



Discover Swindon's rich transport heritage, landmarks and attractions

The Eastern Flyer



Swindon Travel Choices



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

For more information about the Eastern Flyer and the wider Swindon Travel Choices project please visit:

www.swindontravelchoices.org.uk

Like us on Facebook www.facebook.com/swindontravelchoices

Follow us on Twitter @swindon_travel

StreetSmart

Report any maintenance issues along the Eastern Flyer route such as broken glass, to Swindon Borough Council's StreetSmart team on **01793 445501** (Monday to Friday 9am to 5pm.) For emergencies at other times call **01793 466453**

www.swindon.gov.uk

To report any infrastructure maintenance problems please call Swindon Direct on the numbers above, as StreetSmart.

Photos © Jennifer Berry www.jennifermjberry.com



Design, cartography and print by Pindar Creative

www.pindarcreative.co.uk

03.17

FOI 4149/17



Golden Lion Bridge Mural

The Golden Lion Bridge mural sits on the junction of Corporation Street and Fleming Way in the town centre. It was painted by Swindon artist Ken White in 1976.

He painted the 25 square foot image on the end of a set of terraced houses while earning £25 a week on a Government job creation scheme.

It depicts the Golden Lion Bridge, which used to stand in Canal Walk in central Swindon, as it would have been in 1908.



County Ground Pub

The most popular watering hole for fans whenever Swindon Town are playing at home and a down-to-earth 'local' when they are not. Regulars in the County Ground Hotel celebrated a special anniversary on 2nd November, 1997 as this grand old pub notched up a century of service to Swindon drinkers.

The year it opened is commemorated by a terracotta plaque on the side of the building which includes a portrait of Queen Victoria who was celebrating her diamond jubilee in the same year.

Outwardly, The County Ground Hotel is largely unchanged from how it looked a hundred years ago, though alterations and extensions in 1921 and 1954 mean that it is not wholly Victorian.

Did you know?

Fleming Way was built in 1965 at a time of continued expansion and transformation of the town centre and continues to do so today. It runs for 0.7 miles through the town and ends at the Magic Roundabout. Fleming Way was named in honour of former Swindon Town FC striker, Harold Fleming.



County Ground

The County Ground has been home to Swindon Town Football Club since 1896 and has a current capacity of nearly 15,000 people. The stadium's all time record attendance came against Arsenal in 1972 where 32,000 fans came to watch the FA cup 3rd round tie.

The County Ground is also the only football stadium in the world with the most prestigious name in watch making acting as its timekeeper; Rolex, whose logo can be seen on the clock is on the Stratton Bank stand.

In addition to Swindon Town, the County Ground has previously hosted international football fixtures and concerts from acts such as Elton John and Bryan Adams.



Magic Roundabout

Voted in 2009 as "the fourth scariest junction in Britain" the Magic Roundabout was constructed based on a design by inventor and traffic engineer Frank Blackmore in 1972. It consists of five

mini-roundabouts arranged around a sixth central, anti-clockwise roundabout.

Swindonians are very proud of their Magic Roundabout and the tourist information desk, situated in the town's central library on Regent Circus, sells a wide range of Magic Roundabout memorabilia. So, if you've braved this colossal contraption of a road system you can celebrate your feat with a suitable souvenir or two. Luckily for pedestrians and cyclists, there are crossing points around each arm so you don't need to travel across it on the road.

The Magic Roundabout is located near the County Ground, its name comes from the popular children's television series The Magic Roundabout.



Canal Bridge

Walking or cycling along the Eastern Flyer north east of the Magic Roundabout you will come across Canal Bridge. Built around 1810 over the former North Wilts Canal, the Marsh Farm or Shrivensham Road bridge as it was also referred to, was declared a grade II-listed building in 1986. It still retains its beauty and is a lovely spot to pause for a moment and reflect on the then and now.



Greenbridge Retail Park

Greenbridge Retail Park was opened in stages between 1996 and 1999. The retail park offers shoppers a great selection of retail and leisure including fashion and

homeware shops, DIY stores and high-street favourite stores, and is home to many restaurants, a gym and a cinema.

The retail park was once home to Garrard Engineering and Manufacturing Company sports ground which now lies beneath part of the Greenbridge site and is commemorated in the naming of Garrard Way.

When Garrard moved to Swindon in 1919 it heralded a change in the industrial profile of the town. The precision engineering manufacturer was among the first to offer large scale alternative employment - Swindon would no longer be a one-industry town, dependent on the railway works.

Did you know?

Swindon has quite a history with pigs. Its name is believed to have come from "Swine-dun" meaning "Pig Hill". Where Matalan now sits, St. Margaret's Wiltshire Bacon Co Ltd began production in 1895. A substantial proportion of its output was sold locally. In 1947 it was acquired by Brown & Knight Ltd. of Lambeth, London (bacon curers and food distributors) and extended. In 1956 about 50 people were employed in the factory. The site was redeveloped in the 1990's as part of the Greenbridge development.



White Hart Pub

An established part of the Swindon landscape, The White Hart pub sits on the old Roman Road, just off the A419, and lends its name to the Oxford Road roundabout.

This public house at Stratton St Margaret owes its existence to the Wilts and Berks Canal which ran nearby. Coal merchant

William Seymour was the owner by 1841 and his family kept it for many years. In those days The White Hart stood on the other side of the current Oxford Road and sold beer produced in the brewhouse on the opposite side of the road.

The original building was demolished, and a new one built in 1937-38 on its present site. One of its most famous landlords since then has been Johnnie Stiles, whose band had brought prestige to the town when winning the All British Dance Band Championships in both 1948 and 1949. Standing on the A419 Swindon by-pass and A420 Oxford Road interchange, the pub was subsequently extended and modernised in 1982.



Ermin Street

Ermin Street in Stratton is located opposite the White Hart pub. It is built on the old Roman road which ran from Glevum (Gloucester) via Corinium (Cirencester) to Durocornovium (Wanborough) where there was a Roman settlement on to Calleva Atrebatum (Silchester).

You will be surprised just how interesting Stratton can be once you know a little more about its history, where key landmarks used to be, and also which of the ancient pathways and streets to look along to find old interesting buildings and structures.

In the past, the people of Stratton were commonly known as 'crocodiles'. The name comes from a local story that some Stratton men once armed themselves against a supposed crocodile found at the side of a road. It turned out to be a scarf.



Follow us on Twitter @swindon_travel



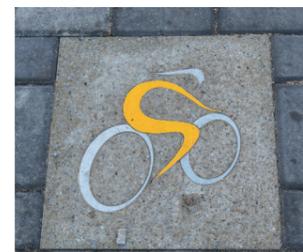
White Hart Allotments

The White Hart Allotments on Ermin Street are located opposite the White Hart Pub. Part of the allotments were lost to build access roads for the A419 bypass when it was constructed in 1977.

During the 19th century, Ermin Street was used by Welsh drovers taking their cattle and sheep to Smithfield's, London.

Did you know?

The nearest bike shop to the Eastern Flyer is Mitchell Cycles, located on Shrivensham Road. The shop was opened in 1968 by owner Harold Mitchell, who at the time decided that he wanted to work for himself and run his own business. It remains a family-run business, with three generations supplying and selling bikes of all shapes and sizes.



www.swindontravelchoices.org.uk

The Eastern Flyer



The Eastern Flyer is an upgrade of an existing cycle and pedestrian route between Swindon town centre and the White Hart junction. The route is two and a half miles in length and is paved and off the road, with safe crossing points at busy junctions.

The cycle route starts at the White Hart on Oxford Road, although the cycle path does continue further to the east over the bridge and to Gablecross and the retail areas on the A420. The Eastern Flyer follows Oxford Road to Greenbridge, then connects to the old canal route that runs alongside Shrivensham Road. From the Magic Roundabout, the route makes its way through quiet streets to come out at Whalebridge (by Jurys Inn) - Just follow the yellow markers.

The nearest cycle park is the Fleming Way cycle park.

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

From the route it is possible to connect onto the Dorcan Way cycle route and extend your journey to Covingham, Eldene, Liden and beyond.



Look out for the yellow route markers to guide you through the side streets

The benefits of cycling and walking include:

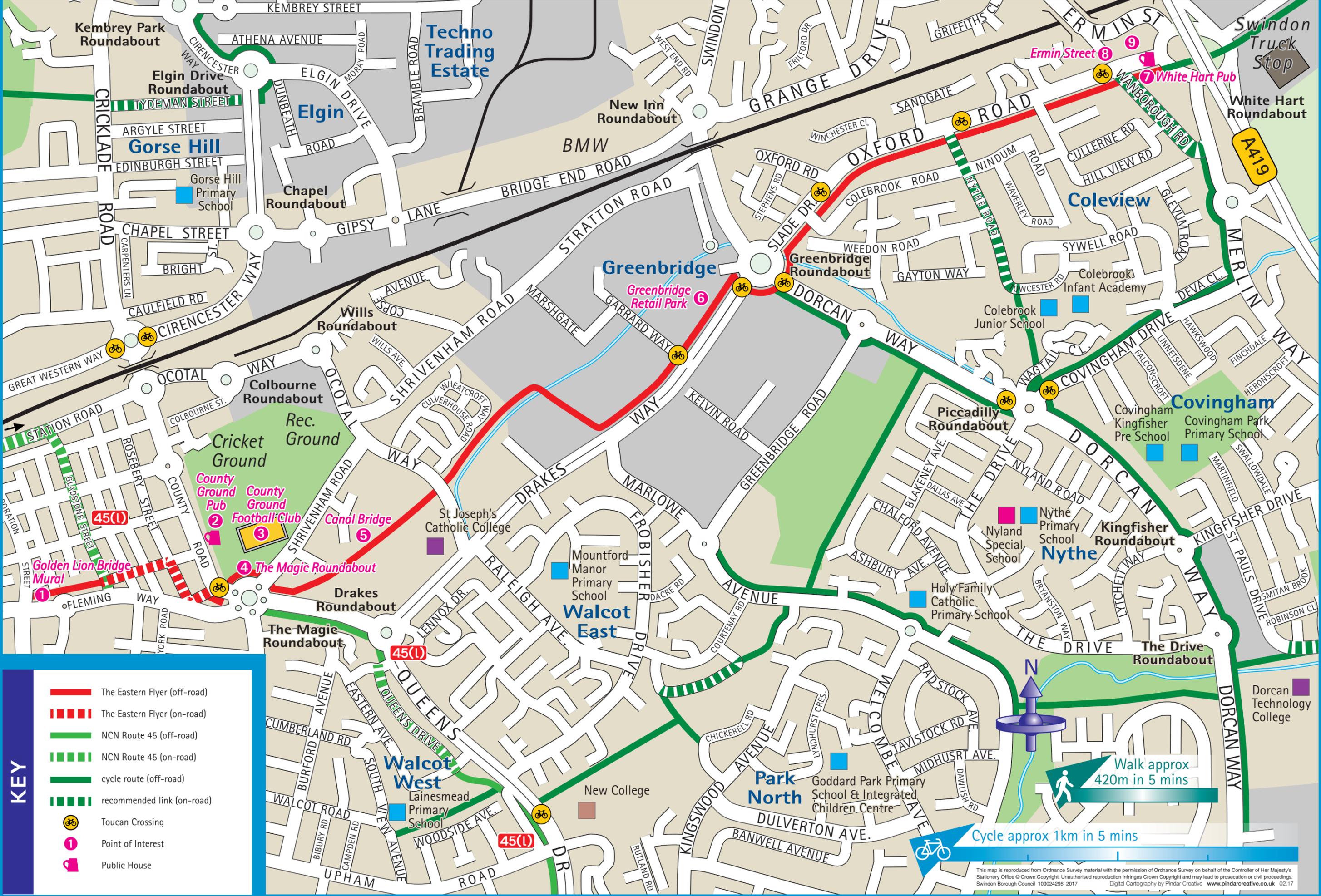


- Improves general health, helping to lower blood pressure and heart rate, as well as improving mental health and wellbeing
- Helps with weight and stress management
- Improves fitness
- In congested areas cyclists and pedestrians breathe in less fumes than drivers
- Saves you money
- Produces no pollution 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!

Text Source: Bristol City Council website, Benefits of cycling and walking. www.bristol.gov.uk/page/transport-and-streets/benefits-cycling-and-walking

The Eastern Flyer



KEY

- The Eastern Flyer (off-road)
- - - - - The Eastern Flyer (on-road)
- NCN Route 45 (off-road)
- - - - - NCN Route 45 (on-road)
- cycle route (off-road)
- - - - - recommended link (on-road)
- Toucan Crossing
- 1 Point of Interest
- Public House

This map is reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationary Office © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. Swindon Borough Council 100024296 2017. Digital Cartography by Pindar Creative www.pindarcreative.co.uk 02.17