

Appendix A: Economic development activities

SKILLS, EMPLOYMENT AND APPRENTICESHIPS					
Project	Aims	Progress	Priorities/Targets	Target Audience	Partners
Skills Enterprise Employment (SEE) Partnership Delivery Group (PDG) Apprenticeship Task and Finish Group	<ul style="list-style-type: none"> To focus on raising awareness and profile of Apprenticeships within the local area, specifically within the business community To promote the educational and employment value of Apprenticeships 	<ul style="list-style-type: none"> A local event on July 3 to engage business community and local residents to raise profile of apprenticeships Task and Finish group looking to set a target to increase the number of apprenticeships in the town To work with corporate business to help them deliver a tailored and specific apprenticeship programme for their company 	<ul style="list-style-type: none"> To increase number of Apprenticeship opportunities for local people To increase number of Apprentices within the Slough Borough 	<ul style="list-style-type: none"> Business Community Schools & Colleges Parents/Guardians Young people 	<ul style="list-style-type: none"> Slough Borough Council East Berkshire College Learning to Work National Apprenticeship Service Local Enterprise Partnership
Skills Enterprise Employment (SEE) Partnership Delivery Group (PDG) Local Recruitment	<ul style="list-style-type: none"> To work collaboratively with key partners to increase awareness of opportunities available within 	<ul style="list-style-type: none"> Task and Finish Group have had to change focus and now will lead on Aspire for You activities ensuring SEE PDG objectives are also met Task and Finish Group will be setting up a Local Recruitment 	<ul style="list-style-type: none"> To increase employment opportunities for local people To increase the skill set of local people to match business needs 	<ul style="list-style-type: none"> Local residents School leavers College Students Graduates Unemployed Working 	<ul style="list-style-type: none"> Slough Borough Council Learning to Work Job Centre Plus Lonza East Berkshire

<p>Partnership Task and Finish Group</p>	<p>the local area</p> <ul style="list-style-type: none"> To increase and develop the skill set of Slough to match local business requirements 	<p>Forum bringing together local private and public sector employment service related partners to discuss gaps in Slough and to identify opportunities for collaborative working</p>	<ul style="list-style-type: none"> To encourage and support local people returning to education To encourage local people to take responsibility of their future goals 	<p>community</p> <ul style="list-style-type: none"> Employment Service providers Recruitment Agencies Work Programme Providers 	<p>College</p>
<p>Aspire/ Aspire for You</p> <p>SBC led support to a SEGRO initiative developed in association with SBC and East Berkshire College</p>	<ul style="list-style-type: none"> To work with local businesses, educational institutions, employment services and training providers to improve local skills and raise aspirations of the Slough community To promote learning and development of skills To increase recruitment 	<ul style="list-style-type: none"> SBC leading on Aspire for You strand Devised a plan of activity that works with business to offer employability skills programme in the community or at the New Aspire Centre Autumn 2012 Local businesses to offer CPD opportunities for Employment Learning Advisors To lead on a Local recruitment Forum, that addresses the needs and challenges of business To develop a mechanism to access live vacancies and promote to Slough residents 	<ul style="list-style-type: none"> To increase employment opportunities for local people To develop strong links with local employers To increase the skill set of local people and ensure this meets business requirements To encourage own responsibility of career aspirations and developments To encourage personal and professional growth 	<ul style="list-style-type: none"> Young People Parents/Guardians Local residents Local working community Educational Institutions Business Community Training Providers Recruitment Agencies 	<ul style="list-style-type: none"> SEGRO East Berkshire College Slough Borough Council Learning to Work Mars

	<p>opportunities for the Slough community</p> <ul style="list-style-type: none"> • This partnership project is being delivered complimentary to the SEE PDG Task and Finish Groups 	<ul style="list-style-type: none"> • To develop employment and learning opportunities for Graduates 			
Adult Learning	<ul style="list-style-type: none"> • To offer the local community a wide variety of daytime and evening courses • To assist learners to learn and develop new or existing skills • To support individuals returning to a learning environment. • To work with parents to support their children's 	<ul style="list-style-type: none"> • Arrangements for the delivery of a shared service, with Slough being the lead accountable body for the delivery of Community Learning across Slough and Windsor and Maidenhead are progressing well. • In 2010/11, 3566 learners were registered for various Life Long Learning courses • In 2010/11, the number of actual class attendances across all courses was 91% • 79% of ESOL learners achieved an ESOL mode / unit of qualification 	<ul style="list-style-type: none"> • To promote learning and developing skills • To support residents in obtaining qualifications. 	<ul style="list-style-type: none"> • Local residents • School leavers • Unemployed • Working community • Parents of school, age children. • Adults with low skill levels 	<ul style="list-style-type: none"> • Slough Borough Council • Royal Borough of Windsor and Maidenhead • Workers Education Association • Community and voluntary sector

	education				
SBC Apprenticeship Programme	<ul style="list-style-type: none"> To offer young people a Business Administration Apprenticeship qualification To offer young people the opportunity to work in different departments within the Council 	<ul style="list-style-type: none"> 21 Apprentices to start in Sept 2012 for SBC SBC to manage delivery of 6 additional Apprentices for Arvato Sept 2012 	<ul style="list-style-type: none"> To increase employment 	<ul style="list-style-type: none"> Local residents School leavers 	<ul style="list-style-type: none"> Slough Borough Council Arvato East Berkshire College
SBC Work	<ul style="list-style-type: none"> To offer 	<ul style="list-style-type: none"> New stream of work to be 	<ul style="list-style-type: none"> To provide an accurate 	<ul style="list-style-type: none"> School pupils 	<ul style="list-style-type: none"> Slough Borough

Experience Programme	<p>individuals the chance to experience a working environment</p> <ul style="list-style-type: none"> To provide an opportunity for individuals to understand and learn about the Council and how it operates 	<p>developed by Jan 2013</p> <ul style="list-style-type: none"> Part funding for first year post identified for appointment October 2012 	<p>account of the world of work</p>	<ul style="list-style-type: none"> College Students Graduates Unemployed 	<p>Council</p>
Job Clubs	<ul style="list-style-type: none"> To provide access to newspapers, journals and internet access to job seekers To provide support and guidance on job searching and applying To provide support on interview and assessment 	<ul style="list-style-type: none"> 5 Job Clubs across the town 2 Lone Parent Job Club in Thomas Gray Centre and Langley library Approx 120 people access the service a month Offering additional 1 hr face to face service 3/5 new clients are seen at weekly surgery at JCP for Lone parent referrals IAG intermediary service with JCP – ongoing referrals received 	<ul style="list-style-type: none"> To decrease unemployment claimants To increase employment levels To improve job seeking skills 	<ul style="list-style-type: none"> Local residents School leavers College Students Graduates Unemployed Working community 	<ul style="list-style-type: none"> Slough Borough Council Aspire

	techniques	<ul style="list-style-type: none"> • Subcontractor for Work Programme • Referrals to BAA retail, construction and Aviation Academy • Leading on Aspire for You stream to deliver workshops/ employability skills programmes that meets the needs of business and supporting the community to access local recruitment opportunities, • Supporting Employers that are currently displacing staff (this service has also been offered in house) • 20 volunteers worked in Employment & Enterprise during Sep 2011 – March 2012, 60% progressed onto sustainable employment 			
Careers Information Advice and	<ul style="list-style-type: none"> • To provide information, advice and 	<ul style="list-style-type: none"> • National Career service contract to deliver 1000 interventions and engage with 	<ul style="list-style-type: none"> • To decrease unemployment claimants 	<ul style="list-style-type: none"> • Local residents • School leavers • College Students 	<ul style="list-style-type: none"> • Slough Borough Council

Guidance Service	<p>guidance on</p> <ul style="list-style-type: none"> To promote the benefits of learning and help individuals to address and overcome the barriers to learning To support individuals in making realistic and informed career choices 	<p>670 clients (April 2012 – March 2013)</p> <ul style="list-style-type: none"> Matrix reaccreditation planned for early October, scope will be the New Shared Service 	<ul style="list-style-type: none"> To increase employment levels To increase the number of individuals returning to learning and education 	<ul style="list-style-type: none"> Graduates Unemployed Working community 	
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BUSINESS ENGAGEMENT AND START UPS

Project	• Aims	• Progress	Priorities/Targets	Target Audience	Partners
Business Start Ups via Business Enterprise Skills Development task and Finish	<ul style="list-style-type: none"> To increase the number of start ups To provide advice, support and training to people 	<ul style="list-style-type: none"> A Task and Finish Group established to push this agenda in the Town Looking to engage more private sector partners as members of the group ie O2 	<ul style="list-style-type: none"> Increase the number of start up businesses and support the growth of existing ones. 	<ul style="list-style-type: none"> Local SMEs Start Ups Aspiring entrepreneurs 	<ul style="list-style-type: none"> Slough Borough Council Other Business support services

<p>Group</p>	<p>who have aspirations of starting up a business</p> <ul style="list-style-type: none"> • To offer the support and guidance of SBC's Business Community Advisor • To create and develop Enterprise Clubs and Start Up courses 	<ul style="list-style-type: none"> • Community Business Advisor appointed 			
<p>SME Mentoring Scheme</p>	<ul style="list-style-type: none"> • To increase survival rates of business • To provide a free service, connecting SMEs with large corporate organisations for 	<ul style="list-style-type: none"> • A small pilot of mentoring has just been completed and a report on lessons learnt completed. • 10 small businesses facing hardship due to economic climate have been mentored by established SME's. • The findings from the report 	<ul style="list-style-type: none"> • Increase the number of start up businesses and support the growth of existing ones. 	<ul style="list-style-type: none"> • New businesses in particular those that are facing particular growth issues or hardship • Existing businesses that can provide support to local businesses. 	<ul style="list-style-type: none"> • Slough Borough Council • Slough Business Community Partnership

	<ul style="list-style-type: none"> mentoring To provide support and guidance growth to new businesses. To increase the pool of mentors in Slough 	<p>will be used to design a further project.</p>			
Open for Business	<ul style="list-style-type: none"> To enable economic growth on a local level To create a town that works with business in a coordinated, supportive way which enables them to grow and function effectively. 	<ul style="list-style-type: none"> An internal workshop held with business facing officers to understand how we can work better together. A draft action plan devised to undertake activities of consultation with business to understand business needs. Business forums and networks will be supported to allow better engagement with business community. 	<ul style="list-style-type: none"> Increase the number of start up businesses and support the growth of existing ones. 	<ul style="list-style-type: none"> Internal frontline services providing a service specifically to businesses Local business community 	<ul style="list-style-type: none"> Slough Borough Council
Business	<ul style="list-style-type: none"> Increase the 	<ul style="list-style-type: none"> A brochure available now 	<ul style="list-style-type: none"> Increase the number 	<ul style="list-style-type: none"> Local SMEs 	<ul style="list-style-type: none"> Internal services

<p>Directory</p>	<p>number of start up businesses and support the growth of existing ones.</p> <ul style="list-style-type: none"> • To provide a comprehensive list of businesses in Slough • To provide the business community information on the business support services provided by the Council. 	<ul style="list-style-type: none"> • A CD Rom including the listing and enhanced services that enables mail merge and tailored searches 	<p>of start up businesses and support the growth of existing ones.</p>	<ul style="list-style-type: none"> • Local Corporate • Start Ups • Local Residents • New businesses looking to relocate 	
<p>BAA Meet the Buyer</p>	<ul style="list-style-type: none"> • To provide local SMEs an opportunity to meet major Buyers and procure contracts to supply goods 	<ul style="list-style-type: none"> • SBC Procurement represented at the event to raise awareness of available contracts and procurement procedures for local businesses • The event promoted to local businesses and advice given 	<ul style="list-style-type: none"> • To support the growth of local SMEs 	<ul style="list-style-type: none"> • Local SMEs • Large Corporate organisations 	<ul style="list-style-type: none"> • British Airways Authority • Slough Borough Council • Slough Business Community Partnership • Thames Valley

	and services	on how to win contracts with large corporates. <ul style="list-style-type: none"> Slough businesses have won contracts with Heathrow based businesses generating income in Slough 			Chamber of Commerce
Business partnerships and engagement	<ul style="list-style-type: none"> To create an environment where the needs of business are well understood and a strategic or tactical response can be provided rapidly 	<ul style="list-style-type: none"> Regular contacts at a senior level with major business Membership and active involvement with Thames Valley Berkshire Local Enterprise Partnership, TV Chamber of Commerce and Slough Business Community Partnership etc 	<ul style="list-style-type: none"> To retain and grow business investment 	<ul style="list-style-type: none"> Existing businesses Possible inward investors 	<ul style="list-style-type: none"> TVBLEP TVCC SBCP BEBP

TRANSPORT AND COMMUNICATIONS INFRASTRUCTURE

Project	Aims	Progress	Priorities/Targets	Target Audience	Partners
Western Rail Access to Heathrow (WRAtH)	<ul style="list-style-type: none"> To deliver direct rail services to Heathrow from Reading, via Maidenhead and 	<ul style="list-style-type: none"> Feasibility and option appraisal (2010) Economic Impact study (2011) Regional Growth Fund Bid (2011) 	<ul style="list-style-type: none"> To provide strategic infrastructure which attracts and retains business 	<ul style="list-style-type: none"> Businesses Residents 	<ul style="list-style-type: none"> Local Enterprise Partnership Great Western Partnership SEGRO

	<p>Slough</p> <ul style="list-style-type: none"> To reduce journey times to Heathrow 	<ul style="list-style-type: none"> Western Rail Access to Heathrow included in the National Infrastructure Plan published by HM Treasury in November 2011 as one of only two airport rail schemes. (Section 3.47, p49) 10/01/12 – High Speed 2 announcement includes support from Government for surface rail enhancements around Heathrow and welcomes the work carried out to date on WRAtH. The report acknowledges that an HS2 link from the east does not resolve access issues from the west, which WRAtH does. 			<ul style="list-style-type: none"> Thames Valley Chamber of Commerce IOD BAA
<p>Berkshire Superfast Broadband Project</p>	<p>By 2015, 90% of premises in Berkshire will have access to superfast broadband with speeds of at least</p>	<ul style="list-style-type: none"> To work with the main providers of superfast broadband – BT and Fujitsu to understand who is the best to deliver across Berkshire To ensure Slough coverage reaches those that currently 	<ul style="list-style-type: none"> To provide strategic infrastructure which attracts and retains business 	<ul style="list-style-type: none"> Residents Businesses 	<ul style="list-style-type: none"> Local Enterprise Partnership Slough Borough Council Berkshire Unitary Authorities

	24Mbps with remaining 10% having access to 2Mbps.	<p>have no connectivity or very slow connectivity.</p> <ul style="list-style-type: none"> • SBC to lead on the procurement phase of the project 			
Local Development Framework (LDF)	The Framework sets how development in the town can deliver prosperous communities	<ul style="list-style-type: none"> • Core Strategy 2006-2026 in place • Adopted December 2008 • Annual Monitoring Report (AMR) 2010/11 finding published • Format of future (AMR's) due to change as a result of Localism, this includes the indicators that are monitored • Future reports will focus on meeting local needs 	<ul style="list-style-type: none"> • To provide strategic infrastructure which attracts and retains business and grows employment opportunities and helps deliver prosperous communities. 	<ul style="list-style-type: none"> • Residents • Business • Developers 	<ul style="list-style-type: none"> • Internal Services • Planning Authorities • Business • Residents •
INWARD INVESTMENT AND TOWN CENTRE REGENERATION					
Project	Aims	• Progress	Priorities/Targets	Target Audience	Partners
Link to China	<ul style="list-style-type: none"> • To showcase Slough as a viable economic location 	<ul style="list-style-type: none"> • Slough represented in China in front of Chinese businesses on inward investment plans and 	<ul style="list-style-type: none"> • To attract international business to Slough 	<ul style="list-style-type: none"> • Chinese Companies • Local export companies 	<ul style="list-style-type: none"> • Slough Borough Council • British Chambers

	<p>for Chinese companies</p>	<p>WRAtH in April 12.</p> <ul style="list-style-type: none"> • USB sticks presented to over 100 Chinese companies with sloughmeansbusiness website for promotion <p>A Chinese delegation to arrive in Slough in September where we will host 40 companies and showcase Slough to them.</p>		<ul style="list-style-type: none"> • Other International and National companies 	<p>of Commerce</p> <ul style="list-style-type: none"> • SEGRO • Other private sector partners
<p>Inward Investment Website – www.sloughmeansbusiness.co.uk</p>	<ul style="list-style-type: none"> • To showcase Slough as a prime location for National and International businesses • To provide relevant information and statistics on local economy, facilities, services and communities. • To ensure new businesses into Slough are given 	<ul style="list-style-type: none"> • Website launched and promotion underway • Website featured in a national business magazine – The Business Mag • Article in Citizen • Articles due in TVCC and SEGRO magazines • Links to Chamber website, LEP website, Link to China website • First report on hits and enquiries etc from website due Sept 12. 	<ul style="list-style-type: none"> • To attract international and national business to Slough 	<ul style="list-style-type: none"> • New & existing, national and international businesses 	<ul style="list-style-type: none"> • SBC • Thames Valley Chamber of Commerce

	full support during their transition				
Heart of Slough	<ul style="list-style-type: none"> • To create or enable the physical environment, civic, commercial, retail, leisure and housing provision which will attract people and business to the town centre • To create facilities which will draw business and workers from across the town into the town centre • To enable high quality housing which will deliver valuable footfall into the town centre 	<ul style="list-style-type: none"> • Masterplan approved • Bus station completed • Transport infrastructure and public realm including station forecourt completed • Plans for the Curve well-developed • Consideration of a LABV which can facilitate further regeneration well advanced 	<ul style="list-style-type: none"> • To improve prosperity through investment in the physical environment • To develop a vibrant town centre 	<ul style="list-style-type: none"> • Commercial investors • New and existing retailers • Residents, visitors and workers across the town • Major business 	<ul style="list-style-type: none"> • SBC • HCA • Development Securities • University of West London • Criterion • LABV partner if approved

Town centre management

- To ensure that retailers and businesses in the town centre and other primary retail areas have a well maintained environment in which to do business.
- To ensure that the concerns of retailers are addressed
- To promote and facilitate collective solutions to the needs of retailers
- To provide an environment which draws visitors and workers into the town centre

- Budget created for Town Centre Manager and post to be advertised soon

- To retain and attract retail and commercial business
- To develop a vibrant town centre and satellite centres

- New and existing retailers
- Residents, visitors and workers across the town
- Major business

- Slough Borough Council
- Enterprise
- Landlords
- Individual retailers