

Deal agreed for development site next to A420 in Swindon

A huge site in Swindon with potential for major development has been acquired for an undisclosed sum. Real estate firm R0 Group has bought Home Farm, on the A420 Swindon to Oxford road, and is planning to build a mixed-use scheme that it says will generate job opportunities for the town.

The 9.7-acre plot offers potential for a number of different uses, R0 said, including roadside retail, industrial, logistics and storage. The company is hoping to attract a range of businesses to the site. Neighbouring occupiers already include retailers such as Sainsbury's and Dunelm as well the regional distribution hubs for Amazon and Iceland.

Home Farm forms part of the greater New Eastern Villages development plan consisting of around 8,000 new homes, new schools and community facilities. The New Eastern Villages is set to be one of the largest greenfield developments in the UK.

Nick Cashmore, investment director at R0, said: "We are delighted to have invested in Swindon, and we look forward to developing this site into a thriving mixed-use scheme. We have diligently searched for sites in the South of England and are pleased to have now identified the perfect location for our next major development.

"The site is excellently placed on the A420 Swindon to Oxford road making it an ideal location for a variety of potential uses. The area is already a hive of activity."

The blueprint for the R0's Swindon scheme is its Solstice Park development in Amesbury, it said. The group is also behind the R024 industrial scheme at South Marston Park.

“We continue to seek new land opportunities similar to Home Farm with a focus on development sites with prominence and roadside visibility throughout the Midlands and South of England,” Mr Cashmore added.

RO Group was advised by Loveday, Savills and Osborne Clarke on the transaction.