

Swindon Designer Outlet

Swindon Designer Outlet is one of the largest covered designer outlets in Europe. It is also one of the best examples of retail regeneration in the UK after £40 million was spent on developing the centre in keeping with the heritage of its site – the former Great Western Railway Works.

Located just off junction 16 of the M4, the outlet is approximately 10 minutes by car journey from Swindon town centre and 45 minutes from Bristol and Bath.

Attractions close to Swindon Designer Outlet include the Cotswolds, Stonehenge & Avebury, Salisbury Cathedral and the STEAM museum, which is right next door to the centre.

Covering almost 208,000 square feet, the centre is housed in the Grade II listed buildings of the former Great Western Railway Works, which dates back to the 1840's.

It has over 100 stores including Burberry, LK Bennett, Hobbs, Hamleys, Thomas Pink, Gap Outlet, Ted Baker, Marks & Spencer Outlet, Mexx, Le Creuset, Waterford Wedgwood and Ravel.

More than three million people visit the designer outlet every year.

Centre facilities include:

- Spacious foodcourt with outlets including KFC, Fat Jackets and Baker's Oven
- A Starbucks, Costa Coffee shop and an O'Brien's Sandwich Bar
- An award winning safety-approved children's play area
- 2,000 car parking spaces

The centre is open 364 days a year, from 10am-6pm weekdays (until 8pm Thursday), 10am to 7pm Saturday, 10am* to 5pm Sunday and from 10am to 5pm on Bank Holidays (*larger stores open at 11am)

For more information visit www.swindondesigneroutlet.com or call +44 (0)1793 507 600.

Quick facts about Swindon Designer Outlet:

- Swindon Designer Outlet is on the site of the former Great Western Railway Works which built the 1937 locomotive used in the blockbuster film Harry Potter and the Philosopher's Stone.
- Housed in Grade II listed buildings of the former Great Western Railway Works dating back to the 1840's.
- Ten miles of underground tunnelling – which was used to move steam trains from one area of the Railway Works to another - lies buried beneath the Outlet. Original train tracks also still exist beneath the malls.
- When shoppers go home at night, rumour has it that mischievous spirits haunt the outlet. They've even been known to move items around in the stores.
- A steam locomotive – the 'Hagley Hall', is the centre piece of the foodcourt. Other original machinery is displayed throughout the outlet.
- Refurbishment of the buildings cost £40 million and is the largest retail regeneration scheme in the country. The Prince of Wales visited the centre in June 2000 to take a look at the scheme.
- The Outlet employs over 1000 people. In its heyday, the Great Western Railway Works was the workplace of most of Swindon's population.
- Celebrities including Louise Redknapp, Melinda Messenger, Mark Lamarr, Anthony Worrall Thompson, Graham Wynn, Ross Burdon and Fiona Fullerton are all regular shoppers at Great Western.
- The Outlet is large enough to house five football pitches.
- The Outlet played host to the Swindon Arts & Jazz Festival in April 2002, welcoming Jazz Legend Acker Bilk and Jamie Cullum.