



Land at Lady Lane, Swindon

Welcome to the public consultation on our proposals for the redevelopment of Land at Lady Lane, Swindon

The Proposals

L&G, a leading developer and operator of homes in the UK, is delighted to bring forward our proposals, alongside Gaming International, for the redevelopment of land at Lady Lane.

The proposals will deliver approximately 130 new homes, a new community hub with leisure and sport facilities and commercial spaces, alongside new accessible green spaces, energy efficiency measures, and sustainable travel options.

The proposed redevelopment of the former Abbey Stadium is structured across two planning applications supported by a shared masterplan.

- **Proposal 1** is for the residential area of the site and will be delivered by L&G.
- **Proposal 2** covers the northern parcel of land which is proposed for a modern community hub and will be delivered by Gaming International.





Site Location Plan

The site location, with completed (green) and ongoing (blue) residential development highlighted.

About the site

The former Abbey Stadium is an underutilised piece of brownfield land situated in an area now largely characterised by residential development. The site previously hosted speedway racing, which closed in October 2019, and greyhound racing, which will end on 30 December 2025.

In 2024, Swindon Motorsports announced a new site for the Swindon Robins within the Studley Grange Motorsports Hub, and a separate planning application will be submitted to Wiltshire Council in due course.

Full details of the proposals can be found [here](#).

Public Consultation

We have now launched a public consultation on our proposals which runs from **17 April to 8 May 2025**.

We invite residents, stakeholders, and interested parties to engage with the consultation and submit your thoughts on our proposals.

We are holding a public exhibition event:

At: Blunsdon Village Hall (Main Hall) High Street, Blunsdon, Swindon, SN26 7AR

On: Wednesday 30 April 2025, 5pm – 8:30pm

Between: 5pm – 8:30pm

You can get in touch with the project team by clicking the button below:

[Contact](#)



Planning Policy

As a residential and mixed-use development, the proposals will be decided in accordance with the provisions of the Town and Country Planning Act 1990. This means it will be for Swindon Borough Council as the Local Planning Authority to determine whether our proposals receive planning permission.

We anticipate submitting a planning application to the Council in late Spring/early Summer 2025, with a decision anticipated in late 2025/early 2026.

About Us

Established in 1836, L&G is a leading financial services group and major global investor, safeguarding people's financial futures around the world.

L&G invests long-term capital into sectors where there has been a shortage of investment and innovation, focusing on growth opportunities for communities.

L&G has been involved in housing for over 20 years and established L&G Affordable Homes (LGAH) in 2018 with the aim of becoming the leading private affordable housing provider in the UK. Across its fast-growing portfolio of developments across England, LGAH offers social and affordable rent as well as Shared Ownership homes.

Dedicated to helping to tackle the current housing crisis, L&G seeks to make a positive difference to the affordable housing sector providing great quality and environmentally sustainable homes that allow our customers to build better futures.

To find out more about L&G Affordable Homes, and how we can support your housing journey, please visit www.landgah.com ().

You can get in touch through any of the following methods:

Freephone : [0800 699 0081](tel:08006990081) ()

(Monday-Friday, 9am-5pm, excluding Bank Holidays)

Post: FREEPOST TC CONSULTATION

(no further address or stamp required)

Email: info@landatladylane.co.uk ()