delta Tennis Centre, as well as many smaller businesses.

### The Western Flyer



The Western Flyer project was an upgrade of an existing cycle and pedestrian route between West Swindon and the town centre. The route is 2 miles in length and rich in local heritage and attractions. The full route of the Western Flyer follows the designated National Cycle Network Route 45 (Link) network from Mead Way - Westmead Industrial Estate - Barnfield - Iffley Road - North Star (through subways beneath Great Western Way and Hawksworth Way) - Sheppard Street.

The route is suitable for high-speed commuter journeys and as well as for leisure purposes for all abilities.

#### Reasons for this route being chosen for upgrade:

- Nearly a fifth of Swindon town centre workers live in West Swindon;
- The whole route is about 2 miles long and can easily be cycled in around 15 to 20 minutes;
- Car drivers currently don't see the "hidden" route from the road and therefore awareness of the alternative is low amongst our target audience;
- Employees driving to the town centre from West Swindon travel through congested junctions and along Great Western Way, which is identified as a strategic route into the town centre.

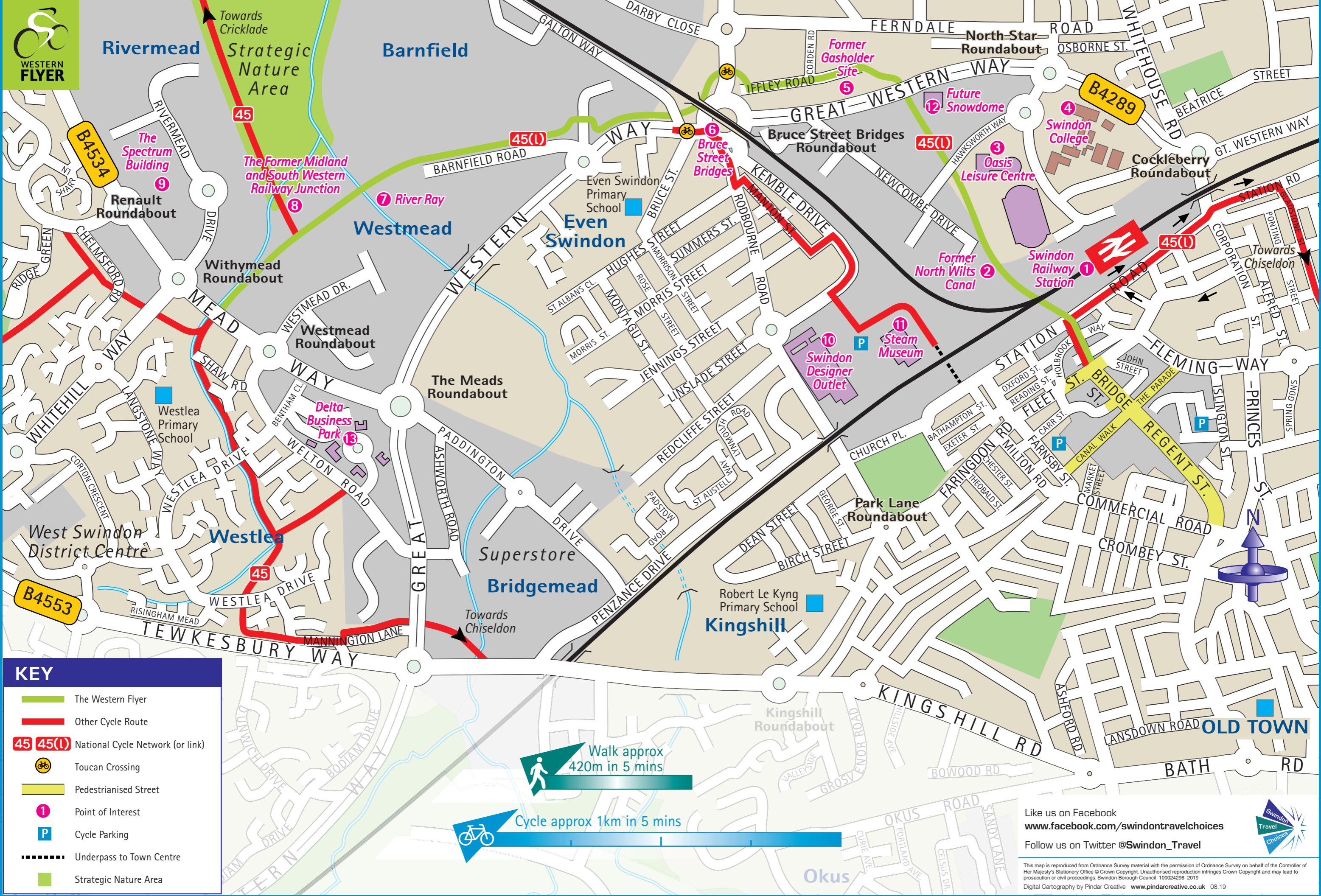
#### The benefits of cycling and walking include:



- Improves general health, helping to lower blood pressure and heart rate, as well as improving mental health and wellbeing
- Helps with weight and stress management
- Improves fitness
- In congested areas cyclists and pedestrians breathe in less fumes than drivers
- Saves money
- Produces no pollution so is good for the environment and tackling climate change
- Often quicker to get around in towns and cities
- Fewer cars on the road and more cyclists and pedestrians means safer roads
- Have fewer days being ill each year

So whether you cycle or walk for your whole journey, or simply part of it, you know you will be healthier as a result!

# The Western Flyer



**KEY**

- The Western Flyer
- Other Cycle Route
- 45 45(L) National Cycle Network (or link)
- Toucan Crossing
- Pedestrianised Street
- 1 Point of Interest
- P Cycle Parking
- Underpass to Town Centre
- Strategic Nature Area

Walk approx  
420m in 5 mins

Cycle approx 1km in 5 mins

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